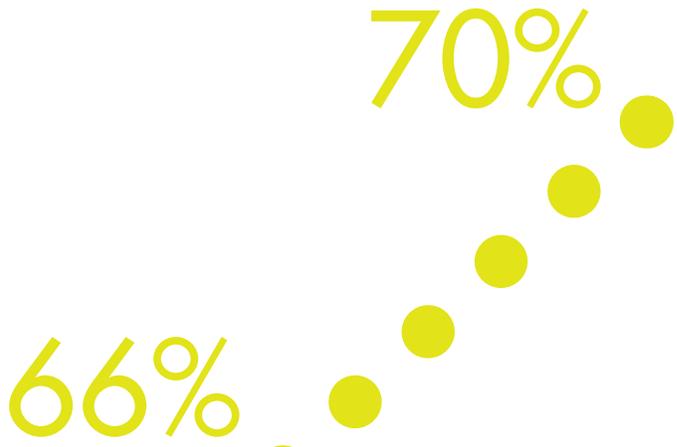


RECYCLING IN THE WORKPLACE

Ready. Set. Go!



Tips and perspectives from the
American Forest & Paper Association



70%

66%

Reaching our goal, together

Paper recycling has reached record heights in the U.S. — more than 66 percent of the paper consumed here in 2011 was recovered for recycling. This extraordinary success is possible thanks to industry leadership and the on-going commitment of Americans who recycle paper at work, home and school. The paper industry has set a new goal to exceed 70 percent recovery by 2020 — part of an encompassing set of sustainability goals referred to as *Better Practices, Better Planet 2020*. We urge you to learn more at afandpa.org/sustainability.

We welcome your company's interest in and commitment to helping us accomplish this important goal. Recovered fiber is a valuable global commodity that extends the useful life of a renewable resource by being used to make new packaging, newsprint, printing and writing papers and more. Follow the steps outlined in this guide to achieve your own sustainability goals and help the environment at the same time. For additional workplace paper recycling resources visit paperrecycles.org.

Common recyclable paper products in the workplace:

Office: copy paper, stationery, notebook paper, envelopes, magazines, file folders and paper-based packaging.

Retail stores and warehouses: office paper and paper-based packaging.

Ready.

Turn the page to get started!

Get the facts to target the right recyclables. To make sure your program targets the right items, conduct an audit of your workplace's waste stream to identify and quantify potentially recyclable materials. Look specifically for paper and paper-based items that are:

- present in significant quantities,
- relatively free of contamination, and
- easily separated from other materials.

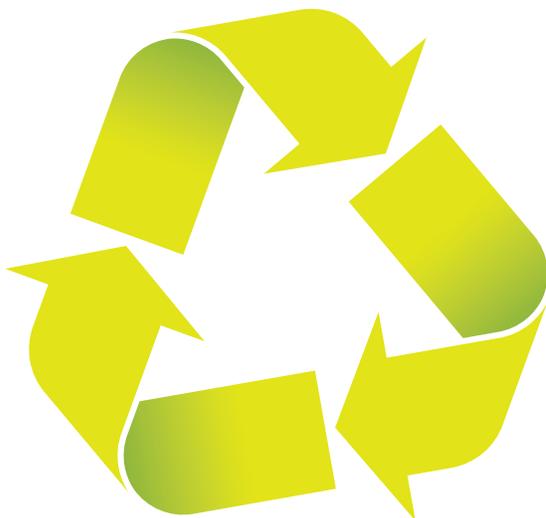
Find a market for what you plan to collect. Collection is just the first step in recycling. How will the paper you collect in your workplace connect with the recycling stream? You'll need to identify a vendor that will take your recyclables and transport them for processing. Your property manager or current waste hauler may be able to play this role, which will help keep things simple. Your municipal or county recycling office may also be able to connect you to a viable partner.

The ultimate success of your recycling efforts will hinge on clear and continuous communications with your property manager or waste hauler to:

- target the right items for collection,
- maintain cost-effective collection schedules,
- identify and correct potential contamination issues, and
- maximize the benefits of your program.

Get management on board. A workplace recycling program does more than help the environment and yield potential cost savings. Done right, a recycling program boosts morale and facilitates teambuilding, especially when there is visible management support behind it. To be sure you get that support, target the right decision makers and gather all the necessary information:

- program costs/savings,
- public relations opportunities, and
- environmental benefits.



For example...

Looking beyond traditional recycling, Navy Federal Credit Union in Vienna, VA, built on its successful internal paper recovery program by distributing surplus materials from its print shop to area middle schools.

Reach out for local expertise

Find out what municipalities and other companies in your area are doing to make recycling a success. If you're in an office environment, you should also engage your property management early in the process.



2012 AF&PA Workplace Recycling Award

One American Center, Austin, TX

operated and managed by Thomas Properties Group

One American Center is a 32-story office building in downtown Austin. Through an education campaign and open communication with the recycling hauler and janitorial staff, One American Center tenants recovered approximately 505 pounds of paper and paper-based packaging per tenant in 2011, with an additional 208,000 pounds of shredded confidential files.

To learn more about the collaborative approach and education outreach conducted to accomplish such impressive results, visit paperrecycles.org.

Set.

Here are some things you'll need to consider when designing your collection program:

Organize your collection procedures. Your goal here is to make it as easy as possible for your fellow employees to participate (and participate correctly) while meeting the requirements of your market. In many cases, custodial staff will play a key role in emptying recycling containers and preparing materials for pickup by the hauler. Get them involved in the program design stage. Consider:

- Who will be responsible for making sure the right items end up in the recycling container?
- How often should containers be emptied, and by whom?
- How/where will collected materials be stored prior to being picked up by the recycler or waste hauler?

For example...

Canon Virginia, Inc. trains office members to segregate paper types — corrugated, colored paper, mixed paper and white paper — allowing for maximum quality and value for each paper stream.

Pick the right collection containers.

Place containers as close as possible to where recyclables are generated. Recycling containers should be easy to recognize (e.g. a different color than regular waste containers).

- In an office setting, place a clearly marked recycling container at every desk.
- Place larger collection containers in common areas (roughly one for every 15-20 employees).
- Wherever possible, place recycling containers next to regular waste containers to facilitate separation.

Educate and motivate employees. Your fellow employees can make or break your program. Get them involved, informed and energized to make recycling a success. Kick off the program with a presentation that emphasizes the benefits of recycling and clearly communicates how your program will work. But don't stop there!

- Post signs on/near collection containers that clearly indicate what goes in and what should be kept out (illustrations help).
- Identify employees who are enthusiastic about the program and enlist them as “recycling champions” to sell your program to other employees.
- Create competitions among departments, floors or divisions to make recycling fun.

Take your program for a test drive!

In larger organizations, it is wise to test out the system you've designed on a limited scale, such as a single floor or department. This will allow you to identify any elements that aren't working and make adjustments before rolling out the program company-wide.

Go!

Congratulations! Your kickoff event was a success and your program is up and running. Hats off for a job well done!

But don't let up now. Make sure that your program runs as efficiently and effectively as you hoped it would. Work with your recycling champions, custodial staff and property manager or hauler to identify any problems or opportunities for improvement.

Measure your results. Good data is key to managing a successful collection program. Arrange for your property manager or hauler to provide regular reports on the following:

- How much is being collected by material (breakdowns by floor or department may be helpful).
- Quality of the materials collected, along with any contamination issues.
- Costs/savings associated with your collection program.

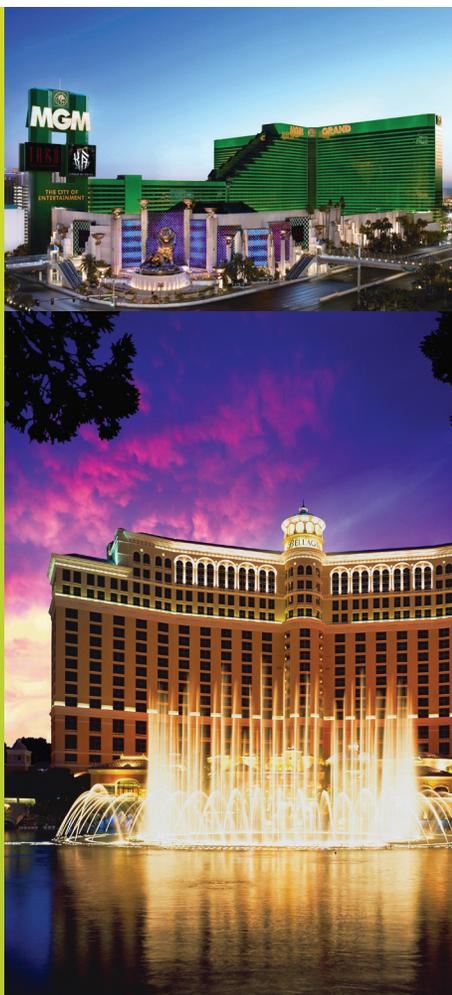
Keep up the communications. Success breeds success. Keep your fellow employees abreast of just how big an impact their efforts are having and you will motivate them to do even more. And if changes are required, tell them why. As always, communicate positively and clearly.

- Distribute program updates via your company's email, newsletter, website or intranet.
- Survey employees to get their feedback on the program and identify areas for improvement.
- Recognize employees or groups of employees who are especially committed to making your program work.

And you're off!

Join the millions of Americans across the country who recycle their paper products each day. And as you track your own success in this area, we encourage you to track ours as well, through annual statistics, case studies, and additional resources designed to aid in your efforts, all of which can be found at paperrecycles.org.

Committed to recycling? Tell us about it! Document your program's success, and look for opportunities to gain recognition for your company's efforts through awards and competitions. The annual AF&PA Recycling Awards, for example, recognize outstanding business, community and school paper recycling programs. For more information visit paperrecycles.org.



2011 AF&PA Workplace Recycling Award MGM Resorts International, Las Vegas, NV

One of the world's leading global hospitality companies, MGM Resorts International operates a portfolio of destination resort brands including Bellagio, MGM Grand, Mandalay Bay and The Mirage. Proving that luxury and sustainability can co-exist, the corporation's 60,000 employees recovered 10,913 tons of paper and paper-based packaging from their operations in 2010.

Part of MGM Resorts' philosophy "Conserve Today, Protect Tomorrow", paper recovery is a key element of a strategic approach to sustainability. Leading the way among resorts, casinos, and hospitality companies in Las Vegas, MGM Resorts has implemented an infrastructure to recover office paper, in-room phone books, and virtually all the corrugated (8,403 tons) across its operations. In addition, contracted recycling labor works 24 hours per day at each resort's loading dock to sort and separate paper, cardboard, and mixed recyclables. For details visit paperrecycles.org.



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**BETTER PRACTICES
BETTER PLANET 2020**
Continuing AF&PA's Commitment to Sustainability

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