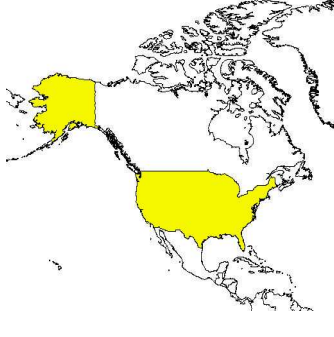


## Waste Prevention World (USA)

|   |   |  |
|---|---|--|
|  | <b>Region</b>                               | USA  |
|   | <b>Type of prevention measure</b>           | Information on Waste Prevention Techniques   |
|   | <b>Geographical level of implementation</b> | Regional                                     |
|   | <b>Target</b>                               | Households, Businesses and Local Authorities |
|   | <b>Date of implementation</b>               | 1989   |
|   | <b>Type of waste</b>                        | Household and Business Waste                 |

*The Waste Prevention World website is an unmatched centre of resources for systematic improvements in prevention performance, helping California actively pursue and meet targets on waste diversion.*

### Context

The California Integrated Waste Management Board was created in 1989 to support the aims of the Integrated Waste Management Act of the same year, to divert 25 percent of waste from landfill by 1995 and 50 percent by 2000. The Board manages the 92 million tonnes of waste California generates each year, and has developed a range of innovative programmes operated through the Waste Prevention World Website.



### Objective

Waste Prevention World, in supporting the quantitative goals stated above, provides detailed informational resources and seeks creative ways to reduce the amount of waste generated in households and businesses.

### Means

Tools provided on the website include:

- The Waste Prevention Information Exchange, a searchable, expansive directory of resources that can be added to by users, as well as allowing users to request specific waste prevention information or documents
- CalMAX, a materials resale and exchange forum for businesses, schools and non-profits, based on the principle that "One business's trash is another business's treasure"

- Guidelines for developing and implementing successful waste reduction plans in the workplace
- Strategies and guidance for households, schools and holidaymakers, including promotional materials for businesses (please see below)

### Examples of posters for waste prevention



### Results

By 2005, the Board was diverting 52 percent of its waste stream, a national record. As well as providing businesses with examples of successful techniques, the Board operates the Waste Reduction Awards Program, which gives California businesses and organisations public recognition for their waste reduction efforts. Five outstanding examples are selected each year to share their methods with other regional businesses.

### Further Information:

Waste Prevention World: [www.ciwmb.ca.gov/wpw](http://www.ciwmb.ca.gov/wpw)  
 Waste Prevention Information Exchange (WPIE):  
[www.ciwmb.ca.gov/WPIE](http://www.ciwmb.ca.gov/WPIE)