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Doing What it Takes to be WasteWise

From redesigning directories to instituting electronic customer billing to refurbishing old telephones, the telecommunications industry has a wealth of waste reduction opportunities. Below is a sampling of the commitments and achievements of WasteWise partners in this industry. These types of activities also can help your company reduce waste and cut costs. For more information or to enroll your company in WasteWise, call **800 EPAWISE (372-9473)** or visit our home page at [\[www.epa.gov/wastewise\]](http://www.epa.gov/wastewise).

Waste Prevention

The cornerstone of WasteWise, waste prevention means using less material to do the same job, cutting waste before recycling. Regardless of industry sector, everyone can take advantage of general waste prevention goals, such as double-sided copying, packaging reduction, or switching to reusable supplies. Some WasteWise partners in the telecommunications industry have gone beyond

the basics and implemented activities that target industry-specific waste materials. The following is a sampling of these goals:

- ❖ Print customer bills on both sides of the page.
- ❖ Transmit customer bills electronically to reduce paper.
- ❖ Eliminate surnames in telephone directory listings to reduce paper use.
- ❖ Reduce base weight for paper used in yellow pages directories.
- ❖ Trim 1/16" from margins on all directories.
- ❖ Reduce packaging of incoming integrated circuits.
- ❖ Purchase fiber optic cable on reusable steel reels.
- ❖ Donate old equipment and supplies to non-profit organizations.
- ❖ Increase CD-ROM use by customers.
- ❖ Use retread tires on fleet vehicles.
- ❖ Expand the use of electronic purchase orders sent to vendors.
- ❖ Encourage the use of on-line electronic forms within the corporation.



WasteWise Partners in the Communications Industry

Alcatel USA
AT&T
ATR Wire and Cable Co., Inc.
Belden Communications Division
BellSouth
BellSouth Corp.
Innovative Communication Corporation
Lucent Technologies
NextiraOne, LLC
R.S. Communications
Radio WOSO 1030 AM
Rockwell Avionics and Communication
Southwestern Bell Mobile Systems
Sprint Corp.
Verizon

As of February 1, 2002

WasteWise partners commit to initiating, expanding, or improving company programs to collect recyclables. In some cases, companies add new materials to an existing program, or they increase effectiveness through activities such as employee education or community outreach. WasteWise partners in the telecommunications industry have set these goals:

- ❖ Assist local governments in establishing collection programs and identifying markets for outdated telephone directories.
- ❖ Initiate use of recycled-content return payment bill envelopes made from outdated telephone directories.
- ❖ Institute plastic shrink wrap recycling program.

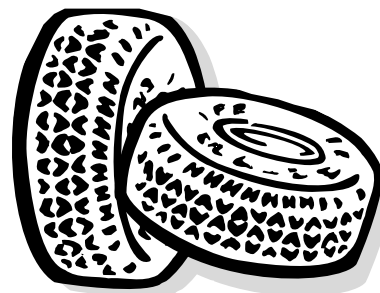


Buying or Manufacturing Recycled Products

WasteWise partners commit to increasing the overall recycled content in the products they purchase.

WasteWise partners that are manufacturers can either increase the percentage of postconsumer content in the products they make or increase the recycled content in the products they purchase. Buy-recycled activities of WasteWise partners in the telecommunications industry include:

- ❖ Increase postconsumer content in paper purchased for telephone directories.
- ❖ Purchase plastic bags made from the outer polyethylene sheath of recycled telephone cables.
- ❖ Use recycled-content paper for all print projects and customer bills.
- ❖ Use recycled-content paper for shareowner dividend checks.



Sample Partner Achievements

- ❖ **Alcatel** worked with a supplier to change the content of its circuit board shipping containers to recyclable number three plastics. The company now recycles the containers that are too damaged to reuse. In 2000, Alcatel USA recycled 45 tons of plastic.
- ❖ **Rockwell Avionics and Communication** established a center to refurbish its discarded computer equipment. In 2000, the company refurbished and donated more than 2,300 computers to schools and other organizations. The company also set up a program to reuse product-packaging material. Persons with disabilities sort the used material and deliver it back to the inventory distribution process.