

Project 10-174 Journal Star Recycling

Project Legend:

The Journal Star Recycling 2010 Phase 2 project's key objective is to double the recyclables collected by Journal Star Recycling. Currently, Journal Star Recycling averages the collection of 98 tons of recyclables each month. Through this project, we will grow our recycling capacity and customer base so that in June of 2011, Journal Star Recycling will collect over 200 tons of recyclable materials.

Proposal Context: Single Community

Duration: January 1, 2010 – June 30, 2011

Cost: \$46,450 Awarded from NET

NET Funding Objective: Waste Management

Process:

- 18 matching fund ads were run. These ads were educational and depicted common items and related these items to the weight of the materials Journal Star Recycling collected in a week.
- Replacement of 18 gallon recycling bins, in favor of larger recycling carts which were better suited to help customers.
- Agreement reached with Palmer and Sons Refuse. Palmer's would do all of the collection for Journal Star Recycling. This agreement meant that the capacity for hauling would be increased because Palmers used larger trucks that could handle more recyclables.
- More Advertisements were developed to target the general public and also business customers.
- Since January of 2010, Journal Star Recycling has grown by 1300 residential and commercial customers.
- The overall goal to double the recyclables that the Journal Star Recycling collects each week was exceeded during the last week of December 2010. During January 2010, they averaged 18.5 tons per week. During December 2010, they averaged 35.5 tons per week.

Domains: The Public Policy domain is represented within this project because of the rapid growth of residential and commercial recycling customers. Replacement recycling bins were offered to customers to increase the overall volume of recycled materials. Educational ads were developed to emphasize the importance of recycling as a society and for this reason this project falls under the Socio-Cultural domain as well.

Transferability: The results of this grant could be replicated in nearly any community struggling to increase their recycling rate. Because of the large amount of advertising done, implementing a similar project in larger communities with more people would likely have a greater impact.

