

CISRR Meeting - Winona 4/8/10

**Kate Worley
Minnesota Waste Wise**

Introduction to Minnesota Waste Wise

- Minnesota Waste Wise is a nonprofit organization affiliated with the Minnesota Chamber of Commerce.
- More than 15 years of experience delivering strategic environmental consulting to help businesses save money through waste reduction, resource conservation and energy efficiency.
- Helped businesses divert over 14 million pounds of waste from landfills and save \$1.62 million dollars on disposal and purchasing in 2008

MINNESOTA
WASTE WISE



Minnesota Waste Wise Member Benefits

- Environmental sustainability consulting
- Annual on-site assessment
- Waste Sorts
- Member recognition
- Publications
- Workshops
- Education
- Materials exchange
- Recycling programs
- Energy Smart program



Under the “Umbrella” of Environmental Sustainability. . .



Solid Waste

Energy

Water

Land Use & Habitat

Waste Sorts

What is your true progress?

- Also called Waste Stream Analysis
- Reality versus Perception of solid waste management programs & procedures
- Separating all of waste – trash & recycling – into categories
- Waste Wise provides as an added service to members.



Grocers Voucher Incentive Program Funded by MPCA

With assistance from Minnesota Grocers Association, the VIP program included the following:

- Environmental Sustainability Assessment & one-year membership to MWW
- Focus on plastic bag/film recycling, food waste recycling & overall waste reduction (including energy efficiency)
- Outreach was to grocers statewide – focus on smaller, local stores
- Ongoing assistance to meet goals & obtain results included follow up emails, phone calls and mailed letters from MWW and MGA

Grocers Voucher Incentive Program Funded by MPCA

Challenges encountered with Voucher Incentive Program:

- Difficult to engage grocers in participation
- Need & availability of recycling opportunities
 - Food = limited LICENSED providers
 - Bags/film = distributors
- Grocer interest & investment in improvement varied
 - Not enough \$\$ incentive? (VIP grants, savings opportunities?)
 - Time = Limited?
 - Fairly lean sector already? (Profit margin small)

Revised Grant Funded by MPCA

New Grant Components Include:

1. 40 Business ESA's / Memberships
 - “Scholarships” (Complementary one-year memberships) to businesses
 - 10 each in 3 focus areas: Duluth, St. Cloud, Rochester
 - 10 additional in other communities
 - Site visits to all business participants
2. Resource Website
3. Marketing & Outreach

Questions

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