

Waste Reduction Themed FACEBOOK AND TWITTER POSTINGS

For General and Business Audiences
April & May 2013

APRIL

Day	Occasion	Facebook (General Audience)	Facebook (Business Audience)	Tweet
March 31	Easter	Start a new family tradition: decorate Easter eggs with fruit and vegetable dyes; Mother Nature's own colorful palate is right there in the produce aisle. Here's how you and your kids can create dyes together, http://www.rd.com/home/cleaning-organizing/how-to-make-eco-friendly-easter-eggs/ . For more waste prevention/eco-friendly ideas, go to www.calrecycle.ca.gov .		
1	April Fool's Day	Don't be fooled by pretty labels and false claims of companies trying to cash in with green marketing. Some tips to help you avoid being greenwashed: (1) Be cautious of generic claims like "environmentally friendly." (2) Check the product's packaging. Is it minimal and can it be recycled? (3) Lots of complex ingredients are a red flag. (4) Be cautious of hidden trade-offs. For example, a product may be energy efficient, but made of hazardous or non-recyclable materials. Go to www.NSF.org , a nonprofit public health and safety company for more tips. www.calrecycle.ca.gov	Owners of sustainable companies are no fools. They're cutting costs by reducing their waste—becoming more sustainable and more profitable at the same time. California companies Hewlett Packard and Mad River Brewing Company divert more than 90 percent of their solid waste from landfills and Fetzer Vineyards has reduced its waste by 94 percent since 1990. All have realized significant savings by cutting waste. Just a few simple changes in the way a business operates can significantly reduce waste and save money. Learn more at www.calrecycle.ca.gov . It's never too late to get smarter.	Don't be fooled by "green" marketing. Learn to distinguish real from fake at www.NSF.org . More on GHG reduction at www.calrecycle.ca.gov .
5 (or 12, for San Francisco only)	Walk to Work Day	Leave your carbon footprint in the garage and make tracks on the sidewalk; walk to work today! Make commuting on foot, by bike, or on public transportation a regular practice to help California avert the problems caused by 40 million discarded vehicle tires each year. More ways to make your tires last longer and help the planet: maintain tires properly; buy higher mileage tires; buy retreaded tires (they're not like the old ones!); buy products made from recycled tires (such as rubber mats); and dispose of tires legally. Go to www.calrecycle.ca.gov/tires for more tire management ideas.	Encourage your employees to leave their carbon footprints in the garage and make tracks on the sidewalk; walk to work today! Kick-off an incentive program for employees to make commuting on foot, by bike, or on public transportation a regular practice. Your company can support pollution prevention and help California avert problems caused by 40 million discarded vehicle tires each year. Other ways your company can help to prevent the waste tire pile-up: maintain tires properly; buy higher mileage tires; buy retreaded tires (they're not like the old ones!); buy products made from recycled tires (such as rubber mats); and dispose of tires legally. Go to www.calrecycle.ca.gov/tires for more tire	Walk to work; help prevent the waste-tire pile-up. Learn more at www.calrecycle.ca.gov/tires .

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			management ideas.	
14	International Moment of Laughter Day	Recycle your bottles and cans and you'll laugh all the way to the bank! Every bottle and can you recycle eases the strain on our natural resources and reduces greenhouse gases in our skies. Yep, reaching for the recycling bin just feels right. Learn more about recycling in your community and how to cash in while doing it at www.calrecycle.ca.gov . Find a recycling center . Recycling - It's money in the bank.	For a good laugh, recycle your office's bottles and cans. You and your co-workers will laugh all the way to the bank. Every bottle and can you recycle eases the strain on our natural resources and reduces greenhouse gases in our skies. Learn more about office waste reduction at www.calrecycle.ca.gov . Find a recycling center . Recycling - It's money in the bank.	Get cash for your recycling and laugh all the way to the bank. Learn more at www.calrecycle.ca.gov .
15 or before	Taxes Due	Reduce, reuse, recycle, REFUND! Save a tree; save time; save money; slow climate change; support human health: e-file. Trees help fight climate change by absorbing CO ₂ and trapping other pollutant particulates, then storing the carbon and emitting pure oxygen. Last year, nearly 100 million taxpayers opted to save time, trees and money by e-filing. Who knew saving the planet could be so simple <i>and</i> rewarding? E-file. It's that simple. Learn more about waste reduction at www.calrecycle.ca.gov . (source: http://www.dnr.state.md.us/forests/publications/urban2.html)	Reduce, reuse, recycle, REFUND! Save a tree; save time; save money; slow climate change; support human health: e-file if possible. Trees help fight climate change by absorbing CO ₂ and trapping other pollutant particulates, then storing the carbon and emitting pure oxygen. Last year, nearly 100 million taxpayers opted to save time, trees and money by e-filing. Who knew saving the planet could be so simple <i>and</i> rewarding? E-file. It's that simple. Learn more about waste reduction at www.calrecycle.ca.gov .	Save trees; slow climate change; support human health: e-file. Learn more at www.calrecycle.ca.gov and www.ftb.ca.gov .
22	Earth Day	Your Earth Day challenge: avoid landfilling. Here's how: Buy nothing new. Use only items that are recyclable and/or made from recycled materials. Why? Because landfills are the third-largest source of human-caused GHG methane in the U.S. (U.S. EPA 2009) and methane has 20 times the potency of CO ₂ —the gas your car emits. Learn more about waste reduction through smart purchasing, reuse, and recycling at www.calrecycle.ca.gov . Find videos at www.storyofstuff.org . Encourage your friends, co-workers and loved ones to do the right thing EVERY day, too!	An Earth Day challenge: you and your employees and co-workers create zero trash today. Why? Because landfills are the third-largest human-caused source of the GHG methane in the U.S. (EPA GHG Inventory Report 2009)! Just a few simple changes in the way you do business can significantly reduce your company's waste: copy and print on both sides of the paper by default; use reusable dishes for parties; take reusable bottles to the water cooler; pack lunch in reusable containers; and start a worm bin for composting lunch food scraps. For more ways your business can help save the planet, go to www.calrecycle.ca.gov/ReduceWaste/ .	Challenge your friends and co-workers to reduce their carbon footprint by creating zero trash. Learn more at www.calrecycle.ca.gov .

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26	Arbor Day	<p>Too busy today to plant trees? Then save some! Among numerous other benefits, trees help fight climate change by absorbing CO₂ and trapping other pollutant particulates, storing the carbon and emitting pure oxygen. Deforestation stands next to burning fossil fuel among major causes of climate change. So how can you save trees? A few tips: drink shade-grown coffee; opt out of junk mail; buy recycled paper products; and use paperless billing. Find more tips at thedailygreen.</p> <p>Thomas Fuller said, "He that plants trees loves others besides himself." The same could be said of "He who saves trees." Learn more about Arbor Day and the value of trees at www.arborday.org. Learn more about reducing waste and buying recycled products at www.calrecycle.ca.gov.</p>	<p>Too busy to plant a tree today? Then save a tree—or make that MANY trees. Every 20 cases of 100 percent recycled-content paper saves 17 trees, 390 gallons of oil and 7000 gallons of water; eliminates 60 pounds of emissions; and saves 8 cubic feet of landfill space (data from RecycleWorks). Reduce, reuse, and recycle paper: print and copy on both sides; use e-copies (go paperless); promote your business online; pack with shredded paper; recycle paper and cardboard; and buy products with recycled content. Learn more at www.earth911.com or www.calrecycle.ca.gov. And visit the "green" purchasing section of your favorite office supply catalog.</p>	<p>Save trees and slow climate change by buying recycled-content paper and products. More at www.calrecycle.ca.gov/recyclestore.</p>

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Any	National Bike Month	Celebrate the power of the bicycle and the reasons we ride. Whether you ride for transportation or to preserve your health or the environment, biking also offers an opportunity to explore your community and get to know people. This month, you can get involved in your community's bike events or plan your own. Here are some tips for planning, http://www.bikeleague.org/programs/bikemonth/pdf/national_bike_month_guide.pdf . Need an excellent but affordable bike? Ask your neighborhood bike shop for its used/refurbished selection or search online. For more on reuse and recycling, go to www.calrecycle.ca.gov .		
6	Beverage Day	Don't let the broke blues get you down. Put cash in your pocket and a smile on your face: recycle your beverage cans and bottles. Learn all you can about recycling in your community and how to cash in while doing it at www.calrecycle.ca.gov . Find a recycling center . Recycling: good for the bottle; good for the can; good for your wallet (or piggy bank).	Office kitty looking low? Support your office celebrations by recycling employee beverage containers. Continue to reduce waste at office parties by reusing flatware and decorations and composting food scraps. Learn more about recycling in your community and how to cash in while doing it at www.calrecycle.ca.gov . Find a recycling center . Recycling: good for the bottle; good for the can; good for the kitty.	Beverage container recycling: good for the bottle; good for the can. Learn more at www.calrecycle.ca.gov .
9	Bike to Work Day	It's Bike to Work Day! Pedal your way to a stronger body and a healthier planet. Looking for more ways to reduce your carbon footprint? Reduce the amount of trash you generate; landfills are the third-largest source of human-caused GHG methane emissions (US EPA 2009). Another waste reduction idea: check out your local bike shop for a great deal on a used bike. Learn more about waste reduction at www.calrecycle.ca.gov .	Challenge your co-workers or employees to bike to work! Pedal your way to a stronger body and a healthier planet. Looking for more ways to reduce your company's carbon footprint? Reduce the amount of trash you generate; landfills are the third-largest source of human-caused GHG methane emissions (US EPA 2009). Some waste reduction ideas: Buy products that are recyclable, used, made with recycled materials, and that have minimal packaging. Use reusable items instead of single-use plastic or paper. Start a worm bin to compost food scraps. Purchase non-toxic products. Learn more about business waste reduction— www.calrecycle.ca.gov .	Pedal your way to a stronger body and a healthier planet. Want to do more for the planet? Reduce waste, www.calrecycle.ca.gov .

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9	Learn About Composting Day	Compost is a free, natural fertilizer that promotes beneficial bacteria, earthworms, and fungi that build soil structure and foster healthy plants. Watch this National Geographic video for an introduction to composting and find more information in National Geographic's Green Guide or at CalRecycle's Composting webpage.	Remove the stinky stuff from your trash, decrease collection frequency— reduce your disposal costs! Compost your office's food scraps in a worm bin. Really, it's easy. In addition to cutting your trash bill, you'll produce a nutritious fertilizer for your office plants and for employees to take home for their plants and gardens. A little "eww" about worms indoors? A well-managed earthworm bin is remarkably sanitary and odor free. Go to National Geographic's How to Compost With Worms Indoors webpage or to CalRecycle's Composting webpage to find out more.	Reduce disposal and GHGs: turn your trash into treasure by composting. More information at CalRecycle's Composting webpage.
10	Clean Up Your Room Day	A waste reduction guide to cleaning: first go through every room and fill a bag with stuff you don't need or use. Then, share the wealth. Check out Real Simple's exhaustive list of non-profits and recyclers that can use your stuff. Go to www.earth911.org to find out where/how to recycle almost everything else. Remember to properly dispose of hazardous household and e-wastes; disposal options are available at www.earth911.org , www.calrecycle.org . They may also be posted on your city's recycling webpage.	Carve out time today to clear your office clutter. When you're done, share the wealth. Check out Real Simple's exhaustive list of non-profits and recyclers that can use your stuff. Learn where/how to recycle other items at www.earth911.org . Make sure to properly dispose of hazardous wastes and e-waste. Disposal options are available at www.earth911.org , www.calrecycle.org . They also may be posted on your city's recycling webpage.	Clean your room; help people; save the planet. Here's how: Real Simple and www.calrecycle.ca.gov .
12	Limerick Day	A young mother buying a toy Flipped it over and saw to her joy It contained a whole lot Of recycled whatnot So she bought it for her little boy. For more on recycled products, go to www.calrecycle.ca.gov .	When his cell phone stopped working one day, He was tempted to throw it away But instead found a place That recycles such waste, Helping charities, too – so, hurray! For more on disposing of e-waste and other hazardous waste, go to www.calrecycle.ca.gov .	

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16	National Sea-Monkey Day	Did it take “National Sea-Monkey Day” to find out that yes, Sea-Monkeys <i>do</i> exist!? Now that you know, keep their habitat viable. Plastic bags are the number one ocean pollutant and a danger to birds and marine animals. They also pollute other waterways, including saltwater lakes, the Sea-Monkey’s habitat; spoil the landscape; and stay in landfills for hundreds of years—they don’t biodegrade! Watch this CNN video to learn more. All living things need a habitable environment; don’t trash their homes. Learn more about reducing waste at www.calrecycle.ca.gov .	Encourage your clients or customers to use re-usable instead of single-use plastic bags. Plastic bags are the number one ocean pollutant and a danger to birds and marine animals. They also pollute other waterways, spoil the landscape, and stay in landfills for hundreds of years—they don’t biodegrade! Watch this CNN video to learn more. Make using re-usables easier by supplying your clients or customers with a re-usable bag or offering an affordable selection at your location. Your customers will appreciate your commitment to sustainability. Learn more about reducing waste at www.calrecycle.ca.gov .	All living things need a habitable environment; don’t trash their homes. Learn more about plastic bags at Huffington Post , www.calrecycle.ca.gov .
18	Armed Forces Day	The Armed Forces are helping to keep the planet strong and secure by reducing, reusing, and recycling. Camp Pendleton in San Diego has four recycling centers, was the first USMC installation to receive approval to sell its recyclables, and is recognized as one of the best and most evolved programs in the USMC. Military bases throughout the U.S. are currently expanding their recycling programs to include wood and foodwaste composting. One closed base is helping to pay for its transformation into suburban homes, shops, and schools by recycling its building materials and miles of train track rails. Find out how to follow the Armed Forces’ lead at www.calrecycle.ca.gov .	The Armed Forces are helping to keep the planet strong and secure by reducing, reusing, and recycling. Camp Pendleton in San Diego has four recycling centers, was the first USMC installation to receive approval to sell its recyclables, and is recognized as one of the best and most evolved programs in the USMC. Military bases throughout the U.S. are currently expanding their recycling programs to include wood and foodwaste composting. One closed base is helping to pay for its transformation into suburban homes, shops, and schools by recycling its building materials and miles of train track rails. Find out how your business can follow the Armed Forces’ lead at www.calrecycle.ca.gov	The Armed Forces are keeping the planet strong and secure by reducing, reusing, and recycling. Learn more . Or go to www.calrecycle.ca.gov .
27	Memorial Day	Celebrate in a sustainable way the men and women who served our country. Make your celebration zero-waste by using reusable cups and dishes and composting food scraps—make sure your guests know your goal. Buying flowers for a loved one? Check out a farmers’ market for a sizable, locally-grown, selection. For more waste reduction information, go to www.calrecycle.ca.gov .		

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