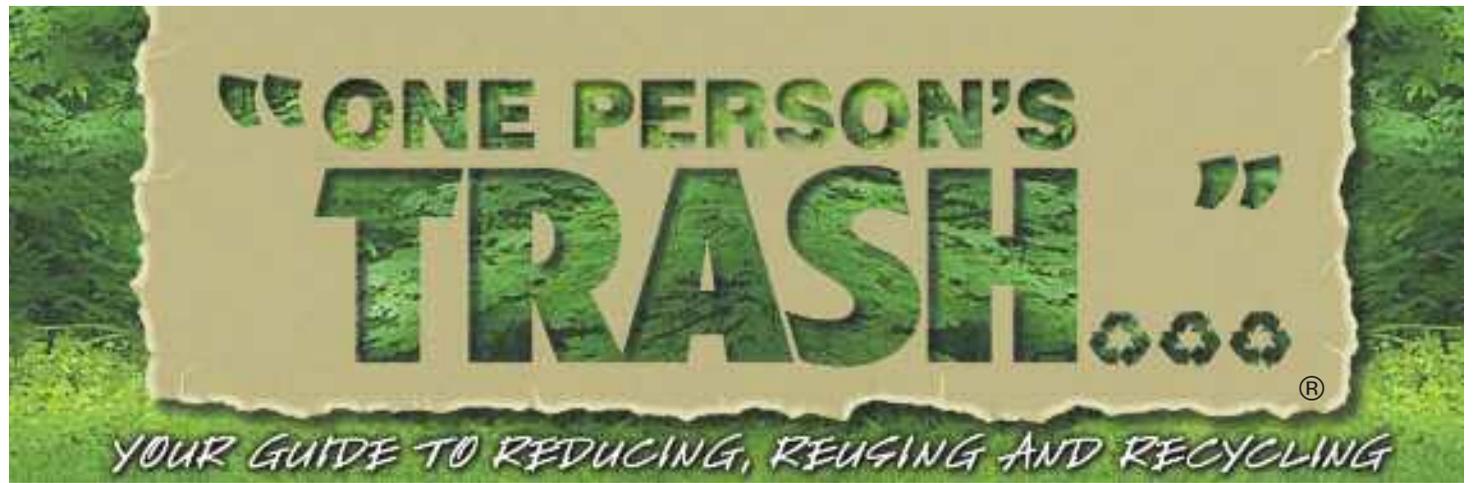


A Quarterly Newsletter Of



recycle@townofnorthandover.com  
www.townofnorthandover.com/recycle  
Winter 2008



# Weekly curbside recycling is coming!

Very soon North Andover residents will have access to weekly curbside recycling. Instead of remembering whether you are a “blue” or “white” recycling week, you’ll know that every week is recycling week. This new and improved service will be provided by Thompson Brothers, Inc. (TBI) as a condition of their local permit to operate a construction and demolition processing facility within our town limits.

The other BIG news is that due to very recent changes at the Integrated Paper Recyclers plant that processes our recycling,

TBI will be able to collect our recycling either as it is today in our red recycling bins or as a “single stream.” However, we have an important note about single stream—single stream is available *only* for residents willing to provide a suitable container (see sidebar). If you choose, you can continue to use your current recycling bins, but that will mean you’ll continue to bag your paper.

We are still working on the exact timetable for the transition, and eventually we will have weekly recycling collection.

## What is “single stream”?

With single-stream recycling, residents put all recyclables in one large container—everything is mixed together. *If you use a container with a lid*, paper will no longer have to be bagged separately.

To participate in the single-stream recycling program, you must provide your own container with a lid. You may use a container you already have or purchase a new one. Please be sure to mark your container clearly with “RECYCLE” or “RECYCLING” to distinguish it from a trash barrel! Examples of appropriate containers are pictured at right. In selecting a container, size is not as important as weight when full. At least initially, the container will be lifted manually, so, for the safety of the workers, it cannot be too heavy. Please keep containers under 50 pounds when full. Be sure to look for container guidelines in future editions of this newsletter.

Using a container with a lid is important. When paper is put loose into a container without a lid, litter becomes a big problem. Residents who want the convenience of putting their recycling out “single stream” will have to provide **their own container with a lid**.

If you continue to use your red recycling bin, please remember that you still need to bag your paper products.



Here are some samples of wheeled carts. They come in different sizes and colors. Be sure to look for container guidelines in future editions of this newsletter.

## NASWAC has a new member!

The North Andover Solid Waste Advisory Committee is a nine-member board, but for the last two years we’ve been short-handed, and, as of October 2007, we had five open positions. Since we’re a volunteer-led program, having a full board is critical to being able to offer a full range of programs and services. Thanks to the article in the last edition of this newsletter and a call for volunteers published in the school newsletters, we have had many inquiries into the committee’s work and have officially welcomed a new member to the

committee.

Our heartfelt welcome to our newest member, Debbie Eaton, and to others who have expressed an interest in joining the committee.

Debbie Eaton is a mother of two with children at the Sargent School and will act as the committee’s connection to the school recycling initiatives.

Debbie joins current committee members and resident volunteers: Chair Tina Klein, Vice-Chair Steve Daly, Karen Kline, and Keith Alter.



## Now accepting at curbside

Good news! We have recently gotten the OK from our recycling processor to begin accepting cartons made from wax-coated paper, such as **milk and orange juice cartons**. If the carton has a spout in the top, you do not have to remove it. Please rinse and drain the cartons before you recycle them. Let them air-dry upside down before placing them into your bin. If possible, flatten the cartons.

Don’t forget that we take **shredded paper**. To keep shredded paper from blowing out of your bin, place it into a PAPER bag and tape or staple the bag closed.

## Recycling has kept growing and growing

Three years ago, in January 2005, we began requiring that our trash hauler leave behind any visible recyclables left out with the household trash. At the same time, we implemented an education campaign to ensure that residents knew how to participate in our improved curbside recycling program and why we needed to be recycling. Under Massachusetts law, several materials are banned from disposal in landfills or incinerators. These banned materials include recyclable paper, metal, glass, and narrow-necked plastic containers, lead-acid automotive batteries, white goods (large appliances), leaves and yard waste, tires, cathode ray tubes (such as most older TVs and computer monitors), and products containing

mercury, such as button batteries and mercury fever thermometers.

In the six years leading up to January 2005, our trash had increased by an average of 4.2 percent each year. Since January of 2005, our trash volume has decreased each year by 4.5 percent! At present, we are generating about the same amount of trash that we did in 1999. Recycling has obviously grown—and it’s working! Congratulations to us!

Since 2005, we have reduced our trash by about 8,300 tons—or the equivalent of one whole year’s waste. Just imagine what will happen when we go to even more convenient weekly curbside collection!

Zero waste—or darn close—here we come!

## Say goodbye to unwanted mail

According to the Center for a New American Dream, more than 100 million trees’ worth of bulk mail arrives in American mail boxes each year—the equivalent of deforesting the entire Rocky Mountain National Park every four months. This bulk mail includes catalogs, flyers, and letters from businesses that want to sell things or organizations seeking donations. Most of this bulk mail is “unsolicited,” meaning that these businesses and organizations send it to you even though you didn’t ask for it. Much of this unsolicited mail is also unwanted, which is why most people refer to it as “junk mail.” More than 50 percent of junk mail is discarded, much of it unopened.

The Direct Marketing Association (DMA) is a group of businesses and organizations that send people advertising mail. The DMA keeps a “delete” file that contains the names of people who don’t want to receive junk mail. This file is called the “Mail Preference Service,” because it is a list of people who would prefer not to receive unso-



olicited mail. People can ask that their family members’ names be placed on

(Continued on Page 4)

# 10 Tips to reduce your footprint



Ever walked down a beach or through a soggy meadow and looked back? You probably saw your footprints, a clear trail of the path you'd taken. You might not realize it, but your life choices are also leaving behind footprints. Only these footprints are ecological—resource extraction, energy consumption, water and air emissions, and waste.

The concept of ecological footprints begins with the obvious—we have only so much land here on Earth. Of this land, only about two-thirds can be considered productive. This productive space must be capable of meeting all of our needs and absorbing all of our wastes. Based on the world's current population, there are about 4.45 productive acres available per person per year. However, the average global citizen has a footprint of about 5.56 acres. Not surprisingly, the average American's footprint is larger than the international average—about 23 acres.

Decisions we make about transportation, travel, housing, food, energy consumption, and more have a direct impact on how many resources and how much energy our lives require. These decisions also impact what and how much we waste. Follow these tips to create a smaller, and more earth-friendly, footprint:

1. At least once a week, eat foods that were produced in-state. Much of our food travels from overseas or from distant states. In fact, the average meal travels about 1,000 miles to get to your plate. This transport of food uses a great deal of fuel and produces harmful air emissions, as well. By “eating local” at least once a week, you reduce the amount of fuel required to provide your diet. Eating locally or regionally produced food can also reduce waste. Why? When foods are transported long distances, there is often a higher rate of spoilage. While you don't necessarily throw this waste away at home, it is thrown away on your behalf.
2. Thirsty? Choose tap water instead of buying water bottles, many of which were filled with tap water from someone else's community water supply. Buy durable water bottles and fill your own. At home, keep a pitcher of water in the refrigerator and fill a glass. Every time you drink a glass of tap water, you eliminate a plastic bottle that you'll need to recycle.
3. As long as we're talking about reusables, let's talk about coffee and tea. If you're a regular at a local java joint or tea shop, carry your own reusable mug. Most stores will give you a slight discount on your drink. Plus, you'll eliminate the waste of one cup and perhaps a cardboard sleeve for every drink that goes into your reusable mug.
4. Use what you already own for a longer period of time. Many items—from toaster ovens to iPods—are replaced while they are still in perfect working condition. Rather than replace what is working, keep using it. In the long-run, what is “cooler”—having the money in your pocket and no waste in your trash or having the newest “it” gadget?
5. Recycle everything that is accepted



6. Start composting. Your yard waste, plus many of your fruit and vegetable kitchen scraps, can be composted, turning a “waste” into a valuable nutrient for your lawn and garden.
7. Choose the least toxic products for every household and home improvement job. And remember to buy *only* the amount you will need to use. Not only can household chemicals contribute to indoor air pollution, as well as soil and water contamination, but they also end up as “hazardous wastes” when we no longer need them. Hazardous wastes are costly to dispose properly.
8. Save money on gas and reduce your air emissions. Plan your errands to make efficient use of your time and fuel. If possible, make your trips during lower traffic times, when you will spend less time idling in congested traffic. Planning your errands also helps eliminate waste by reducing the chances that you'll make impulse purchases. Remember to carry your own reusable shopping bags and eliminate disposable bag waste, too!
9. Carry around your trash. For one day (or one week, if you are brave and daring!), carry all of your non-recyclable waste with you. Keep it in a sealed plastic container or resealable bag to reduce odors. Make sure it is never more than 5 feet away from you. By the end of your project, you'll have come to some conclusions about what you use and what you waste. In fact, you may have decided that it is time to make some changes.



10. Stop thinking of yourself as a “consumer.” What if you began to think of yourself less as a *consumer* and more as a *producer, creator, inventor, artist, community leader, or volunteer, or even friend, parent, or child?* The labels we use can change the way we think about ourselves and our world. They can also affect the decisions we make. This is one of the points that Ernest Callenbach makes in his book, *Living Cheaply with Style: Live Better & Spend Less*. He argues that the environment, personal health, and family finances are part of an interrelated triangle. When one is out of balance, the others are negatively affected. By keeping these three factors in balance, you can spend less, enjoy more, and treat our communities and planet with care. Check out his book at your local library or look for it in a used bookstore.



## Learn more! Do more!

Find out how you are doing. Several websites allow you to calculate your ecological footprint by completing an interactive survey. At the end, most of these sites show you how many planets it would take for everyone on Earth to live your lifestyle. The results may surprise you!

**Adventures with Bobbie Bigfoot**  
[www.kidsfootprint.org](http://www.kidsfootprint.org)

**Best Foot Forward: Bringing Sustainability Down to Earth**  
[www.bestfootforward.com](http://www.bestfootforward.com)

**Ecological Footprint Quiz**  
[www.myfootprint.org/](http://www.myfootprint.org/)

**Global Footprint Network**  
[www.footprintnetwork.org](http://www.footprintnetwork.org)

**The Green Office: Carbon Offsetting**  
[www.thegreenoffice.com/carbon](http://www.thegreenoffice.com/carbon)

## What will they think of next?



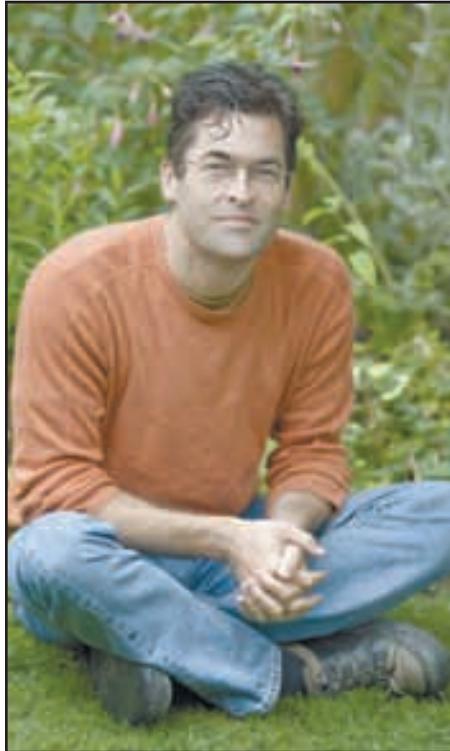
Last fall, a British reality TV show invited 11 volunteers to participate in a “Survivor”-type challenge at a South London garbage dump. The volunteers were dropped off on the landfill and challenged to survive for three weeks. Learn more about the show, discover what happened to the volunteers after they left the dump, or watch episodes online at [www.channel4.com/lifestyle/green/dumped/index.html](http://www.channel4.com/lifestyle/green/dumped/index.html).

# Running the Numbers

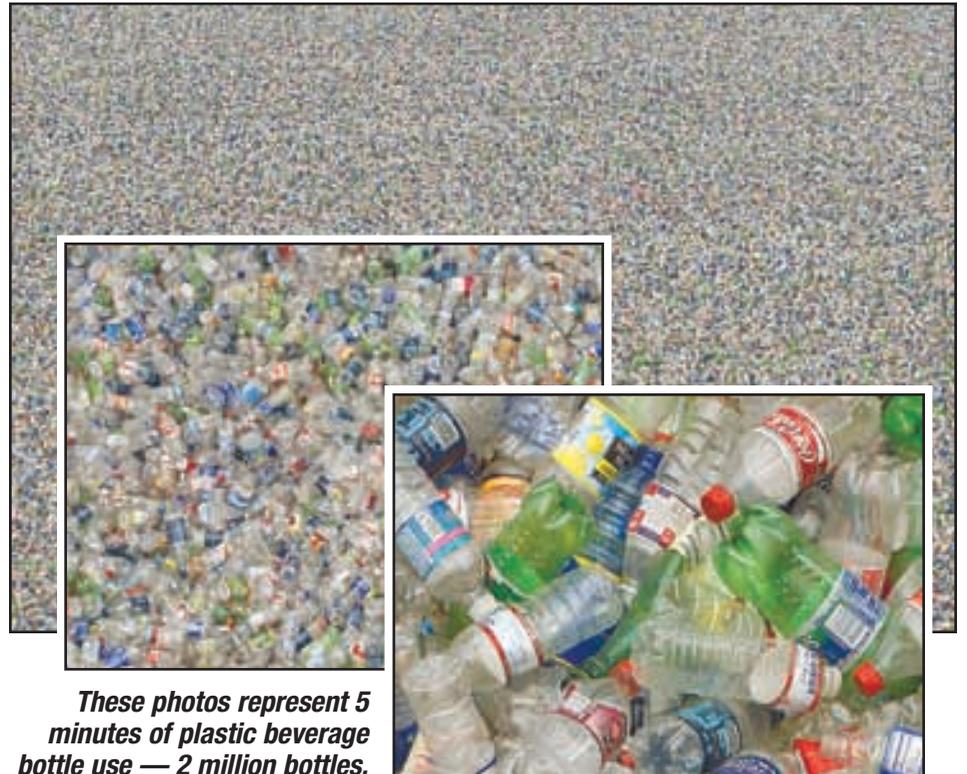
Artist Chris Jordan believes that statistics can tell stories, helping to create an American self-portrait. His new series of large-scale photographs depicts a specific quantity of selected items, such as five minutes of office paper use (15 million sheets), 30 seconds of aluminum can consumption (106,000 cans), five minutes of plastic beverage bottle use (2 million bottles), a day's worth of retired cell phones (426,000 phones just in the U.S.), and an hour of paper grocery bag consumption (1.14 million brown bags).

Jordan writes, "This project visually examines these vast and bizarre measures of our society, in large intricately detailed prints assembled from thousands of smaller photographs." He continues, "My underlying desire is to emphasize the role of the individual in a society that is increasingly enormous, incomprehensible, and overwhelming."

For more information about Chris Jordan's series, "Running the Numbers: An American Self-Portrait," including a list of galleries that will be exhibiting his work, visit [www.chrisjordan.com](http://www.chrisjordan.com).



Photos Courtesy of Chris Jordan



These photos represent 5 minutes of plastic beverage bottle use — 2 million bottles.

## Change is in the air

In a little more than a year, TV will be changing. There will still be the Big 3 networks, news will still be available 24/7, and you'll still be able to enjoy your favorite shows. However, the way that TV is being transmitted will change.

Since the inception of television, most television came into your home as an analog signal. Beginning on February 17, 2009, all TV signals will have to be broadcast digitally, using computer-type code instead of over-the-air frequencies. Since nearly every home in America has at least one television, this change will affect almost everyone.

Older televisions have analog tuners built in, so these TVs will not be able to read the new digital transmissions. This doesn't mean your old TV will be obsolete. It does mean that you may need a converter box to keep using it.

During the coming year, you'll be hearing more about this change. You'll probably also see a lot of

advertisements encouraging you to get new TVs that include digital tuners to replace your older TVs. Remember—you don't have to replace your TVs!

If you are a cable TV or satellite subscriber, call your cable or satellite company to find out what you'll need to do to continue using your older TVs. In many cases, you won't even need a converter box, but your fees may change. If you rely on an antenna, you'll need to purchase a converter box. The federal government has set aside funds to help Americans purchase converter boxes.

For more details about the conversion to digital transmission and how it will affect you and your TVs, visit the Federal Communication Commission's website, <http://dtv.gov/>, and the National Association of Broadcasters website, [www.DTVanswers.com](http://www.DTVanswers.com).

If you do choose to replace your old TV, remember that TVs shouldn't go into the trash! Contact us about proper disposal.



## Tissue facts

Each year, Americans use about 50 pounds of tissue paper products, such as toilet paper, facial tissues, paper towels, paper napkins, and similar products. About two-thirds of tissue products are used at home, with commercial and industrial products constituting

the remaining one-third. According to Conservatree, more than 40 percent of tissue products do have some recycled content, and overall 60 percent of the fibers used to make new tissue products come from recycled paper. However, the most popular commercial brands of tissue products used by people at home, including toilet paper, facial tissues, and paper towels, are all made from 100 percent virgin forest fibers.

While you have no direct control over the type of paper used to print your favorite magazine, you have total control over what type of tissue paper products come into your home. When you shop, look for recycled-content tissue products. There are many brands that contain a high percentage of recycled fiber.

Check the labels.

Remember to reduce your use of disposable tis-

sue paper products, as well. Instead of paper towels, choose washable cloths and rags. Instead of paper napkins, opt for cloth napkins.

For more details about tissue paper products, including a list of which brands contain recycled content, visit [www.conservatree.org/paper/PaperTypes/tissueoverview.shtml#intro](http://www.conservatree.org/paper/PaperTypes/tissueoverview.shtml#intro).

## QUOTES REQUOTED

The only lost cause is one we give up on before we enter the struggle.

Václav Havel, 1936–  
Czech writer and former president

Every year, we each use about 670 pounds of paper and paper products. That's the equivalent of about one sheet every 12 minutes! While that is a lot of paper, we have some good news. First, our use of paper has declined from about 735 pounds per person just a few years ago. Second, more than half of this paper, about 360 pounds per person per year, is now being recovered for recycling.

Here are some tips to reduce your paper use and increase your paper recycling:

- Use less paper by saving emails in electronic folders, bookmarking websites, and archiving documents on your computer hard drive and on a backup medium, such as a flash drive or CD.
- Get more use from your paper by using both sides. Whether you are printing or copying, choose the "two-sided" option.
- Reuse paper and paper products. Save and reuse boxes. Flatten, fold,



and reuse wrapping paper. Print drafts of documents on reused paper that had printing on only one side. Use scrap paper and envelopes as notepaper around your home or office.

- Recycle more paper and paper products. Recycling paper reduces the demands on our forests and tree farms. In addition, making new paper products from recaptured paper uses less total energy and less water, requires less bleach, and results in fewer toxic releases of air and water pollutants. Remember—we avoid disposal costs when we recycle paper and get paid for the paper, helping provide vital funding for all of our recycling efforts.
- Buy recycled-content paper and paper products. We can help improve markets for our papers by seeking out

recycled-content products, such as printer paper, stationery, notebooks and notebook paper, boxes, tissue products, and more.



You can learn more about paper use and recycling by visiting these websites: [www.massrecyclespaper.org/](http://www.massrecyclespaper.org/), [www.environmentaldefense.org/papercalculator/](http://www.environmentaldefense.org/papercalculator/), or [www.paperrecycles.org](http://www.paperrecycles.org).



## Recycle paper!

Until weekly single-stream recycling has begun, remember that you can recycle all these types of paper by placing them into a paper bag:

- Newspapers/inserts
- Magazines, catalogs
- Phone books, junk mail
- Office paper
- Paperboard (cereal, cracker boxes)—Remove plastic liners.
- Corrugated cardboard—Flatten, fold, or cut to less than 30" x 30".
- Shredded paper
- Brown paper bags

**NO plastic bags**



Prior to 1994, all household alkaline batteries (AAA, AA, C, and D) contained some mercury. However, alkaline batteries made since then contain no mercury. While these newer batteries still contain metal and are corrosive should they leak, they can be placed into the trash for incineration or landfilling. Remember—you can only place these batteries in the trash if you find the word "alkaline," if you see the words "mercury free," or if you see the evergreen tree logo.



Many other household batteries should NOT be placed into your trash. These include all button (hearing aid, watch, and calculator batteries), rechargeable, nickel-cadmium (NiCd), nickel metal hydride (NiMH), and lithium ion batteries. Please dispose of these batteries at the Department of Public Works Monday through Friday during regular business hours or the third Saturday of each month from 9 a.m. to noon.

Tina Talks Trash!



Do you have a remodeling project planned this year? Maybe you'll be installing a new deck in the spring. Or perhaps the holiday season was the last thread for your old carpet. Whether you're building a home, remodeling, renovating, or just redecorating, incorporate "green building" methods into your project.

According to the U.S. Department of Energy, we'll have about 96 million residential and commercial buildings in the U.S. by 2010. On average, Americans spend about 90 percent of their time inside these buildings.

The "green building" movement has resulted from concerns about the impacts these structures have on their human occupants, as well as the demands that the buildings place on the environment in terms of resource use, energy consumption, waste generation, and emissions. It is estimated that buildings consume 37 percent of our energy and produce about one-third of our waste and emissions.

While the term "green building" suggests design, construction, and maintenance considerations related to new structures, it isn't limited to new facilities. In fact, greening our buildings begins with

evaluating existing buildings, equipment, and furnishings for reuse and improvement. Greening a facility might include landscaping with native plants, upgrading older equipment, refurbishing furniture, buying recycled-content building supplies during a renovation, or installing energy-efficient lighting and water-conserving plumbing fixtures.

Consider these green building practices for your next project:

- Install recycled-content decking, such as a "composite" lumber. For instance, Trex is made from recycled plastic bottles.
- Opt for hardwood floors which result in better indoor air quality than carpet.
- Choose carpet manufactured with post-consumer recovered materials. Some manufacturers even make "carpet squares" that are installed like tile and make it easy to do repairs.



lution and can lead to a variety of health problems, including breathing difficulties, eye or skin irritation, and headaches. Also, carefully measure the area before you buy paint, and buy only the amount you need.

- Install solar energy, such as a solar space heating system or a solar hot water system.
- Use geothermal heating and cooling, such as a heat pump system.

These are just some of the available options! For more information about green building, visit [www.greenhomeguide.com](http://www.greenhomeguide.com), [www.greenseal.org](http://www.greenseal.org), [www.eere.energy.gov](http://www.eere.energy.gov), or [www.usgbc.org](http://www.usgbc.org).

## Unwanted mail

(Continued from Page 1)

this list. Being on this list won't eliminate all of your junk mail, but it will prevent most of it. There is a \$1 fee per name to register for this service. To register online or print out the mail-in registration form, go to [www.dmaconsumers.org/cgi/offmailing](http://www.dmaconsumers.org/cgi/offmailing).

If your family regularly orders from businesses or donates to organizations that do mailings, these businesses and organizations will keep you on their mailing lists. This is "solicited" mail because you buy from or support the organization.

Don't forget to recycle your junk mail.

- Select countertops made from a recycled material, such as recycled glass tiles, stainless steel, recycled plastic laminates, or recovered aluminum scraps.
- Purchase recycled-content insulation, such as cellulose (made from old newsprint), cotton (made from scrap denim), or mineral wool (made from blast furnace waste).
- Remember to select latex paints, which are water-based, non-toxic, and eliminate the need for solvent-based paint thinners for cleanup. While you're checking the label, look for low levels of "VOC," or "volatile organic compounds." VOCs contribute to the formation of air pol-



**We want your suggestions, questions and comments!**  
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