



NORTHERN COLORADO COUNCIL CREATING MESSAGES TO REDUCE RECYCLING CONTAMINATION

Who are we?

Recycle Colorado is a statewide non-profit organization whose mission is to:

- Turn ever increasing amounts of waste into marketable resources.
- Advance recycling infrastructure investment and create end-use markets.
- Advocate for state and local policies in waste reduction, recovery and diversion.

The Northern Colorado Council of Recycle Colorado (Council):

- Includes stakeholders from the region.
- Desires to promote the mission and vision of Recycle Colorado.
- Encourages responsible and sustainable recycling in Northern Colorado and shares information via social media to reduce contamination of collected recyclables.

What is our goal?

- Encourage businesses to recycle.
- Our goal is tangible, actionable and measurable and supportive of the triple bottom line: economy, environment and community.

How will we achieve our goal?

- Develop a business outreach campaign.
- Create "opportunity cards," presentations/trainings and recycling guidelines.
- Provide recognition opportunities to support businesses' recycling endeavors.

Why should you join the NoCO Council?

- Be part of an action-oriented group.
- Create a network of people who care about recycling.
- Learn the real facts about recycling. From the industry.
- Get the word out about how to avoid contamination of recyclables. Contamination is created when the wrong materials are put into the system (e.g., hoses, propane tanks) or when the right materials are prepared the wrong way (e.g., recyclables in plastic bags, food left in containers).

FOR MORE INFORMATION CONTACT:

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