



Recycling Saves Bucks
Hunterdon County Recycles

Increasing Overall Recycling
Rates of Businesses,
Schools And Households
in Hunterdon County
through Education
“A Countywide Effort”

Presented by the
SWAC Education Committee

In 2010 Hunterdon County disposed of more than 110,000 tons of waste at an average cost of \$70 per ton. Each ton of recycling can be processed at 1/3 of the cost of disposal of the same materials.

If County residents and businesses were able to redirect to recycling just 10 percent of the materials that are now being thrown away, the cost savings for the residents and businesses of the County would surpass half a million dollars annually.

6 Ways to Invest the Grant Money in Hunterdon County's Recycling Program

1. Revised County Website
2. Consistent Message
3. "Call to Action" Mailing
4. Business Resource Materials
5. Hauler's Mailing Insert
6. School Education Program

1. Revised County Website

Shared Calendar for all town and county programs. Increase programs such as paper recycling and yard waste programs



All recycling efforts/events would be listed on the site- Paper Shred days, HW days, collection events.

Expanded Info on where to recycle what



The list of recycled materials on the County website is very limited. More information and opportunities should be added following the colorful and detailed example of www.recyclingnj.com

Business Section- what to recycle, how, what is expected of them, how to set up having the amounts sent to the town. Partner with Chamber and Raritan to spearhead this effort. Explain enforcement process



Partner with the Chamber of Commerce to develop tools and resources for companies to use to roll out a recycling program. Deadline on complying with the program. Phone or mail campaign to follow up on efforts

Spotlight schools and businesses who are doing a great job on recycling. Link to nj.com blog and articles in Democrat regarding recycling in Hunterdon



Develop a series of articles for Democrat on County recycling and businesses'/schools' success

Echo online information on Hunterdon Helpline (training, scripting)

2. Consistent Message

Logo



Message

Recycle and Reduce Waste

It's not just about the environment... It's about

Saving Money for

Municipalities and

Businesses

Right Here In Hunterdon

4. Business Resource Materials

- Chamber hosted meetings
- Health Department training and checklists
- Municipality training and materials
- Recognition program and incentives
- Downloadable signs

5. Haulers' Mailing Insert

Develop a flyer for businesses and residents for 2013 bills

- Materials collected
- Materials to be brought to DPWs
- Possible Policies:
 - for not recycling- right to not pick up garbage
 - fine charged to hauler for picking up recycling in garbage

6. School Education Program

- Training in a box
- Lunch room trash audit
- Success stories shared on Media
- Earth Day 2013 recycling programs in all schools