

Message

From: StClair, Christie [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=06618C5ED0E744A3BFE8443360018C26-STCLAIR, CH]
Sent: 10/19/2017 6:57:50 PM
To: Arlene Karidis Ex. 6
Subject: Re: Timely Media Request WasteWise Program

Hi Arlene,

Please attribute to an agency spokesperson.

The content in the link you included is current, and you can access it from the Plan Your WasteWise Participation section (<https://www.epa.gov/smm/wastewise#Plan>) of our main WasteWise web page: <https://www.epa.gov/smm/wastewise>.

WasteWise is a free, voluntary program that EPA sponsors. The WasteWise program has a broad and varied membership that reflects the makeup of corporate America, with 863 active participant partners. WasteWise partners include many of the country's leading manufacturers, retailers, and service firms, spanning more than 50 different industry sectors. The program also services federal, state and local governments, tribes, and other non-corporate institutions. Please view our WasteWise Partner and Endorser List for more information: <https://www.epa.gov/smm/wastewise-partner-and-endorser-list>.

WasteWise has measured progress of its participants since 1994. Current measures include tons for waste prevention, recycling and composting. Since 1994, participants have reported over 200 million tons of waste recycled/prevented/composted. In 2016 alone, WasteWise partners saved more than \$296 million in avoided landfill tipping fees and recovered materials worth over \$290 million in value.

All participants are required to report data annually, which provides the opportunity to track and report quantifiable results that can be used by participants to better set goals, gauge progress and view trends. Annual data is also used to compare participants for award eligibility.

WasteWise Partner and Endorser awards are based on data reported in the [SMM Data Management System](#) (partners and endorsers) and a narrative description of activities. In addition to reported data, winners are selected based on other qualitative factors. More information on how EPA evaluates award winners and their outcomes is available at <https://www.epa.gov/smm/apply-2017-wastewise-awards>.

WasteWise provides a focal point for organizations seeking to improve their environmental footprint by promoting sustainable materials management through waste prevention and recycling. Participants track and report their waste prevention and recycling data on an annual basis, which relate to cost savings through avoided disposal tipping fees and material values in the marketplace. WasteWise provides technical assistance that helps participants quantify baseline waste prevention and recycling efforts, and set quantifiable goals for increasing waste prevention and recycling.

All WasteWise participants have database accounts that they use to register into the program and report their achievements on an annual basis. The database is extremely flexible for users and allows for data input on a weekly, monthly, quarterly, or annual basis. Whether participants have one location or dozens, accounts can be

established and tailored to suite an organization's reporting needs, even with multiple account users within the same organization.

The SMM data management and reporting system is a tool we make available to all participants to track and report their waste prevention and recycling progress. By using this tool, participants can analyze their progress, trends, and establish goals to better focus their efforts and improve results.

WasteWise uses a commercially available, customizable web-based online data system called

Re-TRAC Connect™ to collect and store data and allow participants to report data and apply for awards. The system was designed, built and is owned by Emerge Knowledge Design, Inc.

EPA contracts with Emerge to provide the software and platforms for the SMM database. The system has certain standardized features and framework, but can also be customized to provide data features and functionality to meet specific customer needs. Data points, data mapping and other functional requirements are client-specific, so although many organizations and government entities may have data platforms built in the Re-TRAC Connect™ system, no two database platforms are exactly alike.

See <https://archive.epa.gov/epawaste/conserv/smm/wastewise/web/html/retrac.html>.

EPA's Metrics for Waste Reduction page (link is available from the WasteWise page: <https://www.epa.gov/smm/wastewise#Plan>) provides resources for WasteWise participants who wish to monitor and evaluate their waste reduction. The resources on this page include the Standard Volume-to-Weight Conversion Factors: <https://www.epa.gov/smm/metrics-waste-reduction>.

WasteWise participants receive access to free one-on-one technical assistance. Please see step three in our "10 Steps to Being WasteWise" document: https://www.epa.gov/sites/production/files/2016-03/documents/10_steps_rev.pdf.

Additionally, under step 4, The Partner Support section on the WasteWise website provides free tools and resources to implement and promote your waste reduction efforts.

See <https://archive.epa.gov/epawaste/conserv/smm/wastewise/web/html/partner.html>. Additional resources are available on the website to help communicate the impact of waste prevention and recycling.

See <https://archive.epa.gov/epawaste/conserv/smm/wastewise/web/html/index-3.html>

On Oct 16, 2017, at 10:10 AM, Arlene Karidis <Ex. 6> wrote:

Hi Christie,

I am following up on my request from Oct 10. I ideally need answers to my few questions by end of this week. Please let me know if this will be possible.

Thanks
Arlene

From: Arlene Karidis
Sent: Tuesday, October 10, 2017 2:20 PM
To: StClair, Christie <StClair.Christie@epa.gov>
Subject: RE: Timely Media Request WasteWise Program

Thank you Christie.

From: StClair, Christie [mailto:StClair.Christie@epa.gov]
Sent: Tuesday, October 10, 2017 2:19 PM
To: Arlene Karidis [Ex. 6]
Subject: RE: Timely Media Request WasteWise Program

Hi Arlene, I'll look into all this for you.

Christie

From: Arlene Karidis [Ex. 6]
Sent: Tuesday, October 10, 2017 2:06 PM
To: StClair, Christie <StClair.Christie@epa.gov>
Subject: Timely Media Request WasteWise Program

Hi Christie,

I'm writing for Waste360 on EPA's WasteWise program. Can you please provide me with answers to the questions (BELOW) by **Thursday, Oct 19**, including name and title of person I am to quote?

Thanks.
Arlene

QUESTIONS

When I went to one EPA line about WasteWise, there was a note that said the content was not being maintained and to click on the EPA logo for more information. Clicking on the EPA logo did not provide up to date info on WasteWise. So can you confirm if the info at this link is current? https://www.epa.gov/sites/production/files/2016-03/documents/10_steps_rev.pdf

If the above link is dated, can you direct me to current info that provides steps or tips to implement a successful WasteWise program?

What organizations/businesses/entities are utilizing WasteWise?

How many organizations/entities use WasteWise? And what types of organizations are they mainly?

Is WasteWise a free program?

How has WasteWise made a difference from EPA's stand?

How are you tracking this difference and or outcomes, assuming you are?

If you don't have data to indicate WasteWise benefits/outcomes, what difference are you hoping WasteWise will make? I am looking for an insightful quote in response to this question. Please provide name and title of person I am to quote

There was information here https://www.epa.gov/sites/production/files/2016-03/documents/10_steps_rev.pdf about the SMM data management system that was not clear to me. With that said:

How does the SMM data management system work?

Is it a specific software app? How do you access it? In other words, do you download it and, if so, from what website? Is it something you access from a portal once you register for the WasteWise program?

I read about other tools for WasteWise partners, such as a Volume-to-Weight Conversion Factor document that provides standard conversions for various materials. How do you access this document?

What other tools and resource can you access once you sign up for WasteWise? And again, how do you access them?

Thank you.

Arlene

Arlene Karidis
Freelance Reporter

Ex. 6