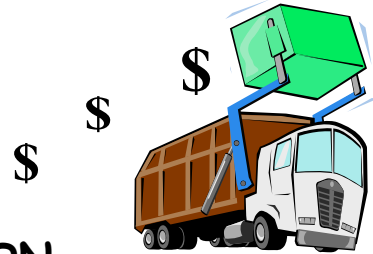


Tired of burying your taxes in a dump? Sick of burning your hard-earned tax dollars in an incinerator that dumps dioxin and other toxics over your home?

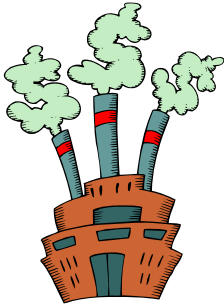
What if those tax dollars were used to invest in sustainable waste management - waste prevention and reuse - that not only benefited the environment but brought jobs and economic revenue to New York City instead?

WELCOME to the NYC WASTE PREVENTION COALITION



Mission: To promote waste prevention in NYC as the primary alternative to wasting both resources and money, and as a public health measure to protect communities from the impacts of solid waste collection, processing, transport and disposal, e.g., landfilling & incineration).

Who We Are: Formed in the wake of the 1999 conference Damming the Waste Stream, the New York City Waste Prevention Coalition is a network of organizations and individuals dedicated to promoting waste prevention as the most responsible, environmentally sound and cost-effective means to solve New York City's mounting solid waste problems.



To date most of our work has entailed being a policy think tank and Department of Sanitation watchdog. In 2000, the WPC published a 5-Year Action Plan that resulted in the City Council funding a pilot program of the Waste Prevention Coordinators. In 2002, the WPC issued a report "Why Waste the Future?" that fought against Mayor Bloomberg's recycling cuts by providing a detailed analysis as to how the alleged savings would not materialize. In 2004, the WPC assembled the waste prevention chapter of the collaborative report, "Reaching for Zero: the Citizens' Plan for Zero

Waste." The WPC has been instrumental in introducing innovative legislation to the City Council including environmental procurement policies.

What Is Waste Prevention?

Waste Prevention is defined as the reduction in the weight/volume and/or toxicity of the materials that are generated for disposal or recycling. The means for preventing waste include reduction at the source through improved product and packaging design, consumer education, product reuse, repair & remanufacturing, financial incentives and legislation.

NYC residents and city institutions discard more than 12,500 tons per day. While nearly 20% is collected for recycling, the remaining 80% is sent largely to out-of-state landfills, usually in Pennsylvania or Virginia, or to a New Jersey incinerator. As landfill space inevitably shrinks the cost to export will rise. Between 2000 and 2004 the cost to export waste increased 91%, pushing the Department of Sanitation's budget to over \$1 Billion dollars annually. The wisest choice for the City as it finalizes its 20-Year Solid Waste Management Plan is to begin serious investment in waste prevention programs and reuse infrastructure.

Visit us on the web at www.whywasteny.org or contact us at:
nycwpc@yahoo.com