

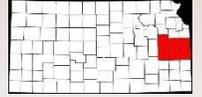


Lake Region Solid Waste Authority

Serving Anderson, Coffey, Franklin, Linn, Miami, and Osage Counties

Newsletter

1st Quarter
2022



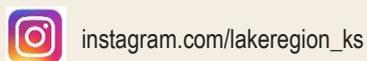
Coming up >>>

The next LRSWA Meeting
will be held on
April 21, 2022 @ 9 AM
(in Anderson County)

If you would like to attend or
participate, please contact the
Regional Coordinator at
lrswa@lakeregionsolidwaste.org

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Contact us >>>



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Are You Being Greenwashed?

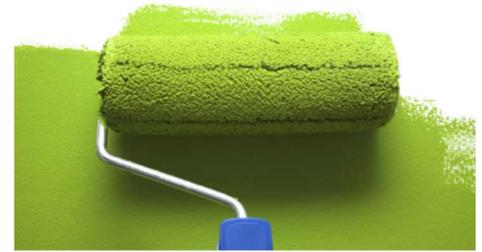
Greenwashing is providing misleading information or marketing products in a way that is designed to convince consumers that the product is *more* environmentally friendly or sustainable than it actually is.

Studies show that 78% of Americans believe companies should be environmentally responsible and 66% of consumers would spend more on a product if it comes from a sustainable brand. Purchasing selections and loyalty based on environmental values is admirable and increasing in popularity. However, sorting through all the labels and studies is also hard work and most people simply don't have the time to research companies or verify every product claim.

Unfortunately, it is easy to mislead consumers without actually telling a lie and sometimes companies try and take advantage of a consumer's lack of insight or experience by using buzz words, like "organic", "natural", "green" or "eco-friendly" just to make a good impression.

Just like "low fat" labels on food do not always equate to a more healthy option, "eco-friendly" labels do not automatically mean that a product is more sustainable.

Greenwashing can be subtle, but the following tips may be used to try and help identify obvious cases;



1. Look behind buzzwords and watch out for "fluffy language" or words and terms with no clear meaning.
2. Watch for the color green or images from nature, like trees and flowers, that imply sustainability but have nothing to do with the product or where it was actual manufactured.
3. Beware of companies that emphasize one tiny green attribute when everything else is murky or overlooked.
4. Verify that claims of investing money or funding environmental projects come with clear targets and timelines. Actual data and evidence should be readily available.
5. Check to see if there are third party certification label from sources such as Carbon Trust Standard, Forest Stewardship Council, Rainforest Alliance, or Energy Star.

Regrettably, even with good intentions, sometimes companies can end up greenwashing. It is good to be aware of the signs, but try to also be optimistic that what we are seeing is an attempt to be environmental responsible rather than a deceitful marketing gimmick.



Earth Day – April 22

Each year on **April 22nd**, millions of people around the world take part in **Earth Day** celebrations to demonstrate support for environmental protection or to promote more awareness for how everyday choices can have a lasting environmental impact.

The Lake Region offers fun and informative lessons and activities to celebrate and promote Earth Day. We are happy to help prepare custom lessons or presentations for your organization or school.

Please reach out to our Regional Coordinator to coordinate an event or meeting.

KDHE Solid Waste Grant

KDHE opens their Solid Waste Grant Program on March 15, 2022.

<https://www.kdhe.ks.gov/700/Waste-Reduction-Public-Education-Grants>

The priority of this grant is to fund projects that purchase equipment and promote waste reduction efforts. Funding for projects that improve or expand recycling and composting efforts will be prioritized. Preference will be given to projects that increase public participation.

Kansas counties, municipalities, solid waste management regions, and private entities may apply. Private entities are eligible only if the local government responsible for planning identifies the private party as providing needed services.

The **application deadline is May 15th**. Please contact our Regional Coordinator for potential project partnerships or grant writing assistance.



Did you ever stop to consider...

Q: *What to do with old sheets and pillows?*

A: Try reusing or upcycling them!

- Sheets can be ripped or cut up and used as cleaning and polishing rags, painting tarps, car wash sponges, and more.
- Crafty types can turn old sheets into new pillows, or into tents, costumes and play clothes for kids.
- Stuffing from old flat pillows can be combined into a single firm or fluffy pillow, or used to plump up a favorite stuffed toy.
- Donate bedding to a charity or local homeless shelter. Animal shelter may also accept bedding to help make pet beds or line crates for the animals.
- Protect fragile items while in storage or while moving.
- Down or feather materials, once removed from the casing, can be added to the compost bin.

Adopt-A-Bike Program

Lake Region's Adopt-A-Bike Program helps to divert broken and discarded bikes from ending up in landfills by refurbishing them and arranging for them to be adopted back into local communities, free of charge.

Applications are accepted at county ECKAN offices and bike donations are accepted at county landfills or transfer stations.

Last year we were awarded a KHDE Solid Waste Grant to help purchase a 40 ft cargo container for the storage of the refurbished bikes. The container will be installed soon at the Franklin County Recycling Center.

Keep your eyes open for an announcement about the upcoming **Ribbon Cutting Ceremony** to celebrate the install and provided additional program promotion.

We are always looking for new community partnerships and to set up additional application or bike drop-off locations throughout the counties. Please contact our Regional Coordinator if you would like to help support or grow our program.

Additional questions about the program can also be directed to 785-242-2073 or lakeregion@lakeregionrcd.org