

**Applicant Business Name (please print):** \_\_\_\_\_

Application due by June 30, 2007

BID# \_\_\_\_\_  
(for WRAP use only)



[www.ciwmb.ca.gov/WRAP/](http://www.ciwmb.ca.gov/WRAP/)

## 2007 WRAP Application

Postmark Deadline for Completed Applications: Saturday, June 30, 2007





LINDA S. ADAMS  
SECRETARY FOR ENVIRONMENTAL  
PROTECTION

# CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



ARNOLD SCHWARZENEGGER  
GOVERNOR

1001 I STREET, SACRAMENTO, CALIFORNIA 95814 • P.O. BOX 4025, SACRAMENTO, CALIFORNIA 95812-4025  
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## Welcome to WRAP 2007!

I am delighted to announce the California Integrated Waste Management Board's Waste Reduction Awards Program (WRAP) 2007 application period from April 15<sup>th</sup> through June 30<sup>th</sup>, and to encourage those environmentally friendly businesses in California to apply for the honor of becoming a WRAP winner and steward for the environment.

The innovative resource recovery practices of WRAP winning businesses have greatly assisted California in achieving 52 percent waste diversion statewide. In a state that generates 88 million tons of waste annually, this accomplishment represents an outstanding commitment to environmental protection, including reduction of greenhouse gasses. Studies indicate that recycling provides twice the economic benefits to our communities compared to disposal. These benefits include jobs, commerce, and tax revenue.

Since 1993, the Board has issued more than 15,258 WRAP awards, many to multi-year winners. Once again we offer an electronic version of the application through the WRAP website and are requesting that you download a copy, fill in as much detail as possible and submit only as many pages as needed, then mail back the entire application including any attachments.

The Resource Guide provides applicants with additional guidance in completing the application and is available on the WRAP website at: <http://www.ciwmb.ca.gov/WRAP/AppInfo/GuideIntro.htm>. Please refer to it while filling out the application. Also, note that due to the continuous growth of the WRAP program, all deadlines are final.

On behalf of my fellow Board Members and the Waste Reduction Awards Program, I congratulate you on your organization's efforts to increase resource conservation, create and expand sustainable markets, and move towards a zero-waste California. We look forward to receiving your WRAP 2007 application and greatly appreciate your participation!

Sincerely,

Margo Reid Brown  
Chair

### MARGO REID BROWN

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## Directions and Guidance for WRAP 2007

Changes have been made to the 2007 WRAP application. Additional guidance and suggestions on how to respond are available through the WRAP website at [www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm](http://www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm).

### Eligibility

- Only businesses and private nonprofit organizations with California facilities are eligible to apply. Previous applicants and winners are encouraged to apply.
- Local, State, and federal government entities—for example, city and county agencies, public schools, State universities, and military establishments—may not apply.
- Applicants must be in current compliance with all applicable solid waste regulatory programs.

### Required Elements

To provide a complete application:

- Applicants **MUST** submit a written **Environmental Policy** and provide a **Media Profile**.
- Applications **MUST** be signed by an authorized representative of the applying organization. **NOTE:** If an environmental consultant prepares the application, the consultant must also include their name and sign the application as the preparer.
- Applicants **MUST** submit the application either in typewritten form or written in black or blue ink, no pencils allowed.
- Previous applicants **MUST** submit a current 2007 WRAP application. Prior year applications will **not** be accepted as a substitution.
- Please read and answer each question thoroughly. Fill out this year's application on this year's merits, without using last year's application.

### Waste Reduction Information

Answers to application questions must apply to the management of **nonhazardous solid waste** and must relate to waste that your own organization generates. **Points will NOT be given for answers that relate to reducing waste generated by others**, such as a waste hauler operating a curbside recycling program. However, organizations that recycle or reduce waste generated by others are eligible to apply, but only for their efforts to reduce **their own** waste.

Applicants may apply either as an Individual location (Application will include the waste reduction practices occurring at **one** facility location). For multiple locations, applicants will include waste reduction practices occurring at all locations. Waste reduction practices must be consistent at all facilities OR each facility must submit location-specific information. **NOTE: Physical location and contact information for each facility is required. As an attachment to the application, an Excel spreadsheet format (including county information), is the preferred and recommended method of submission.**

### Minimum Qualifying Score

Applicants must score 75 percent or greater to receive WRAP recognition. **Questions that do NOT apply to your organization must be answered with a brief explanation of why the particular question is not applicable.**

Some questions have multiple parts requiring more than one response. **Questions left blank will result in a lower score;** however, applicants will NOT be penalized for questions that do NOT apply to their organization. **Note: To help you understand the scoring process, we have added the scoring sheet to the WRAP website.**

### Deadline

**Completed applications MUST be postmarked on or before June 30, 2007. Late applications will not be accepted.**

## How to Complete the Application

Print your organization name clearly under the contact information section EXACTLY as you wish it to appear on your winner certificate. Clearly indicate if applying as an individual business or as a multiple-site applicant. If your organization has previously applied for a WRAP award under a different organization name, please specify the previous organization name.

Respond to **EACH** question unless directed otherwise. If you believe a question does NOT apply to your organization, please use a concise and thorough explanation to describe why it is NOT applicable. Provide additional information or documentation when requested to do so. Please securely attach supporting documentation as necessary, number the responses appropriately, and clearly write your organization name at the top of the document(s). Sign and certify your application on the back side of the Application Package Cover Sheet. For your records, keep a photocopy and/or stored version of your responses.

We regret that at this time, the WRAP program is unable to provide a paperless application process. Mail the complete application package, postmarked between April 15 and June 30, 2007, to:

Waste Reduction Awards Program (WRAP)  
California Integrated Waste Management Board  
P.O. Box 71  
Sacramento, CA 95812-0071

# Application Package Cover Sheet

## Contact Information

Please provide the following information:

Organization Name

(Please print or type **EXACTLY** as you would like it to appear on your WRAP 2007 Award Certificate)

If your organization has **previously applied** for a WRAP award under a **different** organization name, please specify the **previous** organization name, also:

Organization Mailing Address

City State ZIP County

Physical Address (IF DIFFERENT from mailing address) \_\_\_\_\_

City State ZIP County

Ms.  Mrs.  Mr. Contact Name \_\_\_\_\_

(Person responsible and knowledgeable for information in this application)

Title

(Area Code) Phone

Fax

E-mail Address

Website (URL Address)

**Number of full-time equivalent employees, volunteers, etc. within the organization:**

**If you are a previous WRAP award recipient, provide year(s) awarded:**

**If selected as a WRAP 2007 award winner, would your organization be receptive to additional media attention? (Choose one.)** Yes No

**Please indicate if this WRAP application is for an individual location or for multiple locations.** (Refer to the directions in the WRAP Application Categories section on Page 1 for further guidance.)

Individual location.

Multiple locations. (If applying for multiple locations, attach an **Excel spreadsheet** list of **EACH** individual location, including complete physical address **with county designation**, primary contact person, and telephone number for that location. Also, explain any location-specific waste reduction practices.)

**How did you learn about the WRAP program? Please highlight or check one business type that best applies to your organization and add comments if possible.**

Chamber of Commerce

Consultant/Waste Auditor

Internet

Local Government

Newspaper

Trade Association

Waste Hauler/Recycler

Another Business

Another CIWMB Program

Other

Comments:

# Type of Business Applying for WRAP

Please highlight (or circle) one business type that best applies to your organization.

- |                             |                                 |                              |
|-----------------------------|---------------------------------|------------------------------|
| Agriculture                 | Manufacturing—Paper             | Services—Financial/Insurance |
| Biotechnology               | Manufacturing—Petroleum         | Real Estate/Legal            |
| Construction                | Manufacturing—Plastic           | Services—Food/Beverage       |
| Consulting                  | Manufacturing—Printing          | Services—Health              |
| Dry Cleaners                | Manufacturing—Self-Care Product | Services—Landscape           |
| Education                   | Manufacturing—Stone             | Services—Lodging             |
| Electrical                  | Manufacturing—Transportation    | Services—Miscellaneous       |
| Manufacturing—Aerospace     | Museum                          | Services—Nonprofit           |
| Manufacturing—Automotive    | Newspaper                       | Services—Personal            |
| Manufacturing—Chemicals     | Packaging                       | Services—Photo               |
| Manufacturing—Clothing      | Retail—Food                     | Services—Plumbing            |
| Manufacturing—Computers     | Retail—Merchandise              | Services—Property            |
| Manufacturing—Electronics   | Retail—Miscellaneous            | Management                   |
| Manufacturing—Food/Beverage | Services—Amusement/Recreation   | Services—Public              |
| Manufacturing—Furniture     | Services—Animal                 | Services—Recycling           |
| Manufacturing—Instruments   | Services—Automotive             | Services—Repair              |
| Manufacturing—Lumber        | Services—Business               | Services—Supplies            |
| Manufacturing—Medical       | Services—Communications         | Transportation               |
| Manufacturing—Metal         | Services—Distribution           | Utility                      |
| Manufacturing—Miscellaneous | Services—Engineering            | Other, please specify:       |
| Manufacturing—Musical       |                                 |                              |

## Applicant Certification (REQUIRED ELEMENT)

I CERTIFY THAT THE INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Authorized Business Signature (**REQUIRED**) \_\_\_\_\_

Print Name

Title

Date

Preparer Signature (**REQUIRED, IF other than Business Representative**) \_\_\_\_\_

Print Name

Title

Date

## Return your COMPLETED application to:

Waste Reduction Awards Program (WRAP)  
California Integrated Waste Management Board  
P.O. Box 71  
Sacramento, CA 95812-0071

## Additional Guidance

For additional information and guidance, please consult the WRAP Resource Guide available through the WRAP website at [www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm](http://www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm). You may also contact the WRAP Program Coordinator, Cindi Rumenapp, via an e-mail message to [WRAP@ciwmb.ca.gov](mailto:WRAP@ciwmb.ca.gov) or by calling (916) 341-6604.

# WRAP 2007 Application Questions

Please respond to **all** of the following questions, using as much space as necessary to completely answer each question. Clearly number and/or letter each response as appropriate. **If you believe a question does NOT apply to your organization, you must provide an explanation as to why it is NOT applicable.** Previous applicants **MUST** submit a current 2007 WRAP application. Prior year applications will NOT be accepted as a substitution.

## Environmental Program and Employee Education Information

### Environmental Policy (REQUIRED ELEMENT)

1. Provide your organization's Environmental Policy, inserted here or attached to this application, even if you have submitted an Environmental Policy with previous WRAP applications. **NOTE: This is REQUIRED for all WRAP applicants.**

Note: If your organization does NOT currently have an Environmental Policy, you may develop and adopt one during this application period. Please refer to the WRAP Resource Guide for suggestions on environmental policies.

### Employee Education Information

2. If your organization is a previous winner, describe how your waste reduction programs have improved since you last received a WRAP award. Please be specific in your answer.
3. Identify the individual or team of individuals who has been designated, either formally or informally, to coordinate your waste reduction programs and their responsibilities with regard to waste reduction activity.
4. Describe how your organization provides training, updated information, and incentives for improvement to the employees with regard to your waste reduction programs.

## Working Towards Zero Waste

### Waste Characterization and Quantification

5. A waste evaluation or waste assessment is a detailed analysis of your business operations. It includes information on the types of waste materials that are generated, how much of each material is generated, which operations generate the materials, and recommendations on how to reduce waste. Have you have completed a waste evaluation or a waste assessment study? Please checkmark below indicating that you have attached it with your application and have clearly labeled the document.  
 Assessment attached
6. Responding to all four (4) parts of this question (**A through D**), estimate the types and amount of waste your organization produces (excluding hazardous waste). Refer to the link below on defining hazardous waste: [http://www.dtsc.ca.gov/HazardousWaste/upload/HWMP\\_DefiningHW1.pdf](http://www.dtsc.ca.gov/HazardousWaste/upload/HWMP_DefiningHW1.pdf) This includes both materials **reduced or recovered** for recycling/reuse and materials that continue to be **disposed of**. This can be determined by sorting, weighing, and measuring (**in pounds or tons**) the volume of the materials.

- A. Identify the top five (5) material types that your organization **generates, other than bottles and cans**, for which you have made efforts to **reduce, reuse, and/or recycle**. To the extent possible, describe how these materials are produced operationally and how they are managed. **Please visit the Resource Guide on the WRAP website for suggestions on categories of materials.**
- 

- B. List and quantify (**in pounds or tons**) two (2) material types **disposed of during the past year** and that the organization disposes of continuously. To the extent possible, describe how these materials are produced operationally and how they are managed.
- 

- C. Estimate the total amount (**in pounds or tons**) of material that has been **diverted from disposal during the past year** through waste prevention, reuse, and recycling efforts. **Provide a date range and describe how you arrived at this measurement. (Also, provide this measurement in the Media Profile—Question #29).**
- 

- D. Estimate the **amount of money saved during the past year** through waste prevention, reuse, and recycling efforts. **Provide a date range and describe how you arrived at this measurement. (Also, provide this cost savings in the Media Profile—Question #29).**
- 

### **General Waste Prevention**

7. Describe the incentives and/or encouragement your organization provides to employees and/or customers to minimize the use of disposable products or materials.
8. Describe how your organization reduces unnecessary consumption of resources and materials (e.g., office paper, supplies, and/or furniture, raw materials, etc.). What tools or technologies does it use to accomplish this? How does your organization extend the useful life of those resources and materials that it uses?
9. Describe how your organization participates in reuse activities, as distinct from recycling, to reduce the amount of material disposed of. In addition to recycling, many organizations avoid unnecessary disposal by donating surplus, excess, or by-product materials.

### **Landscape Materials Management**

10. Describe how your organization reduces the amount of landscaping waste (for example, grass clippings, leaves, and trimmings) generated from its facility, whether or not you manage your own landscaping activities. Landscaping wastes are often a substantial, yet hidden, portion of an organization's waste stream.

### **Food Waste Management**

11. Describe how food waste is managed. Cafeteria operations, employee lunches, and on-site functions, for example, can generate food waste. If your organization is a grocer, restaurant, or food processor, what steps are taken to reduce the amount of food wasted in the production or retail process?

Describe any other techniques used to reduce waste associated with the preparation, distribution, retailing, or consumption of food.

### **Electronic Waste Management**

12. Since January 1, 2005, California consumers and businesses have been able to recycle obsolete televisions and monitors through a program intended to offset the costs of properly managing video displays at the end of their useful lives. How has your organization made use of this opportunity? How does your organization manage other unwanted electronic equipment (computer CPUs, printers, copiers, etc.) when it is time to discard or replace it? Which service provider(s) do/did you use? What was the ultimate disposition of that equipment?

### **Plastic Materials Management**

13. Describe how your organization manages (reduces, reuses, or recycles) various plastic materials such as non-CRV and CRV containers and plastic film; including plastic bags, pallet wrap or other plastic products. During the past year, what methods were used to divert plastic wastes from disposal?
- A. What opportunities, if any, exist in your operations to increase the recycling of plastic packaging materials and/or products?
- B. Effective July 1, 2007, AB 2449 will establish a 6 year pilot program requiring most large grocery stores and other retailers to create an in-store recycling program for the collection and recycling of plastic 'carry out' bags. What is your business currently doing to reduce the usage of plastic bags?

### **Special Wastes and Vehicle Efficiency**

14. Company cars and vehicle fleets can be hidden generators of solid waste and other special wastes—everything from tires and trim to fluids and filters. What consideration does your organization give to managing the vehicles in a more environmentally sound manner? Describe how your organization uses recycled-content products or extends the life of tires and oil. For example, the use of retread or high-mileage tires, re-refined oil, high-efficiency oil filters, proper interval oil changes, and non-mercury switches are more environmentally sound considerations.
15. Has your organization adopted a business policy managing company vehicles and/or special wastes in a more environmentally sound manner? If so, please attach a copy of the policy to your application package.
16. Please indicate if either category applies to your organization and briefly describe your successes in the past year. Where possible, please quantify any savings you may have tracked.
- Company vehicles, best-in-class fuel efficiency including gas/electric hybrids and/or super ultra low emission vehicles. For further information, refer to the Resource Guide.
- Use of vehicle service and repair facilities that have been recognized as meeting the requirements of the State of California's Pollution Prevention Model Shop Program, created by the Department of Toxic Substances Control. For further information, refer to the Resource Guide.

## Closing the Loop: WRAP Winners Buy Recycled

17. Which materials or products made with postconsumer recycled content does your organization purchase and use? Identify the brand and/or manufacturer name, if possible. Categories may include compost, mulch and landscaping products; construction, building, and furnishing materials; paper products such as office supplies, janitorial products, and packaging; tires and tire-derived products; and lubricating oils.
18. Does your organization use 30 percent or better post-consumer recycled-content paper and/or processed chlorine-free office paper?? Identify what percentage of the product is post-consumer recycled-content and the brand and/or manufacturer name, if possible.
19. Please indicate if your organization has adopted a recycled-content purchasing policy or an environmentally preferable procurement policy. If so, please attach a copy of the policy to your application package.
20. If your organization uses recycled-content material or feedstock to manufacture its products, please provide information regarding those products.

### Packaging

21. In addition to recycling packaging material, what steps has your organization taken to reduce, eliminate, or return the packaging that accompanies products received by your organization?
22. Describe how your organization has attempted to maximize the use of post-consumer recycled-content packaging materials. Plastic bags, paper sacks, wrappings, cushioning (packaging “peanuts”), boxes, and containers are common examples used in packing and shipping.

### Sustainability

23. Please clearly indicate if any of the following **six categories** apply to your organization and briefly describe the **program(s) you have implemented and your successes** *within the past year*. Where possible, please **quantify any energy, resource and/or monetary savings** you may have tracked.

ISO 14001-based Environmental Management Systems (EMS); for further information, refer to the Resource Guide.

### Energy-Related Impacts

Energy conservation for buildings.

Energy conservation through electronic product selection.

Contracting with your utility to purchase from only renewable energy sources.

Greenhouse gas emission reporting and/or reduction.

Employee commute reduction programs

24. The concept of “product stewardship” continues to be discussed as a means to provide a framework (funding, responsibilities, services, etc.) for managing products at the end of their useful life. Describe how your organization applies the concept of product stewardship to the products it manufactures or sells.

### Other General Program Information

25. Describe how your organization shares information about its waste reduction activities with others outside your business—for example, your customers, neighboring organizations, business associations, and local government staff.

26. Describe how your organization plans to improve its waste reduction program(s) in the coming year.

27. If you are a previous WRAP winner, describe how you have used the WRAP logo or the WRAP winner certificate to benefit your organization. **If possible, attach an example with your WRAP application.** Examples of logo usage: on your business website or letterhead, in your advertising, in a business newsletter, on your packaging materials, or on your manufactured product.

28. Please indicate if you accessed the Resource Guide, available on the WRAP website, for further information. If so, please identify what resources were most useful to you.

### Organizational Media Profile (REQUIRED ELEMENT)

29. So we may promote WRAP winners to the media with as much enthusiasm as possible, please develop an accomplishment profile according to the format below. **NOTE: This is REQUIRED for all WRAP applicants. However, please do not disclose proprietary information.**

**Develop ONE complete paragraph containing four or five sentences in response to the following:**

- Describe what your organization does.
- Describe your most unique or successful waste reduction or recycling practices.
- Provide an estimate of measurable waste your organization has diverted in the past year. Provide a weight measurement in **pounds or tons** only. **(NOTE: Refer to Question #6C under Waste Characterization and Quantification).**
- Provide an estimated cost savings to your organization during the past year. **(NOTE: Refer to Question #6D under Waste Characterization and Quantification).**

Use an appropriate writing style. Please keep your sentences clear and concise. Write your profile in the **third person** since the media reports from the third person point of view. Example: “The Manufacturing Company recycles....” rather than “We recycle....”

Make it newsworthy! Highlight unusual or interesting practices that make your organization stand out. The public and the media want to know what is interesting about your program(s). Include cost savings and waste reduction measurements. Refer to the reference guide for more suggestions.

**Mail the 2007 WRAP Application Package Cover Sheet and the completed application with supporting documentation to:**

Waste Reduction Awards Program (WRAP)  
California Integrated Waste Management Board  
P.O. Box 71  
Sacramento, CA 95812-0071

**Completed applications MUST be postmarked on or before June 30, 2007. Late applications will not be accepted.** CIWMB will strictly adhere to the deadline. While first-class mail is generally reliable, applicants may wish to utilize certified mail with a return receipt requested (or a similar tracking feature) to ensure that the application is submitted and received.

**Did you...**

- Submit the Application Package Cover Sheet with all responses?
- Submit a current written Environmental Policy (Question #1)?
- Submit an organizational Media Profile (Question # 29)?
- Sign and certify the application after reading thoroughly?
- Respond to **ALL** questions? **"N/A" is NOT A COMPLETE RESPONSE.**
- Use high postconsumer-content recycled paper and fully print on both sides?
- Provide supporting documentation and attach, as necessary, with your responses?
- Photocopy and save the application (with attachments) for your records?
- Postmark application on or before **June 30, 2007?**

**USING BOTH SIDES, PLEASE PRINT THIS APPLICATION  
ON RECYCLED-CONTENT PAPER**

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**About the Integrated Waste Management Board**

The passage of landmark State legislation in 1989, known as the California Integrated Waste Management Act (AB 939, Sher, Chapter 1095, Statutes of 1989), created a new waste management philosophy in California. Based on the principles of integrated waste management, this legislation, along with later amendments, emphasized conservation of natural resources through a hierarchy of management methods to reduce, reuse, and recycle solid waste. The full-time Integrated Waste Management Board was established in 1990 within the California Environmental Protection Agency to provide effective and coordinated management of the state's solid waste. The Board is vested with policy-making and regulatory authority to reduce the quantity of waste generated and disposed in landfills, and to ensure compliance with environmental regulations. It is composed of representatives appointed by both the Legislative and Executive branches of State government—a cooperative partnership to develop a forward-looking solid waste management system.

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Governor

**Linda S. Adams**  
Secretary for Environmental Protection

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**Mark Leary**  
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**Waste Reduction Awards Program (WRAP)  
California Integrated Waste Management Board  
P.O. Box 71  
Sacramento, CA 95812-0071**



**USING BOTH SIDES, PLEASE PRINT THIS APPLICATION  
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 Printed on 100 percent recycled paper containing 50 percent postconsumer content and processed chlorine-free.