

Avoid the Roadblocks while Avoiding the Landfill



1. Gain support from management



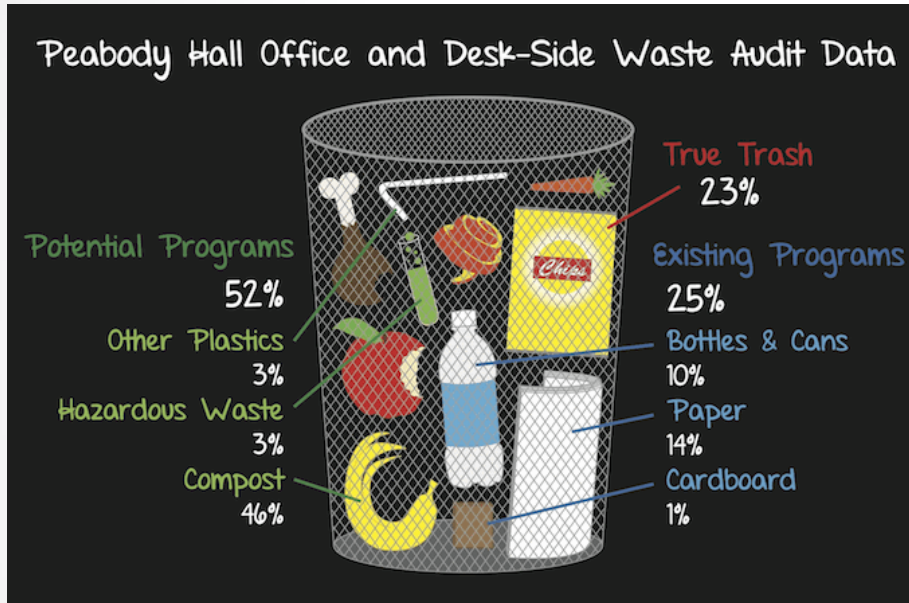
This support structure is critical to a successful program. If upper management is supportive, it will be easier to sell the program to other employees.

2. Form a Team

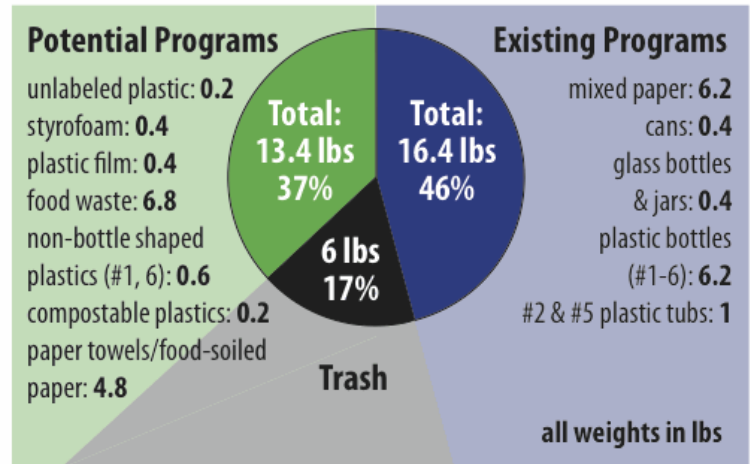


Identifying a team of employees who are responsible for the planning, designing, and implementing waste reduction activities is an important step to the program. Recruit representatives from different areas of your organization. A broad-based team will offer a variety of perspectives and creative problem-solving.

3. Perform a Waste Assessment



Peabody Waste Audit Results



This step will help you identify how much waste is produced, what types of materials are disposed, what amount of waste is recycled, and how much you pay for disposal. A waste assessment will also help you discover opportunities for waste reduction and help develop your program. (Visit your local landfill, see where your waste is going.)

4. Set a Baseline and Goal



After performing your waste assessment, establish a baseline with current known information (i.e. disposal totals, disposal costs, disposal frequency). A baseline not only helps you measure future waste reduction processes, but also helps get a snapshot of your waste reduction activities before implementing the program. Goal setting helps prioritize activities for preventing waste and expanding recycling programs. Set goals that are realistic and achievable.

5. Launch and Implement your Program



Once you establish a baseline and set your goals, it is time to launch your program. Many successful programs begin with a kick-off event, which provides an opportunity for you to encourage participation and explain what your program seeks to accomplish.

6. Educate Participants

Promotion



Active promotion is the best way to help participants to understand your program and to encourage their full support. Successful educational campaigns include posting information on your intranet site, e-mail reminders, signs and posters, contests, and newsletter articles.

7. Track and Measure Progress



To help compile your waste reduction data, it is important to establish a tracking system and measure progress. This will help you identify how the program is saving money and reducing waste. Some helpful measurements to track are: any revenue, avoided costs, and weight diverted from landfills.

8. Report Accomplishments



With a tracking system in place and your progress measured, highlight accomplishments to management.

9. Promote Success and Maintain Momentum



Provide regular program updates and share your success with management, employees, and the general public. Internal promotion of your achievements can help maintain momentum, enhance program awareness, and sustain upper management support. Letting the general public know about waste reduction efforts demonstrates your commitment to improving the environment and your community.

10. Analyze Progress and Re-evaluate Program



Finally, take time to celebrate your accomplishments and perform an annual review of your program to help keep it fresh and dynamic. Reevaluate activities to determine which ones work and which ones don't. Expand upon your successful activities and try to be innovative with your waste reduction program.