



SWANA 2011 Annual Conference Recycling Outreach and Education

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It's Not Just Trash...Its Our Future

Who We Are

Says a lot about where we've been...



The original Trash Wagon



Continuing to be innovative



3rd, 4th and 5th generation Loos'



Automated cart recycling a reality



Recycling Outreach and Education

- Transforming the way we recycle.
- Serving our communities with improved operations at Evergreen Recycling Center.
- Created educational format for local schools.
- Work closely with schools to provide ongoing support.
- Partner with local environmental advocates to create more community awareness.
- Remote recycling programs for rural areas of county.
- Partner with special events and planners to create consistency (pairing)..
- Offering customized commercial recycling programs to local businesses.
- Larlat Loop Heritage Alliance 40 mile scenic byway.
- Local exposure with print, web, social networking and newsletters.



Transforming the way we recycle.

EDS Waste Solutions Inc.
Evergreen Transfer Station & Recycling Center
8:00 - 4:00 Mon- Sat
303-674-4147

Previous Operations at Evergreen Transfer Station



This was then



Improved Operations at Evergreen Recycling Center



Here we are now



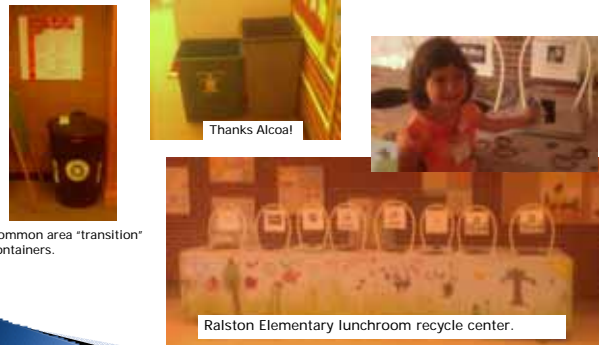
Educational Formats for Local Schools

Detailed Information is provided.

Examples of Containers



Provide Ongoing Support



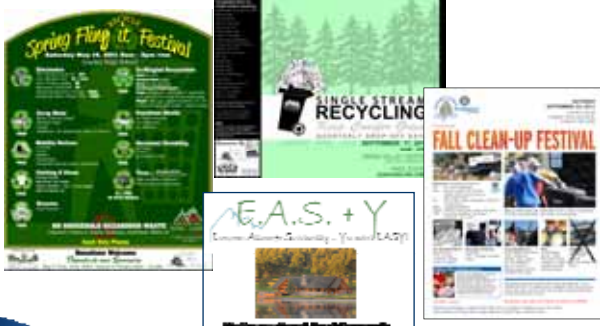
Thanks Alcoa!

Common area "transition" containers.

Ralston Elementary lunchroom recycle center.



Partnering With Local Environmental Advocates



Create Community Awareness



Municipalities and recreation districts provide venues for numerous types of events.

Consistency, simple signage and pairing are key.



Customized Recycling Programs for Local Businesses



Alliance with Lariat Loop Heritage group to supply recycling program along the 40 mile scenic byway



Increase Exposure with Local Events

Always having fun!



2009 Evergreen Rodeo Parade
Mining for Gold in our Recycle Bins



Increase Exposure with the Web

The screenshot shows a website layout with a header 'Our Community is Important to Us' and several content blocks including 'Our Services', 'Our People', and 'Our Values'. The 'Our Values' section mentions 'EDS sponsors 1st Quarterly Recycling Event'.

Increase Exposure with Social Marketing

facebook

Name: EDS Waste Solutions, Inc.

Status: Don't forget the EDS Recycle Center's open house.

Glass for Cash – Act Fast! A recent article on CNN stated "In 2011 4.9 Million families will struggle to put food on their tables". One of EDS Waste Solutions' customers has learned of an offer from Rocky Mountain Bottling Company to donate \$2,000 to the Arvada Food Bank and we are partnering to collect 6,000 pounds of glass by September 29th. EDS will have containers at both our office and our Recycling Center in Evergreen. Bring It all out and help us reach the goal.

Rocky Mountain Bottling Company has expressed interest in expanding this event to help more food banks while keeping glass out of the landfills. Colorado ranks 37th in the USA for recycling glass so that's makes for a shortage. This "glass for cash" plan is a win-win.

To apply the collection weight to the Arvada Food Bank drive, glass must be deposited over the next two days and will be delivered to Rocky Mountain Bottling Company on Friday afternoon, September 30th.

Take your glass to either site below or call 303-278-8600 for questions or directions. Please make sure to put it in the roll-off that states "glass only".

Increase Exposure with Newsletters

Tips and ideas increase enthusiasm.

The newsletter cover features the EDS logo, the title 'Beyond Green', and a list of topics under 'In This Issue...' such as 'Another Service at Your Disposal' and 'No Paper Work to Sign...There is One Reason'.

Increase Exposure with Print Ads

The print ad has the headline 'Recycling is a beautiful thing' and includes the EDS logo and contact information at the bottom.

Recycling Outreach and Education

Steps we have taken:

- Transforming the way we recycle.
- Serving our communities with Improved operations at Evergreen Recycling Center.
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Our EDS Kids ...Our Future



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