

# Business Savvy Sustainability

A Publication of **MarBorg Industries**

Summer 2017



## AB 341 – Commercial Recycling

**Santa Barbara County Commercial Recycling Requirements** – All businesses that generate any amount of commercial solid waste and multifamily residential dwellings of five units or more shall arrange for recycling services. Businesses can take one or any combination of the following actions in order to reuse, recycle, or otherwise divert solid waste from disposal.

- Subscribe to recycling collection service with an approved hauler, like MarBorg.
- Self-haul to a permitted solid waste facility or buy back center.
- Arrange for the pickup of recyclable materials.
- Subscribe to a recycling service that may include mixed waste processing that yields diversion results comparable to source separation.

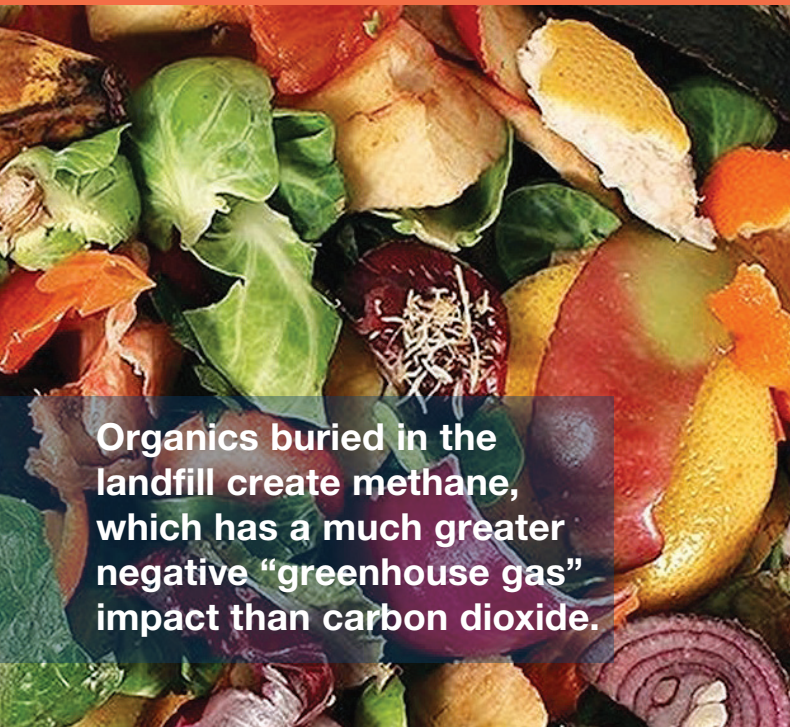
\*Businesses without recycling service may also apply for a waiver in order to be in compliance.



**Lessismore.org** is the ultimate waste reduction resource for residents of Santa Barbara County. Knowing what to reduce, reuse, and recycle can be tough. Let this website be your go-to guide whenever you have questions about what goes where and why.



## AB 1826 – Commercial Organics Recycling



**Organics buried in the landfill create methane, which has a much greater negative “greenhouse gas” impact than carbon dioxide.**

In 2014, the State of California adopted **Assembly Bill No. 1826**, a mandatory commercial organics recycling law that took effect in 2016. “Organic waste” means food waste, green waste, landscape and pruning waste, nonhazardous wood waste, and food-soiled paper that is mixed in with food waste.

**How this affects you:** As of January 1, 2017, it is the law that businesses that generate four cubic yards of organic waste per week should recycle their organic waste. If this applies to you, or if you are unsure, please contact **Thomas Chiarodit** at [tchiarodi@cosbpw.net](mailto:tchiarodi@cosbpw.net) or (805) 882-3624 if you are located in the County of Santa Barbara, or **Everett King** at [eking@cityofgoleta.org](mailto:eking@cityofgoleta.org) or (805) 961-7565 if you are located the City of Goleta.

**Questions? Call 963-1852 or visit [www.MarBorg.com](http://www.MarBorg.com)**

# MarBorg's Business Customer Spotlight:



In this edition we'd like to recognize another champion of sustainability in the local community—**Santa Barbara Airbus**. SB Airbus's robust sustainability program addresses environmental issues across all aspects of their organization—from vehicle emissions, to waste reduction, to water conservation, to community education. Here's a glimpse of what SB Airbus, a certified Santa Barbara green business, is doing to tackle sustainability issues in their organization and the community at large:

Santa Barbara Airbus is a locally owned and operated company that provides safe, efficient, and affordable transport to and from Los Angeles Airport. The company operates 25 vehicles and completes over 1.2 million miles annually. For every 100 people who use SB Airbus, 22,000 lbs of CO2 emissions are saved from our atmosphere!

Aside from the obvious emissions saved from taking cars off the road, SB Airbus further reduces emissions through their employee commuter benefits program. The program rewards employees who use alternative forms of transport, like biking, busing, and carpooling, with a \$40.00 bonus each month.

SB Airbus continues to reduce emissions through their sustainable purchasing policy. The company opts to buy local products to reduce vehicle miles traveled, and to purchase almost all supplies from one distributor since "centralized distribution makes small trips less necessary." When small trips are necessary, office and maintenance staff are directed to shop locally.

When it comes to water conservation, SB Airbus has implemented a state-of-the-art Eco-Power Brush that allows them to control how much water they use while washing buses. According to Airbus employee Margaret Duran, the eco-friendly brush has reduced their water use considerably.

SB Airbus takes sustainable business one step further by spreading their knowledge in the field to members of the community. Most recently, SB Airbus owner Eric Onnen delivered an engaging and educational keynote speech to local businesses at the Annual Green Business Luncheon. SB Airbus also distributes a comprehensive sustainability packet to all employees, and verifies their knowledge of program initiatives with a short quiz at the end. At SB Airbus, there's no messing around when it comes to sustainability.

In the end, sustainable business is all about making conscious choices. SB Airbus creates a culture of sustainability within their organization by making decisions based not only on their business needs, but on the needs of the environment as well. From the products they buy, to the incentives they offer, to the educational opportunities they support, SB Airbus continues to do their part to protect our planet.

**Congratulations SB Airbus for your outstanding achievements in sustainable business. Keep up the good work!**



For more information visit  
[www.sbairbus.com](http://www.sbairbus.com)

# WHY CAN'T FILM PLASTICS BE RECYCLED?

**WHAT ARE FILM PLASTICS?** A film plastic is any soft, flimsy, single-use plastic material that can be balled up in the palm of your hand. Another good test—knock the object against a hard surface. Did it make a thunk-ing noise? If yes, it is a hard plastic (and not what we are discussing here). If no, it is a film plastic, and the topic of discussion today.

**WHY CAN'T FILM PLASTICS BE RECYCLED?** In this day and age, recycling isn't just about the environment—it's about economics. In our current global economy, recycling is only sustainable if it's profitable. That may sound strange, but let's break it down...



When oil prices plummet, buying raw materials to produce new film plastics becomes cheap—cheaper than investing in equipment and infrastructure to process and manufacture new products out of used film plastics. While some corporations make the conscious choice to use recycled plastics in lieu of increasing profit margins, this is not the norm for most businesses. This is especially the case when it comes to reusing film plastics, which are significantly more difficult to re-use than hard plastics. Frankly, from an economic standpoint it's hard to place all of the blame on these businesses. Many are just trying to survive in a marketplace that doesn't fully support or incentivize environmentally sustainable business.

Furthermore, if few are willing to invest in the infrastructure needed to process recycled film plastics, then it doesn't make sense from an economic or environmental standpoint for many recycling centers to collect them. Unfortunately, the amount of time, energy, and emissions it takes to collect and transport recycled film plastics that do not get utilized in the market far outweighs the benefits of rescuing them from the landfill. Ouch, I know! The truth hurts—but keep in mind we are specifically referring to film plastics, and there are actions we can take to address the issue.

**WHAT CAN I DO?** When it comes to film plastics the best strategy is to reduce the amount we consume in our daily lives. Bring your reusable bags to the store; opt to buy unwrapped produce; fill up glass jars or paper bags at the grocery store bulk bins; choose to support sustainable businesses that use minimal film plastic packaging. When all else fails—reuse! Reuse a plastic bag as a garbage can liner for your bathroom trash; stop buying doggie bags and reuse your plastic bags to pick up after your furry friend; reuse zip lock bags for things like recycling old batteries on top of your recycling cart. There are countless small shifts we can make in our everyday lives to minimize the amount of plastic we consume.

Just as some corporations prioritize sustainable practices over increased profits, we as a community can do our part by prioritizing environmental consciousness over the convenience of single-use consumerism. Yes, old habits may die hard, but adopting even one anti-film plastic practice each month can make a significant difference in the long haul. We make up the marketplace our economy strives to please—so in theory, we have the power to save film plastics from the landfill by refusing to use them! In the meantime, just remember, sustainable change takes time and starting somewhere small is better than not starting at all.



**MarBorg Industries**

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# GREEN BUSINESS

SANTA BARBARA COUNTY

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Business Program of Santa Barbara  
County and the application, contact us:

Call (805) 729-3472

Email [coordinator@greenbizsbc.org](mailto:coordinator@greenbizsbc.org)

or Visit [www.greenbizsbc.org](http://www.greenbizsbc.org)

- ▶ *Save money*
- ▶ *Help protect, preserve, and improve our environment*
- ▶ *Receive free publicity*

Come to one of our kickoff workshops on September 20th in Santa Maria or September 21st in Santa Barbara. The kick off workshops will be followed with a webinar on October 18th, and a wrap up workshop on November 15th. See our website to register.

**Questions? Call 963-1852 or visit [www.MarBorg.com](http://www.MarBorg.com)**