

RCP Directory, CALMAX, and WRAP

The CIWMB has a variety of programs to help jurisdictions, businesses, and other organizations with their efforts to reduce waste and purchase environmentally preferable products.

Recycled-Content Product (RCP) Directory

The Recycled-Content Product (RCP) Directory has been set up to assist individuals, small business owners, State agencies, and corporate buyers in the commitment to buy recycled. The RCP Directory lists thousands of products containing recycled materials as well as information about the manufacturers, distributors and re-processors of these products.

Although important, recycling is more than just dropping off cans, bottles, and newspapers at the nearest recycling center. Diverting recyclables from the waste stream is the first of three steps in the recycling process. The second step occurs when companies use these recyclables to manufacture new products. Finally, the third step occurs when you, the consumer, purchase the products made from the recovered materials.

In addition, buying recycled products results in many environmental benefits. It supports local recycling programs by creating markets for the collected materials that are processed and used to manufacture new products. In turn, this creates new jobs and helps strengthen the economy; conserves natural resources; saves energy; and reduces solid waste, air, and water pollutants, and greenhouse gases that contribute to global warming. The web address for the directory is www.ciwmb.ca.gov/RCP/.

California Materials Exchange (CalMAX)

CalMAX is a free service designed to help businesses find markets for nonhazardous materials they have traditionally discarded.

CalMAX helps businesses, industries, and institutions save resources and money. The main idea is "One business' trash is another business' treasure". Business, schools, and nonprofits can utilize CalMAX to search for available and wanted materials.

CalMAX helps conserve energy, resources, and landfill space by helping businesses and organizations find alternatives to the disposal of valuable materials or wastes. Search all the listings or get the latest CalMAX ads through our listserv. Through this free service, you will receive e-mails twice a month with new CalMAX listings.

CalMAX is also partnering with local governments to provide customized portals (see "Local Exchanges" on the website) for the material listings in a local area. CalMAX can assist other jurisdictions that would like to set up a local exchange program. CalMAX is available at www.ciwmb.ca.gov/CalMAX/ or 1-877-520-9703.

Waste Reduction Awards Program (WRAP)

WRAP provides an opportunity for California businesses to gain public recognition for their outstanding efforts to reduce waste. WRAP provides businesses with examples of successful waste reduction techniques, which they may adopt as their own. WRAP lets the community know which businesses take waste reduction seriously by giving outstanding businesses an award.

Each business is evaluated individually, based upon its own accomplishments. Award winners receive authorization to use the WRAP winner logo with their products, advertising, and business websites to publicize waste reduction efforts. Local governments can use this program to help promote waste reduction ideas and local businesses that implement them to help their communities achieve their waste reduction goals.

Information on the WRAP program is available at www.ciwmb.ca.gov/WRAP/.

Case studies are also being developed using information from WRAP businesses. The first group of studies has information from businesses on various aspects of waste prevention, including "Environmental Preference Purchasing (EPP)". This information is available at ciwmb.ca.gov/WRAP/CaseStudies.