



The GREENLEAF

Green Team Newsletter



Issue no. 4 September/October 2008

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Sounding the Green Trumpet:

Raising employee awareness about your programs

Letting your employees know the who, what, when, where, why and how of your company's environmental program is as important as having a green program in the first place. When communication is lacking between program organizers and the program's intended audience, it might seem to the audience like there isn't anything going on at all.

There are some easy ways to get the message across about your program. Some common ways of spreading the word about your green program launch may include:

- Announcement at staff meetings
- Posters or bulletins in the break room
- Message from the President

It is important to get your message out there and repeat it often; especially if your program is starting up and you want to raise awareness for higher participation rates from the get go.

It is also important to keep your audience aware of ongoing progress and victories for established programs.

Need Green Team Decals and buttons? Members [click here](#) to order more flair for your workers and doors.



The next Star-Telegram advertisement for new members will be in early November. Get your application in today!

Dear Team,

I am condensing two months of recycling goodness into one issue of the Green Leaf because things have been busy around here since I was lucky enough to attend the [National Recycling Coalition](#) conference in Pittsburgh, PA last month.

I met a lot of great people from across the country and learned about some interesting programs and methods for increasing recycling participation rates both in businesses and city-wide.

I was also lucky enough to get some free consultation on the Green Team Website. I've met with my website designer to start work on www.ArlingtonGreenTeam.com improvements. These improvements I hope to have within the month.

The September/October spotlight is on Wal-mart Stores Inc. Read their story and maybe take them up on their offer for recycling guidance.

Sincerely,
Tim Yatko
Commercial Recycling Coordinator, City of Arlington



This on-going awareness campaign will help reiterate your message and can take the form of simple reports for amounts recycled or Kilowatt hours saved e.g. "This quarter we recycled 236 tires, 37 ink cartridges...we used 200 fewer Kwh than last year at this time..." Some common ways of updating people on progress include:

- Newsletters (ahem...)
- Internal company web pages
- Global e-mails

And, if you really want to send the message home about your green program, you can either throw a kickoff party to get things going or special events throughout the year to reward employee participation.

It is not unheard of to host parties with the revenue generated or money saved by recycling.

In any case, raising employee awareness to your environmental programs can go a long way towards increasing participation in the programs, but also reinforcing green habits and feelings of personal responsibility for the environment.

Employee awareness board (seen above)
Poster resources (right)
Found under "resources" @ www.arlingtongreenteam.com





Our Newest Members

- ★ [Pete Robinson Insurance](#)
- ★ [David Slater, DDS, Inc.](#)
- ★ [United States Cold Storage](#)
- ★ [Courtyard by Marriot, Arlington by the Ballpark](#)
- ★ [Children's Cultural Academy Spanish Immersion Preschool](#)
- ★ [Richter Animal Hospital](#)

Updates to the Webpage
www.arlingtongreenteam.com

New Home Page Layout – We have adjusted the home page a bit to make it more apparent that The Green Team is a commercial recycling program. We are planning a larger overhaul later this month to make the site even easier to access. Think “Icon-based navigation.”

Grant Opportunity

Due Friday 10/17/2008**

The Coca-Cola/NRC Recycling Bin Grant Program supports local community recycling programs by providing bins to selected grant recipients for the collection of beverage container recyclables in public settings. Grants will be provided to a limited number of applicants who can demonstrate how their proposals will lead to sustainable recycling opportunities. The grant program is open to government, civic, school, non-profit groups and for-profit companies. Applications are available only on-line.

<http://binggrant.org/home.htm>



Wal-Mart Stores: Turning Trash Into Cash

By Jerry Peacock, Market Manager # 347, Wal-Mart Stores, Inc.

At Wal-Mart, we believe that being an efficient and profitable business goes hand-in-hand with being a good steward of the environment. Wal-Mart's environmental goals are simple and straightforward: to be supplied 100 percent by renewable energy; to create zero waste; and to sell products that sustain our natural resources and the environment.

We are moving toward our goal by recycling 100 percent of recyclable products, eliminating materials that can't be recycled and instituting recycling programs in our offices, stores, Clubs and distribution centers. Additionally, we are working to develop a closed-loop recycling program with our suppliers.

Super Sandwich Bale

Loose plastic is unruly and hard to collect for recycling, so we implemented an innovative solution called the “Sandwich Bale.” Like a sandwich, the plastic is pressed between two stacks of cardboard then bundled for transportation. We've introduced this process into all of our stores and Clubs, and so far we estimate that we've diverted more than 97 million pounds of plastic from landfills.

The “Super Sandwich Bale” can process all aluminum cans, plastic hangers, plastic water and soda bottles, office paper, paperback books and other recyclable items. The sandwich bale uses existing balers within the stores and eliminates one out of five waste compactor hauls per store (due to reduction of waste volume). It also allows transportation of plastic on flatbed trailers since the cardboard sections provide containment of the plastic, reducing litter and bale integrity issues.

Reusable Bags

In October 2007, we began selling reusable bags in all of our Discount Stores, Supercenters and Neighborhood Markets for \$1 each. Since this launch, we have sold enough of our black reusable bags in the U.S. to eliminate the need for one billion disposable plastic bags. As part of our commitment announced at the Clinton Global Initiative in September 2008, Wal-Mart will reduce our global plastic shopping bag waste by an average of 33 percent per store by 2013.

To help reach our U.S. goal of a 25 percent reduction, we are increasing the availability and affordability of reusable bags in our U.S. stores. A new, blue reusable bag that will sell for 50 cents each will be available to all U.S. customers by November 2008. Wal-Mart will offer both the black and blue reusable bags, providing our customers two affordable options for bringing their groceries and purchases home in a reusable bag. When our reusable bags wear out, customers can return them to their local Wal-Mart store for recycling.

Tires

Each year, our Tire and Lube Express Centers send millions of tires to recyclers for processing. Tires are traditionally bulky and heavy to transport to recycling facilities, but Wal-Mart is testing a number of methods to make this process easier. We are also trying to close the loop on our tire recycling by working with companies who use recycled tires in products that could eventually end up on our shelves.

Closed-Loop Recycling

Many people wonder where plastic and other materials go once they have been recycled. At Wal-Mart, we are developing a closed-loop recycling program where the materials recycled from Wal-Mart stores go back to our suppliers. With the recycled materials, suppliers can make new products that return to Wal-Mart's shelves. This system saves us, our suppliers and our customers money.

As the largest retailer in the world, Wal-Mart has the opportunity and the responsibility to make a difference on important issues, such as the environment. These recycling initiatives are just some of the many programs Wal-Mart will implement to meet its environmental goals. **We are open and willing to share what we have learned so that everyone can benefit from a more sustainable future.**

