



## Gear Up for Recycling

- Recycling is a community-wide activity and we invite you to participate.
- Our mission is to assist you in the implementation of convenience store recycling by providing promotional materials, and educational and technical guidance.
- According to state and local laws, businesses are required to recycle.
- Paper and cardboard are most likely already being recycled. If not, we can provide assistance to help you get started right away.
- A majority of the waste generated at the islands/gas pumps are beverage containers. Convenience stores can make it easy for their customers to recycle containers.
- The county is here to make this a truly effortless transition.




**We appreciate your cooperation in making this project successful.**

# Convenience Store Recycling Program



- Gear Up for Recycling
- Collection Set up
- Recycling Bin Options
- Promotional Campaign


 An effort of: Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.



## Collection Set Up

- Assess current trash hauling services including the collection of recyclables.
  - Who is your hauler?
  - How often do they pick up? Collecting recyclables may reduce trash service fees.
  - Where will the materials be stored until collection day?
- Will recycling be collected commingled, all contents in one receptacle, or source separated, each item in its own bin.
- Evaluate the number of bins needed for the collection of recyclables.
- The ideal set up is to have a recycling bin next to each trash bin.

“It’s really worked out pretty good. I’ve been emptying my trash less. I can’t believe we didn’t do this sooner.”

—Jim Kallstrom, Store Manager of the Countryside Cooperative Cenex in Durand, WI, referring to the convenience store recycle program

## Recycling Bin Options

- Bins need to be made of durable, long lasting materials.
- Taking into consideration how the recyclables will be collected, more than one compartment per bin may be necessary.
- Recycling bins should be a significantly different color or style than trash bins.
- Bins with a locked closure may reduce illegal dumping and reduce the amount of waste.
- Bins can have logos created to indicate “Recyclables Only.”
- Refer to the Bin Options and Pricing sheet for more information.



## Promotional Campaign

- This is the convenience store recycling logo and it will be marketed throughout the service area.
- A window cling was created to identify your store’s participation in this program.
- Your county will promote your efforts through: news releases, newsletters, web sites, radio, television, and state and national conventions.
- You will be provided posters and postcards to help announce your participation in the community wide program.
- For store and corporate use, promotional materials: logo, posters, brochure and postcards, are available electronically.



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