



## CASTRO VALLEY SANITARY DISTRICT (CVSAN)

For a limited time, new 4R Star businesses receive a **cash award ranging from \$150 - \$525** (depending on business size and level of waste diversion), a **framed certificate to display with pride, one (1) free advertisement in the Castro Valley Forum, recognition at [www.cvsan.org/4RStarDirectory](http://www.cvsan.org/4RStarDirectory), and more!**

Business Name (as it will appear on Certificate): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Make award check payable to: \_\_\_\_\_

\*Award checks will be mailed or dropped off within 60 days of certification.

Physical address: \_\_\_\_\_

Mailing address if different: \_\_\_\_\_

Website address (for our online 4RStar directory): \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ E-mail address: \_\_\_\_\_

Business Size (Full Time Employee equivalent):  Small (1-10 FTEs)  Medium (11-25 FTEs)  Large (>25 FTEs)

I would like my certificate:  Mailed  Hand-delivered  Presented to me at a CVSan Board Meeting

**Please briefly describe how your business practices each of the 4Rs (see back for examples):**

**Reduce:** \_\_\_\_\_

**Reuse:** \_\_\_\_\_

**Recycle** (select one):

A. We subscribe to Recycling service through ACI.

B. We participate in an alternate Recycling activity (backhaul, take bottles and cans to a buy-back center, etc.)

Describe alternate activity: \_\_\_\_\_

**Rot** (Composting or Alternate - select one):

A. We subscribe to Organics service through ACI and compost (mark all that apply):

Food Scraps  Food-Soiled Paper  Yard Trimmings  Shredded Paper

Other: \_\_\_\_\_

Alternate:

B. We participate in one of the following alternate activities for the 4th R: Represent, Replicate, or Reciprocate (see back for details).

Describe alternate activity: \_\_\_\_\_

**Optional Recognition:**

Yes, I would like CVSan to "like" our page on Facebook and/or "follow" our business on Twitter.

Facebook Page Name: \_\_\_\_\_ Twitter Name: \_\_\_\_\_

*I certify that all of the above and attached are true and authentic. I also pledge and agree to support the continuation of our 4R program(s) to the best of my ability. I understand that CVSan staff is available if I need assistance to continue or grow the program(s).*

**Print Name:** \_\_\_\_\_ **Initial:** \_\_\_\_\_ **Date:** \_\_\_/\_\_\_/\_\_\_

Thank You! Please submit application to Emmanuel Nava at the Castro Valley Sanitary District:

21040 Marshall Street, Castro Valley, CA 94546-6020 | Fax 510-537-1312 | Phone 510-537-0757

STAFF USE ONLY-Service Levels: \_\_\_\_\_ Diversion: \_\_\_\_\_

Activities approved and verified.



[www.cvsan.org](http://www.cvsan.org)

# HOW DO I BECOME A 4R STAR BUSINESS?

Just follow these simple steps:

1. Schedule your free site assessment by contacting Alameda County Industries (ACI) at 510-483-1400 to **begin your recycling (and organics, if applicable) program**. This will earn you your first R – Recycle (and a second R - Rot, if you have organics service).



2. Next, **start and maintain at least one activity in each of the following categories: Reduce, Reuse, and Rot (or Alternate)**. You'll find some ideas for completing these activities below or you can propose an original idea for reducing waste at your business. You can ask for assistance from ACI or CVSan if you need help.

3. **Complete the application** on the reverse side and attach photos, invoices, or another form of supporting documentation to demonstrate each of the 4R categories which are in practice.

4. **Submit your completed application** to the ACI Sustainability Specialist at the time of your site assessment, or to Emmanuel Nava at Castro Valley Sanitary District (CVSan) by fax (510-537-1312) or mail/drop-off at: 21040 Marshall Street, Castro Valley, CA 94546. You will be notified of your application status within 30 days.

## The 4Rs, Defined:

**REDUCE** *Doing something that prevents waste from being created in the first place—in other words, an “upstream” waste reduction solution. Examples: Buy in bulk, implement a double-sided printing policy, use reusables to replace disposables, follow an Environmentally Preferable Purchasing (EPP) policy, or redesign forms or flyers to fit on a half sheet.*

**REUSE** *Using an object or material again, either for its original purpose or for a similar purpose, without significantly altering the physical form of the object or material. Examples: Provide employees with reusable mugs or water bottles, encourage customers to bring back items for reuse (such as grocery bags or hangers), reuse shipping/storage containers, donate unwanted reusable goods, or buy used furniture.*

**RECYCLE** *Using waste as material to manufacture a new product. Recycling involves altering the physical form of an object or material and making a new object from the altered material. Examples: Participate in ACI’s recycling collection program, take bottles and cans to a buy-back center, or identify an unusual material currently not accepted in the single-stream program and arrange for regular and ongoing collection of that material (note, ACI is the franchised hauler and therefore has the first right of refusal to provide this service).*

**ROT** *The biological decomposition of organic materials such as leaves, grass clippings, brush, and food scraps into a soil amendment. Examples: Participate in ACI’s organics/food scrap collection program, start an on-site worm or compost bin, practice grasscycling, or implement Bay-Friendly Landscape practices.*

**ALTERNATE** CVSan recognizes that not all businesses have organic materials (i.e. food scraps, food-soiled paper, or landscape trimmings). As an alternative, businesses may choose to:

- **Represent** - serve as a spokesperson for CVSan and the 4R Business, 4R Planet program, or;
- **Replicate** - help another business implement one of the same practices implemented by the 4R Star business, or;
- **Reciprocate** - give back to the community by dedicating time, money, equipment and/or goods to such activities as helping a Castro Valley school become Green Ribbon certified or participating in CVSan’s