



**BIZRECYCLING**  
LESS TRASH = MORE SAVINGS

# Ramsey & Washington Counties' *East Metro Organics and Recycling*

October 31, 2013



## EMOR's Goal:

Promote job growth and protect the environment by helping schools, healthcare facilities and local businesses and institutions to recycle more.



## Four-Pronged Approach

1. Create a website to serve as an anchor for resources
2. Provide no-cost consulting and technical assistance services tailored to generators types
3. Market the website and services
4. Implement ways to assist the industry and businesses with financial barriers



# BizRecycling Home Page

The screenshot shows a web browser window displaying the BizRecycling website. The browser's address bar shows the URL <http://www.lesstrash.com/>. The website's header features the BizRecycling logo on the left, navigation links for "CHOOSE YOUR BIZ TYPE", "EDUCATION + RESOURCES", and "SUCCESS STORIES" in the center, and a search bar with a "GO" button on the right. Below the header is a large banner image of a smiling woman in a dark polo shirt holding two plates of food. To the right of the image, the main headline reads "Improve worker safety + efficiency" in a large, bold, green font. Below this headline, a sub-headline says "Cut down on trips to the dumpster and reduce heavy lifting of garbage bags." There are three small green squares below the sub-headline. At the bottom of the page, there are four white boxes with the following titles and descriptions:

- WHO IS BIZRECYCLING?**  
We provide information on local recycling resources to businesses in Ramsey & Washington Counties.
- GET STARTED, IT'S FREE!**  
Take advantage of our free technical assistance program provided by our private consultants.
- SUCCESS STORIES**  
Not convinced? Check out these East Metro businesses that are already doing it successfully.
- STAY IN TOUCH**  
Enter your email address and we'll keep you up to date on local recycling news and events.

The browser's taskbar at the bottom shows the Windows Start button, several application icons, and the system tray with the date and time: 8:18 AM 7/1/2013.



# New Website: BizRecycling

## Online resources at [LessTrash.com](http://LessTrash.com)

- Raise awareness
- Tools for self-help
- Access to free consultation
- Business-to-business assistance



- Marketing plan developed with Risdall
  - Identifying audiences, targeting messages using a strategic approach
- Electronic ads
- Social media
- Billboards
- Skyway poster ads



## BizRecycling 2013 Actions and Results

- Continuous improvement of the site, more success stories, more service providers
- Increased content related to recycling
- Redesigned site to fit mobile applications
- Promotional efforts resulted in
  - 2,836 unique visitors with 3,973 visits
  - Success of electronic ad campaign
  - 71% of site users were new



## MN Waste Wise:

- Focused on for-profit businesses
- Priority target is large volume organics generators, but will serve any business

–2013:

- 347 initial contacts; assistance to 57 businesses, plus 17 previously engaged; on-site evaluation for 49 businesses





## Success Story: Saint Paul Hotel

- Waste Wise worked with the Saint Paul Hotel to improve on its longstanding commitment to environmental sustainability.
- *The result:*
  - The hotel is now diverting about 85 percent of its waste.
  - In the first two months, it diverted more than 56 tons of food waste.
  - Additional improvements to the hotel's recycling program are diverting an additional 3,600 pounds (1.8 tons) per month over the previous program.
  - If those rates continue, the hotel will divert more than 700,000 pounds of food waste, compostable materials, and single stream recyclables, saving \$25,000 on an annual basis.





## JL Taitt and Associates:

- Assisted living and elderly housing
  - Presbyterian Homes, Serenity Care Centers, Good Samaritan Society
- Colleges, universities, large institutions
  - Hamline University
  - Concordia College
- K-12 Public and private schools
  - 5 Private schools and SPPS



- MnTAP

- Working with three businesses and two events

- Boston Scientific
    - Andersen Corporation
    - Kemps'
    - Washington County Fair
    - Marketfest (White Bear Lake)



# Recycling and Organic Waste Grants for Businesses



### Action Requested

- Approve the concept of the financial interventions programs;
- Authorize the JSC to design, implement administrative procedures and agreements;
- Authorize the Lead Staff Person to execute grant agreements

## Why?

1. Assist businesses to bridge barriers to starting or improving recycling and organics management
2. To assist the industry and increase the collection efficiency for organic waste from non-residential generators, leading to an economically sustainable collection system.

Originated in discussions with industry in 2011



- Use the market to achieve environmental goals
- Create financial incentive programs targeted directly at waste generators



- Two types of Targeted Grants
  - Starter Grants
  - Container Grants
- Eligibility
- Grant amounts
- Administration
- Relationship to Technical Assistance
- Reporting and evaluation





- Rewards program for organic waste collection
  - New customers: three months free service
  - Existing customers: two months free service
- Will involve collectors/recyclers with generators
- Linked to technical assistance
- Neutral as to technology
- Training/education component