



Waste Wise e-News

A Tool for Environmental Sustainability Resources and Networks

February 1, 2011

WHAT IS AUTHENTIC GREEN?

Environmental claims play an indisputable role in today's product marketing and consumer selection. Many of these claims provide misleading implications that a product is "environmentally friendly" through product labeling, advertising and associated symbols. As more businesses include environmental considerations into their purchasing policies, authenticity becomes more crucial.

This issue is sponsored by
Tunheim Partners
Synchronizing Brands and Relationships

Impact on Businesses

Businesses are considering environmental impact in their purchasing policies and procedures for a variety of reasons. Whether a company is purchasing green to decrease environmental impact or to increase marketing visibility (via a CSR or other sustainability marketing tools), supporting invalid green claims by purchasing these products is not accomplishing either goal. Further, "green" products still often cost more than their "nongreen" counterparts yet many of these products lack true eco-friendly characteristics. Therefore, education becomes a crucial tool in making conscious choices as a business or consumer.

FTC Green Guides

The Federal Trade Commission's "Guides For the Use of Environmental Marketing Claims," commonly known as the "Green Guides," is one resource meant to help marketers in making authentic environmental claims about products and services. The FTC Green Guides are currently undergoing a revision "to ensure that they are appropriately responsive to changes in the marketplace and in consumer perception of environmental claims." To read more about the Green Guides proposed changes and other related FTC resources, click [here](#).

For more discussion on authentic green and an opportunity to dialogue, visit the [Waste Wise Blog](#).

IN THE NEWS

"Battery Recycling"

Northland's News Center, January 27

Click [here](#) for full story.

Whistleblower: "Feds Crack Down on Phony Green Label"

Star Tribune, January 12

Click [here](#) for full story.

EVENTS

Energy Smart Workshop: “Energy-Saving Steps for Your Business or Organization”

CERTs 2011 Clean Energy Convergence

February 2

1:00-5:00 p.m.

St. Cloud Civic Center

For more information, click [here](#).

SUCCESS STORY

Sojourner Farms (Sojos), a Minnesota Waste Wise member since 2009 and an all-natural dog food and treat manufacturer based in Minneapolis, has been participating in the *It's in the Bag* plastic bag/film recycling program for more than a year. In addition, Sojos works with longtime Waste Wise member Consolidated Container to address "hard to recycle" plastics such as woven bulk totes, unusable plastic bins and plastic buckets.

Results: Sojos recycles an estimated 2,500 pounds (more than a ton!) of plastic film annually through the *It's in the Bag* program. It composts 26.5 tons of food waste. It has tripled its cardboard recycling to 15.6 tons annually. And the company has reduced its trash pickups from 8 yards per week to 2 yards per week, a 75-percent decrease. Sojos now diverts more than 43 tons of trash annually from the landfill or incinerator, saving substantially on disposal costs and increasing environmental performance. In addition, Sojos has incorporated sustainability into everyday business practices, looking for ways to continuously improve on waste reduction, recycling, energy efficiency and greening its supply chain.

Visit Sojos at www.sojos.com to learn more about its all-natural dog food and treats and support a local, environmentally friendly Minnesota business.

SUSTAINABLE BUSINESS RESOURCE CENTER

Visit the newest online green tool for Minnesota businesses! The Sustainable Business Resource Center (SBRC) helps businesses stay up-to-date with green news, information and strategies. This website is designed to be an evolving resource, so your input is valuable to ensure that the SBRC continues to be valuable to Minnesota businesses. Visit the SBRC at www.sbrcmn.org.

THANK YOU TO SUPPORT-A-TROOP SPONSORS

Waste Wise and Minnesota Chamber staff participated in the AdoptATroop service project, assembling gift packages for servicemen and servicewomen stationed overseas. Thank you to the Waste Wise and Chamber members that contributed items – Berry Coffee, Best Buy, Ecolab, Walmart, Liberty Carton, HealthPartners, Jack Links Beef Jerky and 3M. To learn more, visit www.adoptaplatoon.org.

ABOUT OUR SPONSOR

Tunheim Partners is a strategic brand marketing agency that believes sustainability is about more than operations. Your customers and strategic partners are increasingly concerned about how sustainability fits into your long-term plans, as well as near-term operations. At Tunheim Partners, we work with clients to help integrate their sustainability efforts into brand, marketing, public relations, social and public affairs messaging. For more information, go to www.tunheim.com.

ENERGY SMART UPDATES

Energy Smart program begins Chisago Lakes Area Community Focus

Starting in early February, Energy Smart is partnering with the Chisago Lakes Area Chamber of Commerce to help local businesses look at their energy use and identify cost-effective ways to be more energy efficient. Energy Smart will offer businesses on-site consultations and provide each business with a report showing its top energy-saving opportunities. It will also provide information on Xcel Energy rebate opportunities as well as local grant and low-interest loan programs and utility bill analyses.

Interested in having Energy Smart provide a no-cost consultation at your business? Contact us at (651) 292-4652 or info@mnenergysmart.com.

MEMBERSHIP UPDATE

Thank you to our new and renewing members:

TRUSTEE

Tennant Company (Golden Valley)

PATRON

Bernick's Beverages & Vending (Waite Park)

CORPORATE

Ocean Tech (Minneapolis)

SUPPORTER

AMG Resources Corporation (St. Paul)
Entegris (Chaska)
Carleton College (Northfield)
Cass County (Walker)
City of St. Paul (St. Paul)
College City Beverage (Dundas)
Consolidated Container Company (Minneapolis)
Goodwill Easter Seals MN (St. Paul)
John Roberts Co (Minneapolis)
Linden Hills Co-op (Minneapolis)
Miller Felpax (Winona)
Northland Community & Technical College (Thief River Falls)
Pepsi-Cola Bottling Co. (Pipestone)
Seneca Food Corp (Rochester)
Simcote (St. Paul)
Welsh Companies (Minnetonka)
World Color Press (St. Cloud)

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Is your business interested in promoting its services to more than 1,000 businesses statewide? Would you like to position your business as a sustainability leader? For \$199, your business will become the sole sponsor of a monthly Waste Wise e-News edition to include premier logo placement and an advertisement. Contact Alex Keller at (651) 292-4675 or akeller@mnychamber.com to secure your sponsorship today!

MEMBERSHIP SERVICES


Not a member but would like to join? Want to take full advantage of your member benefits?

Contact Alex Keller at (651) 292-4675 or akeller@mnchamber.com.

Disclosure: Waste Wise e-News is a tool to inform our members of current events or waste issues. The content of Waste Wise e-News is for educational purposes only and does not constitute legal advice. Minnesota Waste Wise does not endorse any of the following waste services, organizations or events. Any such portrayal is unintentional by Minnesota Waste Wise.

Minnesota Waste Wise is a non-profit affiliate of the Minnesota Chamber of Commerce.

This email was sent to khartung@mnchamber.com by mnwastewise@mnchamber.com. To ensure delivery of emails to your inbox, please add mnwastewise@mnchamber.com to your address book or safe sender list. [Learn more](#). If you are having trouble viewing this email, [click here](#).

 **Unsubscribe** to [Unsubscribe](#) to future emails. To Report Abuse [click here](#).
[Privacy policy](#)



400 North Robert Street, Suite 1500 St. Paul, MN 55101