US EPA ARCHIVE DOCUMENT

Preserving Resources, Preventing Waste

Getting the Most Out of Your Climate Profile

October 2005

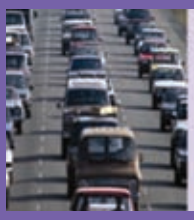
Every fall EPA produces individual Climate Profiles for WasteWise partners who reported annual waste reduction data during the program's spring reporting season. So now that you have received your Climate Profile, you might be asking yourself, "What do I do with this information?" Below, you will learn how to read the data inside your Climate Profile and also discover ways in which you and your company can use this data to share your accomplishments with others.

Understanding Your Climate Profile Data

Your individualized Climate Profile contains a lot of useful information, if you understand the data and how to use it.

Waste Management Activity	GHG Emission Reductions (MTCE)
Waste Prevention	31,615,000
Recycling	90,383,334
TOTAL	121,998,334

Total greenhouse gas (GHG) emission reductions—WasteWise calculates this figure using EPA's WAste Reduction Model (WARM) based on your annual waste prevention and recycling activities. Your emission reductions are measured in metric tons of carbon equivalent (MTCE). You can see the separate data here for waste prevention and recycling activities, as well as their total.



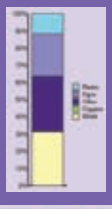
Removing this many passenger cars from the road for one year (based on CO2E annually emitted per car)

22,762,800
65,076,000
87,838,800

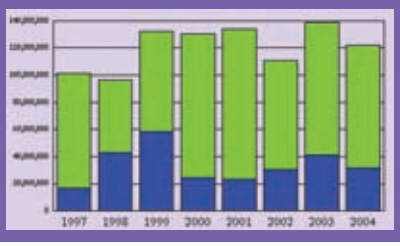
Real life equivalents—WasteWise transforms your emission reduction figures into something you and others can easily understand. (Further information and more equivalents are available online at <www.usctcgateway.net/ tool>. You simply enter in your GHG data in MCTE and click on calculate.)

Commodity	Volume of Waste Prevented and Recycled (pounds)	GHG Reductions (MTCE)
Paper	29,500,001	31,038,334
Metals	19,800,000	38,300,000
Plastics	30,000,000	14,205,000
Organics	0	0
Other	165,900,000	38,055,000
TOTAL	245,200,001	121,998,334

Volumes and GHG emission reductions by commodity—This chart shows a breakdown of your total waste reduction accomplishments by material type (in pounds) and the emissions reductions related to each of these materials.



GHG emission reductions by commodity—This graph shows your emission reductions by material type as percent of your entire waste reduction picture.



GHG emission reductions for the past few years—This chart and related graph show how your emission reduction accomplishments have changed throughout time. You can easily compare waste prevention versus recycling activities in this section.

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Using Your Climate Profile Data

As discussed in *Don't "Waste" Your Chance To Do your Share: How To Reduce Your Climate Footprint* (also referred to as the *How-To Guide*), there are many different ways to inform your staff, management, shareholders, customers, and the general public about your waste reduction accomplishments and how your company is reducing its impact on global climate change.

Step 1

The first step is thinking about your communications in terms of what you want to do, and how you're going to do it:

Goal	Communication Tool To Use
Gaining management support	Presentations, project status reports, annual reports, stakeholder/stockholder reports
Educating support staff	Employee newsletters, educational posters, pay-check inserts
Educating the general public	Community event displays, bill inserts, web site announcements, press releases, newspa-per/journal articles, advertisements

Step 2

Now that you know what the data is and who you want to share it with, it is time to use it. For this example we will draft Web page text. (Additional examples/templates are available in the *How-To Guide*.)

This is the data that you will use:

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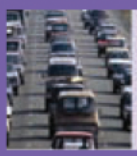
TOTAL	121,998,334



Removing the many passenger cars from the road for one year (based on CO_2E annually emitted per car)

22,762,800
65,076,000
87,838,800

This is the sample Web page text:

Company XYZ is committed to decreasing its impact on the planet. Among our environmental protection activities, we have participated in the U.S. Environmental Protection Agency's WasteWise program for 8 years. We took this partnership to the next level by working with WasteWise's Climate Campaign to further decrease our greenhouse gas (GHG) emissions. As part of this effort, we educate our employees and the public about the important link between waste and climate change. In 2004, Company XYZ reduced its GHG emissions by nearly 122 million metric tons of carbon equivalent (MTCE). This is equivalent to the emission reductions of removing approximately 88 million cars off the road for one year! For further information on our efforts, please contact Shelly Smith at (555) 689-2365 or <smith@xyz.com>.

For further assistance, please contact WasteWise at WasteWise@icfi.com or (800) EPA-WISE (372-9473).