



➤ GreenBiz 101: The Materials Basics

Step 1: Learn What's Happening in the Materials Management Scene

The City of Cupertino needs your business on board to help achieve its zero waste by 2020 goal, as outlined in the recently adopted [Climate Action Plan](#) and supported by state and local mandates.

- **BYOB(ag!)**: On October 1, 2013, Cupertino's reusable bag ordinance went into effect, prohibiting the distribution of single-use plastic carry out bags at retail stores. Retailers can offer **recycled** paper bags for a **minimum** charge of 10 cents OR reusable bags for free or a fee of their choice. Encourage your customers to bring their own bags!
- **No More Foam**: On July 1, 2014, Cupertino's foam food ware ordinance went into effect, prohibiting food service ware made from expanded polystyrene (EPS), commonly known as Styrofoam. This problematic, pervasive and persistent type of litter does not decompose and breaks easily into tiny pieces, making it difficult and expensive to clean up, and often mistaken as food by fish and wildlife. Restaurants are encouraged to use reusable food ware wherever possible. When disposable food ware is necessary, like takeout boxes, it must be recyclable or compostable (plastic or paper – no "compostable plastic" please, it takes too long to break down for Cupertino's compost process and must go in the trash).
- **Zero Waste**: One simple, often missed, step across businesses is ensuring all recyclables make it into the blue bin. Did you know that Cupertino offers single stream recycling (you heard us right, so all recyclables go in your blue bin – plastic, glass, metals AND paper!) and citywide composting of food scraps and other organic material (that all goes in your green bin. Don't have a green bin? Call the City and we'll give you one!). Visit <http://www.recologysouthbay.com/> or contact our environmental team at environmental@cupertino.org for questions!
- **Rethink (disposables)**: If you are a restaurant, coffee house, café, or have a cafeteria or other food service, take advantage of a new program offering \$100 toward the purchase of reusable food ware. Find ways to rethink how disposable products are used in your business and let us track your materials and cost savings! Email michelag@cupertino.org for more information.
- **Stay tuned**: The City will bring a food waste ordinance to Council before summer, so to get a head start on composting your food waste, see step 2!

Step 2: Assess the Best Materials Savings Steps

Team with your City to host a FREE waste audit to identify areas for your business to divert waste, save \$\$ and even begin composting! Inquire today at (408) 777-3242 or michelag@cupertino.org. The City offers free staff training, waste bins, and signage to help.



To learn more, visit: www.cupertino.org/greenbiz

Step 3: Reduce & Reuse

- **Keep it Convenient:** Place recycling bins and composting containers in convenient locations, such as break rooms or near vending machines. Also make sure these bins are located right next to your landfill containers to make recycling and composting as easy as possible! Need extra bins or signage? Call (408) 777-3243 or email michelag@cupertino.org for a request.
- **Greener Office:** There are many simple steps your biz can take to reduce and reuse. Be sure to set your printers to duplex, set smaller margins and fonts to reduce paper consumption, refill and/or recycle your pens and printer cartridges, and designate a reuse area in your office for previously used paper (to take notes at meetings!), folders, binders, and more.
- **Don't Hesitate to Donate:** Does your business have extra furniture, supplies or scrap materials on hand? Visit Cupertino's Freecycle to donate your unused items today. For restaurants, consider donating excess non-perishable food to a [local food bank or shelter](#).

➤ GreenBiz MBA: Materials Mastery

Green Your Purchasing

- **Environmental Preferable Purchasing Policy (EPP):** Santa Clara County (a.k.a. the certifying agency for Cupertino's GreenBiz Program) provides a template to formalize all of your green purchasing efforts in a company purchasing policy. Formalizing this policy is actually a requirement to become certified, so contact us today for a template or for help completing your EPP!
- **Shop Smarter:** Centralize your purchasing to avoid duplicate orders, lower transportation costs and organize transactions. Buy in bulk where applicable to maximize your purchasing experience and wallet! If you're a restaurant, purchase ingredients in bulk and take it up a notch to switch from individual condiment packets to Environmental Health approved refillable containers. Want to learn more? Take advantage of the City's free Re-Think Disposable program, offering \$100 toward the purchase of reusable food ware. Email michelag@cupertino.org for more information.
- **Look for the Label:** Another way to earn points towards Green Business Certification and the Challenge is to purchase paper products such as toilet paper, folders, letterhead, toilet seat covers, paper towels, office paper and more with post-consumer waste and/or recycled content. Why is this important? Buying recycled-content paper products helps "close the recycling loop." The paper collected through recycling programs is used as raw materials to make new products, so look out for the label to see what amount of recycled content and/or post-consumer waste is included in the product you are considering to purchase ([see an example here!](#)).