



2010-2011

Minnesota Waste Wise ANNUAL REPORT

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Minnesota Waste Wise recognizes the following business members for their advanced support & contributions.

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Welcome to the 2010-2011 Minnesota Waste Wise Annual Report.

As we begin our eighteenth year, Minnesota Waste Wise remains the only organization of its kind in the country, and continues to show that making environmental sustainability a key ingredient in company operations is – and continues to be – smart business.

The triple bottom line, “people, planet and profit,” continues to define success in business, resulting in reduced inputs, greater profit potential, customer loyalty, and increased employee morale and shareholder satisfaction. That’s also Waste Wise’s definition of success and we deliver it by working with Minnesota businesses to recognize the lasting value of making environmental sustainability an integral part of doing business. Our members understand that less “waste” out the door translates to more profit and that there are many ways to conserve natural resources within business operations.

Waste Wise staff remains committed to providing environmental sustainability consulting to Minnesota businesses through on-site assessments, outreach, and various resources. Relationships are important to Waste Wise, shown by our successes through memberships, partnerships, outreach, and tailored consulting services.

Waste Wise board and staff have begun the process of strategic planning for the future of the organization. One goal of this process is to seek additional ways of supporting the sustainability efforts of businesses throughout the state. We will identify opportunities to improve the assistance, expertise, and resources needed to help Minnesota businesses find new ways to decrease resource usage, reduce waste, and realize cost savings in the process.

This report will highlight achievements from the past year through member success stories, program results, and new initiatives. It also provides an overview of Minnesota Waste Wise’s active role in helping businesses become more profitable through environmental sustainability.

We would like to thank all our members, sponsors and partners for their generous financial support, which helps us to fulfill our mission and demonstrate through our achievements that “conserving resources is smart business.”

Sincerely,



Board Chair
President, Green Lights Recycling

MEMBER SERVICES

ENVIRONMENTAL SUSTAINABILITY ASSESSMENT (ESA)

The ESA is a comprehensive site visit that will help your company establish proactive sustainability processes to improve your operational efficiencies, reduce costs, and reduce environmental impact. Recommendations will be made in a comprehensive report to help meet your goals throughout the year.

BASIC SITE VISIT (BSV)

The basic site visit provides an overview of potential opportunities your business has to improve waste reduction, recycling, resource conservation and energy efficiency, reducing costs. An inventory of recommendations will be provided following the visit.

YEAR-ROUND CONSULTING

As a member of Minnesota Waste Wise, you will receive year-round phone or email consulting on environmentally sustainable business practices that save money and protect the environment.

PRESENTATIONS & EMPLOYEE TRAINING

Waste Wise staff provides presentations and training to help educate employees, customers and vendors about your company’s sustainable business practices.

WORKSHOPS & EVENTS

Minnesota Waste Wise hosts a variety of sustainable business workshops and events throughout the year. Members receive notifications of upcoming events and reduced rates on attendance.

MEMBER RECOGNITION

We can help improve your environmental - or “green”- image by promoting your successful waste reduction and energy efficient practices to your customers and the public.

RECYCLING PROGRAMS

Participate in our free and easy recycling program for cell phones and printer cartridges. Or recycle plastic bags and film through the *It’s in the Bag* program. As a member of Minnesota Waste Wise, you also can enjoy discounts on other recycling services.

PUBLICATIONS

Minnesota Waste Wise publications include fact sheets and electronic newsletters that identify trends of resources and solutions for sustainable business practices.

SPONSORSHIPS

Waste Wise has a variety of opportunities to sponsor events, publications, and fact sheets. Many of these sponsorships are included in specific membership levels, however your company sponsorship is appreciated and welcome outside of your membership, too.

MINNESOTA WASTE WISE PRODUCES RESULTS

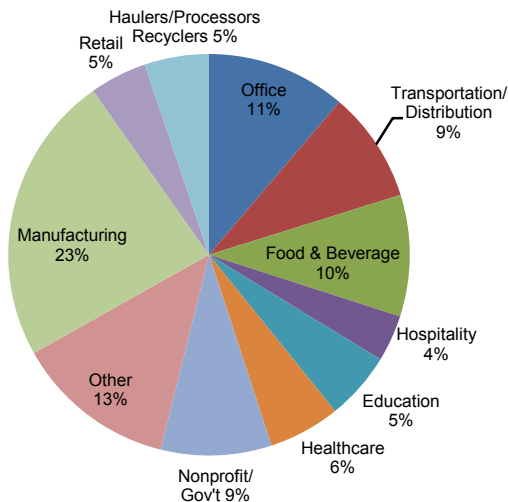
Waste Wise assists Minnesota businesses by providing on-site assessments, year-round consulting, and a multitude of resources. During Fiscal Year 2010-2011, the Minnesota Waste Wise Foundation, including Energy Smart, *It's in the Bag*, and member assistance, produced the following results for Minnesota businesses:

- Provided 2,759 direct services to more than 1,426 businesses
- Completed 366 site visits
- Helped businesses save over \$196,000

Waste Wise Membership

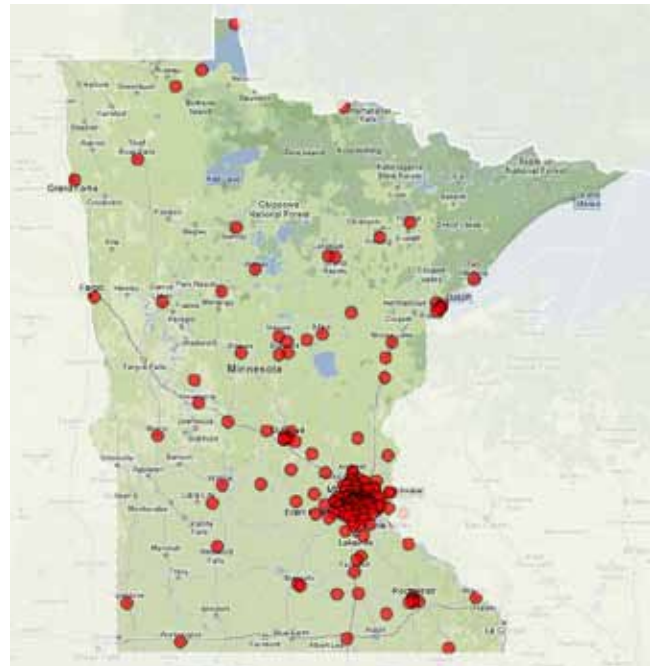
Waste Wise provides members comprehensive solutions to conserve resources through solid waste reduction, energy efficiency, and decreased water usage.

Waste Wise has continued to maintain a diverse membership throughout our 17 years of providing environmental sustainability consulting to Minnesota businesses. Below is a snapshot by sector of our 390-plus active members.



Membership & Services

Relationships are important to Waste Wise. The organization works with businesses throughout the state, and many of these businesses are longtime members. During the 2010-2011 fiscal year, Waste Wise recognized 395 active members, completed 90 site visits, and provided a range of environmental sustainability assistance to 417 businesses.



Lake Superior College (LSC), a Waste Wise member since 2008, has shown continued dedication to environmental stewardship through integration of programs and initiatives in all areas of the campus.

Waste Wise conducted site visits at LSC in 2008 and 2011. Recommendations following the visits included strategies to reduce solid waste and recycle more materials on campus, while integrating environmental sustainability into campus operations, curriculum and culture. The site visit discussions prompted LSC to evaluate waste hauler contracts, establish a waste tracking system, and examine their overall solid waste system handling from purchasing to disposal.

LSC is also a member of the Association for the Advancement of Sustainability in Higher Education (AASHE) and a signatory of the American Colleges and Universities Presidents' Climate Commitment (ACUPCC). The College submitted its Sustainability Plan of Action in May 2011, outlining the campus's goal to reduce solid waste, purchasing, and food waste by 50% by 2030. In conjunction with this Sustainability Plan, LSC is in the process of creating a campus-wide sustainable purchasing policy which will include tips on helping campus purchasing agents make product choices with less overall environmental impact.

As a part of the campus ongoing solid waste initiatives, LSC has focused on ways to reuse and recycle items that cannot currently be eliminated on campus. Polystyrene (also known as Styrofoam) packaging is one unavoidable solid waste stream that LSC examined. With a goal to avoid land filling while finding a way to reuse the material, LSC's Integrated Manufacturing Program created a solution that that will make polystyrene reusable to community members and businesses alike. A polystyrene shredding machine, designed as a prototype for a new and improved machine already in production, has been in service at LSC for four years and has shredded over 8,000 cubic feet of large polystyrene packaging material generated on campus and dropped off by the public. Besides the shredded material's obvious use as packing material, individuals have found use for it as filler for bean bag chairs, dog beds and outdoor planters.

This project not only serves to promote LSC's Integrated Manufacturing program, it also serves as a tangible community outreach project for the college with on-line advertising of shredded Styrofoam. "At the same time, the project will help us to reach our college's sustainability goals by keeping Styrofoam out of landfills," says Deanne Roquet, LSC's Environmental Council Chairperson.

Waste Composition Studies

Waste Wise started performing waste sorts in 2009 and since then has performed fourteen waste sorts. Some of these sorts were for LEED certification, but the majority were simply for the business to gather real data to help improve recycling and waste reduction practices.

Waste Wise performed five waste sorts during the 2010-2011 fiscal year.



Waste Wise Launches Sustainable Business Resource Center

Waste Wise launched the Sustainable Business Resource Center (SBRC) in January 2011.

The SBRC is a dynamic tool for Minnesota business professionals, of all business sectors, to learn the latest tips for greening your business while also increasing the bottom line.

Learn more about:

- Resources specific to your sector
- Reducing environmental impact while saving money
- How to increase employee involvement
- What Minnesota companies are doing to green their business
- Methods to manage solid waste and conserve resources

Visit the Sustainable Business Resource Center at www.sbrcmn.com.



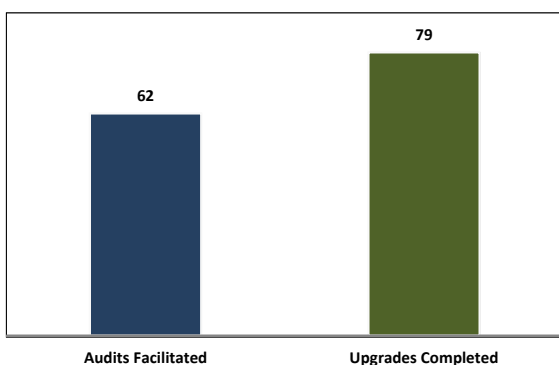
ENERGY SMART PROGRAM EXPANDS SERVICES, DELIVERS RESULTS

The Energy Smart program advanced energy efficiency for Minnesota businesses in 2011 with continued funding from two of its original utility funders. In order to increase its ability to assist companies served by municipal utilities, the program also secured funding for one year from the Minnesota Department of Commerce, Division of Energy Resources.

Renewed and increased funding allows Energy Smart to expand the customized and ongoing energy efficiency assistance and information provided to Minnesota businesses, as well as extend services in areas served by municipal utilities. After providing the new Energy Star building rating service, the program applied for and received the U.S. Environmental Protection Agency’s Energy Star Partner status. The program was also able to provide a higher level of on-site consultation services to 19 businesses in Hibbing thanks to funding receive from the Minnesota Department of Commerce.

Since last year, Energy Smart has facilitated more than 79 energy upgrades—almost doubling last year’s number—and 258 conservation measures. When combined, these efforts collectively saved businesses more than \$196,291.

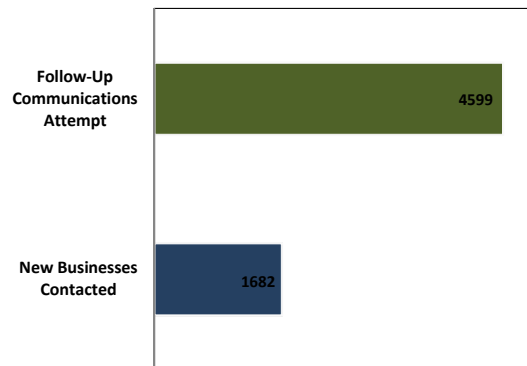
Energy Smart Results



Because Energy Smart continues to actively follow up with businesses after services have been provided,

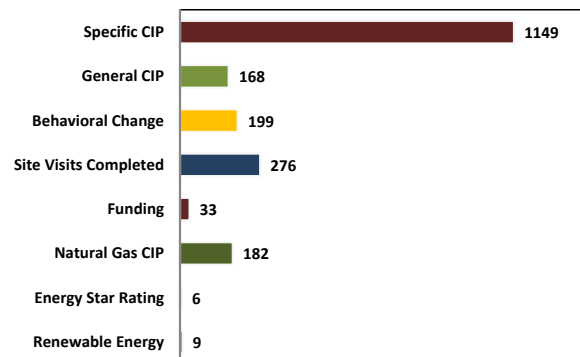
opportunities arose in 2011 to work with companies to further enhance energy efficiencies and savings. For instance, while following up with a business in Minneapolis that received an Energy Smart site visit in August 2009, staff discovered the need for, and conducted, a utility bill analysis to help the company better prepare for a roof upgrade and solar panel installation. Energy Smart staff also helped the business explore financial options for these upgrades. Typically, three follow-up contacts were made for each business that received a service.

Energy Smart Businesses Contacted



Early in the year, Energy Smart shifted focus and more staff resources to services that were most likely to lead to upgrades. The graph below reflects this shift. The number of general Conservation Improvement Program (CIP) services provided was at a much lower rate than in FY2010, but at the same time specific Electric CIP services rose by 40%, while Natural Gas CIP services saw a 210% increase over FY2010.

Energy Smart Services and Information Given





MORE BUSINESSES ENGAGED IN 2011 THROUGH COMMUNITY FOCUS INITIATIVES

In 2011, Energy Smart continued to build upon its community-based outreach efforts conducting campaigns in Lindstrom, Center City, Chisago City, Red Wing, Maplewood, North St. Paul, Hibbing, and along the Lake Street corridor in Minneapolis.

A total of 1,388 businesses were newly contacted through Energy Smart community programs. As a result of these efforts, 188 on-site business consultations were performed by Energy Smart staff, and more than 35 One-Stop Efficiency Shop lighting audits were conducted through leads from Energy Smart. At fiscal year-end, 14 upgrades and 28 conservation measures had been confirmed as completed.

Local Business Earns Honors

The Community Focus Initiative that began along Payne Avenue in St. Paul in 2010 took on new life in 2011. During an Energy Smart on-site energy consultation at Donald's Uniform and Apparel, staff noticed that the building seemed very efficient and might qualify for recognition as an Energy

Star building. Energy Smart offered to help Donald's enter its building and utility data into the federal Energy Star program's Portfolio Manager to find out.

After inputting 12 months of consecutive utility bill information and other required data, results were impressive: Portfolio Manager showed that Donald's Uniform and Apparel's facility scored an 87 on a 100-point scale. A score of 75 or above means a building is among the most energy-efficient buildings for its size nationwide. The Energy Star plaque now hangs on the Donald's Uniform and Apparel building.



Owner of Donald's Apparel

SUCCESS STORY: P.M. BEDROOM GALLERY

Jim Borofka, owner of P.M. Bedroom Gallery furniture stores in Woodbury and Blaine and the Borofka Furniture store in Edina upgraded lights to LED. In 2011, Borofka worked with Energy Smart to pursue commercial LED lighting rebates through Xcel Energy and Connexus Energy for upgrades at all his stores.

Before Borofka purchased the LED bulbs that would replace existing halogen bulbs, Energy Smart worked closely with him to make sure that the LED bulbs he planned to use qualified for a utility rebate. Borofka eventually purchased and installed 669 15-watt LED bulbs for the three stores. "Putting in LEDs was the right thing to do and they offer even better quality light than what we had before," he said.

All told, this business owner is expected to significantly reduce energy consumption at his three stores by 163,448 kWh/year, a large number for a small business owner. "This was a great decision for my business. I got \$17,482 in utility rebates and Energy Smart estimates that we'll save more than \$15,000 in annual energy costs," said Borofka.



P.M. Bedroom Gallery in Woodbury.



It's in the Bag is a plastic bag and film recycling program managed by Minnesota Waste Wise. The program provides employment to adults with disabilities throughout Minnesota, while creating an opportunity for businesses and consumers with an easy option to recycle their pallet film and plastic bags.

It's in the Bag was created in 2003 as a partnership between Waste Wise, SUPERVALU, and Trex. The program expanded statewide in 2009 and Waste Wise now works with nine employment centers to provide *It's in the Bag* services to more than a dozen communities throughout Minnesota. The map below shows the nine communities where *It's in the Bag* employment programs provide collection services.



Through the program, businesses recycled over **335,000 pounds of plastic film and bags** to more than **150 businesses** throughout the state during the past year.

For more information about *It's in the Bag*, visit www.itsinthebagmn.org

SUCCESS STORY: WASTE WISE WINS GOVERNOR'S AWARD

Minnesota Waste Wise was awarded a 2010-2011 Governor's Award, in partnership with Fairview Health Services and PPL Industries, for the Hospital Blue Wrap Recycling Program.

The recycling program was created as a result of Fairview and Waste Wise recognizing the amount of blue wrap waste at hospitals throughout Minnesota. Despite the fact that blue wrap represents thousands of tons of landfill waste in the country, there has never been a way to effectively and efficiently recycle the material in Minnesota.



Fairview hospitals throughout the Twin Cities began recycling the material in November 2009. By the end of August 2010, the amount of recycled material totaled more than 17 tons.

The Blue Wrap Recycling Program now has nine hospitals recycling their blue wrap - and pallet film - through the program, and several more are currently in the process of getting started. To date, over 45 tons of material have been recycled!



2011 LEADER AWARD MINNESOTA ZOO

The Minnesota Waste Wise Leader award is given to Minnesota Waste Wise members who have shown true leadership in environmental sustainability.

Leader Award winners are chosen once a year by a panel of judges comprised of the Minnesota Waste Wise Board of Directors, Minnesota Chamber staff, and past award winners. The panel is asked to evaluate applications and vote for those members that demonstrate true leadership in waste reduction and sustainable business practices. Recipients of the Leader Award serve as environmental role models for their community and the Minnesota Waste Wise program.

The Minnesota Zoo, a Waste Wise member since 2009, is Minnesota's largest environmental learning center. Although environmental awareness is inherently part of the Zoo's overall mission and daily practices, the organization has undergone a shift in culture in the past few years. With full senior management support, employees have shown the Zoo's commitment to environmental sustainability in the past few years by planning, implementing, and tracking green practices throughout operations.



Green roof at the Minnesota Zoo.

Waste prevention and recycling have been very successful with active participation from Zoo patrons and employees. Through a paper reduction initiative started in 2009, the Zoo has estimated 2,500,000 sheets of paper and 10,000 envelopes have been prevented annually by replacing paper with digital/online versions of member magazines, internal financial reports, and membership renewals. This initiative alone has saved more than \$90,000 annually in paper-related and printing costs and was the catalyst for the Zoo's switch to eco-envelopes.

In 2010, a composting initiative was started for human generated food/organic waste, in partnership with Lancer Catering, the Zoo's food service vendor. This new waste stream, in addition to previous on-site compost programs for animal waste and bedding, has created new opportunities to compost human food scraps and paper towels, which is hauled to the Empire site for commercial composting. In 2010, over 600 tons of material was composted through the two programs.

In addition to these composting efforts, the Zoo recycled nearly 1,400 tons of material in 2010. Through the It's in the Bag program, managed by Waste Wise, the Zoo and its on-site partners have recycled over 1,200 pounds of plastic film and bags since 2010. And through a partnership with Waste Wise member MPC, a cell phone recycling campaign called Recycle for Rainforests was created. To date, over 8,000 cell phones have been collected for recycling, and 100% of proceeds (more than \$8,000) have been donated to conservation efforts in the rainforests of Central Africa.

Energy conservation efforts through lighting upgrades, HVAC upgrades, and improving the thermal envelope in various buildings save the Zoo an average of \$44,000 annually. Lighting upgrades alone, which include CFLs and LEDs, reduces usage over 500,000 kWh each year.

Environmental sustainability has been integrated throughout the Zoo's internal culture, which has then produced more external efforts to educate the community. The Zoo's Green Team implemented a staff awareness campaign, including monthly topics presented at staff meetings, signage, tips, and an annual survey to track the implementation of "green practices" at work. A Sustainability Action Plan and Environmental Policy have also resulted from Green Team research and involvement. Finally, environmental sustainability expectations have been added to employee position descriptions at the Zoo.

The Minnesota Zoo continues to reduce environmental impact through internal efforts as well as by providing education to the community. Congratulations to the Minnesota Zoo for being a true Waste Wise Leader.

MINNESOTA WASTE WISE



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