



# RECYCLING: CHANGING HABITS

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## YOU SAY YOU WANT A REVOLUTION

- ReCommunity and the Recovery Revolution
  - ReCommunity ~ a leader in the **Recovery Revolution**.
  - Heading into 2012, ReCommunity was in the final stages of building \$7.5 million state-of-the-art automated recycling facility in Beacon, NY.
  - “Well, we built it. Will they come?”





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## WELL, YOU KNOW

According to the *Recycling Facts* website:

- Each person creates about 4.7 pounds of waste every single day.
- In the US, 33.4% of solid waste is either recycled or composted, 12.6% is burned in combustion facilities and 54% makes its way into landfill.
- The amount of recycling in 2007 saved the energy equivalent of 10.7 billion gallons of gasoline and prevented the release of carbon dioxide of approximately 35 million cars.
- The number of landfills in the US is decreasing while their size is increasing. In 1998 there were 8,000 landfills but only 1,754 in 2007.
- Approximately 8,660 curbside recycling programs exist in the United States.
- Recycling one ton of aluminum cans conserves the equivalent of 1,665 gallons of gasoline.



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## WE ALL WANT TO CHANGE THE WORLD

- The Challenge
  - Increase recycling rates in the Hudson Valley
- The Tactics
  - With ReCommunity's emphasis on education, the Fellows team identified school-based recycling efforts as an obvious first step.
  - Additional strategies to raise awareness of recycling and recycling rates were identified as well.





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- Solution 1: School Recycling Program
  - ReCommunity, Royal Carting and the Beacon School District teamed up with the Pattern Fellows to develop and implement a recycling program at the Beacon Middle and High Schools.
  - Don't Throw Away Our FutuRE –
    - Grand Opening of ReCommunity's Beacon facility highlighted the school recycling program.   
FellowsatReCommunity.wmv
    - Elected officials, ReCommunity executives, Pattern Fellows and members of the public were educated on how the new facility operates and were informed of the new recycling program at the schools.
    - The branded tag line for all materials and bins is “Don't Throw Away Our FutuRE.”
    - A sample of the bin was unveiled and details of the program were announced by the Fellows Team at this event.



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- Solution 2: County-wide Coordinator
- Solution 3: Mobile Recycling Vehicle
- Solution 4: Recycle to Go
- Solution 5: Extended Producer Responsibility
- Solution 6: Funding Opportunities for Implementation





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## TEAM MEMBERS

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