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For Immediate Release

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New Mexico Recycling Coalition Announces Guide for Local Communities to Increase Commercial Recycling

Santa Fe – In an effort to provide resources for local communities to divert more recyclable material and increase participation from the commercial sector, the New Mexico Recycling Coalition (NMRC) has compiled a guide with proven strategies to increase commercial sector diversion. The commercial sector is often categorized as any entity operating with a business license and includes: retail stores, service industry and office buildings. It is estimated that the commercial sector produces from 45% to 60% of the total waste in any given community, which presents a tremendous opportunity to capture materials for diversion.

The guide, “Commercial Recycling: A Local Policy and Strategy Guide” is available online, along with many other resources and educational materials, at www.recyclenewmexico.com. Print copies are available upon request from <mailto:sarah@recyclenewmexico.com>.

“In the creation of this resource, NMRC utilized empirical data and case studies of successful commercial diversion programs from around the United States that are suitable for New Mexico communities,” explains Jessi Just, NMRC Recycling and Technical Assistance Specialist. “This guide is designed to start a discussion on policies shown to dramatically increase recycling in a community.”

The guide covers a variety of topics essential to implementing a commercial recycling program, including: planning for short and long term costs, funding options to support program expansion, working with haulers, policies to increase participation and measuring success. Four case studies are included in the guide to demonstrate different policy and programming strategies to increase commercial recycling.

This project was supported by a 2015 Think Green grant through generous funding from Waste Management and Keep America Beautiful. The guide was developed as part of the NMRC “Increasing Recycling” program, which is seeking to outline key strategies that will lead New Mexico to reach a 50% recycling rate, thus expanding jobs and economic development in New Mexico.

The guide can be found online at http://www.recyclenewmexico.com/business_recycling.htm.

A recording of a presentation on the resource guide hosted at an Increasing Recycling Stakeholder Meeting held on October 14th in Albuquerque will be available for the next couple weeks at: <http://meet20248026.adobeconnect.com/p13dnibprip/>

NMRC is a non-profit member-supported organization with the mission of leading New Mexico to value waste as a resource. The organization serves as a recycling advocate working with a diverse group of stakeholders, communities, businesses, schools and grassroots activists to help build sustainable and efficient recycling programs.

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