

# New Mexico Recycling Coalition (NMRC)

## 2016-2018 Strategic Plan

**Vision:** A New Mexico where waste is a resource.

**Mission:** To inspire New Mexicans to reduce, reuse and recycle

**Core Value Statement:** We believe in a beautiful New Mexico that values a vibrant and sustainable community for a better quality of life.

### ***Objectives:***

#### **Objective 1: Promote the Value of Recycling and Waste Diversion through Economic Development**

- 1.1 Provide outreach to and develop partnerships with local, state and regional economic development entities and private corporations and business building the value of recycling and waste diversion as an economic driver.
- 1.2 Support the industry to create more jobs in New Mexico.

#### **Objective 2: Support Industry Growth through Professional Education and Training**

- 2.1 Provide valuable training and education
- 2.2 Offer tools and resources to encourage professional development
- 2.3 Explore and implement options for alternative training opportunities (2016 explore, 2017 implement)

#### **Objective 3: Inspire the NM Public, Businesses and Municipalities to Reduce, Reuse and Recycle with Marketing, Public Relations and Education Activities.**

- 3.1 Launch "Recycling – You Can Do It" or "Everyone Can Recycle" Awareness Activities - Develop and share municipal, public and media efforts that utilize new and existing resources and incorporate both general promotion of recycling and technical assistance opportunities. Includes NMRC brand recognition and social media component.
- 3.2 Develop funding opportunities to bolster recycling efforts (such as for containers and collections)
- 3.3 Develop and maintain partnerships

#### **Objective 4: Guide State, Local and Institutional Policy through Advocacy**

- 4.1 Serve as a leader, convener and initiator of policy initiatives and education growing pertinent local, state and institutional initiatives.
- 4.2 Engage NMRC members, community partners and other partners as advocates. Reactive vs proactive advocacy. Be prepared to act on initiatives proactively.
- 4.3 Advocate for and assist in setting policy to ensure institutional, local and state diversion, including recycled-content manufacturing advocacy.