

PE5 Action: WasteWise Program

1 Points**2 Points**

A. Why is this action important?

The [US EPA WasteWise](#) program works with local governments, organizations and businesses to apply resource-efficient materials management practices to reduce government and select industrial wastes. The Climate Smart Communities (CSC) program encourages local governments in New York State to participate in the WasteWise program to get guidance on the reduction of government solid waste and to structure outreach to the broader community.

There are two ways to participate in the WasteWise program. WasteWise *Partners* agree to reduce or recycle government solid waste and select industrial wastes, and to set annual waste diversion goals. Any organization that can measure and report waste can join as a *partner*. WasteWise *endorsers* agree to recruit organizations to become *partners* or *endorsers* and provide both with promotional, educational, or technical information. Engaging businesses and organizations is an important way to reduce overall waste in the community. Participants receive recognition for achievements, a WasteWise Climate Profile that outlines the greenhouse gas (GHG) emissions achieved through waste diversion, educational materials, and free technical assistance to implement their waste reduction programs, and realize reduced purchasing and waste disposal costs.

B. How to implement this action

Local governments should review the EPA WasteWise program requirements and determine if it could be useful to them, and then make a commitment to join. The next step is to evaluate the benefits and requirements of the partner and endorser options and select which participation level is most appropriate for staffing levels and waste reduction goals.

To participate, local governments can apply online at <https://www.epa.gov/smm/wastewise>.

Participation as a *partner* requires the following:

1. Join WasteWise by completing the registration form in the EPA Waste Wise Sustainable Materials Management (SMM) data management system.
2. Submit baseline data into the EPA WasteWise SMM data management system within 90 days of registration.
3. Establish a first-year goal of at least a 5-percent increase in waste diverted (a combination of waste prevention, recycling, and composting tonnage) as compared to baseline. This goal should be submitted along with baseline data.

Endorser requirements include the following:

- Endorsers should advance the mission of WasteWise through recruitment, education, marketing and outreach.
- Endorsers will be required to set a self-directed annual goal for endorser activities and report annually on their achievements through the SMM data management system. Endorser goals should include quantitative results against which progress can be measured, such as a target number of recruited partners or number of information events held. Endorsers will be notified when additional requirements are instituted.

Local governments that elect to join the program as partners should gather and submit the baseline data and then monitor progress toward achieving their waste reduction goal in the first year. Local governments that join as endorsers should establish a system for tracking their activities, such as the number of partners recruited, or ideally, the waste reduced by

partners.

Local governments may elect to celebrate joining EPA WasteWise by holding an educational event, issuing a press release, or promoting it through an annual report or related plan. Further celebration or engagement with the public would be appropriate if the local government or recruited partners achieve their annual waste reduction goals.

C. Time frame, project costs, and resource needs

Joining the EPA WasteWise program is particularly recommended for local governments already implementing waste reduction measures or engaging with their communities to reduce waste. For local governments already taking action, participating in EPA WasteWise will require minimal staff time, to simply track progress toward achieving goals and report to the program.

Local governments that are just beginning to focus on waste reduction activities will require some staff time and resources to promote waste reduction activities. Local governments can determine their own scope and depth of involvement in the program, and which types of measures they might want to take to reduce waste.

Participating in the program is an ongoing commitment; however, data and reports must only be submitted to the program annually.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable any local government. Departments of public works or other department that manages solid waste is most likely to be responsible.

E. How to obtain points for this action

Points for this action are tiered based on participation and progress toward goals.

	POSSIBLE POINTS
Active participation in EPA WasteWise	1
Demonstrated progress toward meeting EPA WasteWise goals	1

F. What to submit

Submit evidence of enrollment and active participation in the US EPA WasteWise program over the year prior to CSC application, including current listing as a partner or endorser on the EPA website. For the full points, provide a copy of the local government's annual program report submitted to the WasteWise program, demonstrating how the local government is making progress toward meeting its waste reduction goals.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [US EPA WasteWise - Conserving Resources, Preventing Waste](#)
- [EPA WasteWise Success Stories State Government](#)
- [DEC Supermarket Waste](#)
- [New York State Solid Waste Management Plan](#)

H. Recertification requirements

The requirements for recertification are the same as the requirements for the initial certification.