

## Tips for a Successful *Recycle on the Go* Program

- **Focus** on the most prevalent recyclable materials in your waste stream. If most discards are plastics, don't attempt to recycle only paper or aluminum cans.
- **Set** measurable goals and publicize progress towards them.
- **Make** recycling convenient. Place recycling bins next to trash cans.
- **Label** bins with words and pictures showing what is being collected. Even international visitors will be able to **Recycle on the Go!**
- **Work** with your vendors. They can help reduce waste, increase recycling, and help sustain the recycling program.




Photo courtesy of Lowell Folk Festival

- **Promote** recycling to the public through signs, loudspeaker announcements, electronic billboards, bin labels, and posters.
- **Monitor** what is being recycled and thrown away to calculate your venue's recycling rate.
- **Gather** feedback from employees, the public, and vendors. Ask for suggestions to improve the program. Consider recycling additional materials as your program grows.



### Have a good *Recycle on the Go* story?

Send it to us and we might post it on our Web site. Please visit <[www.epa.gov/recycleonthego](http://www.epa.gov/recycleonthego)> and click on "Success Stories."

  
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***Standing room only at the stadium.***

***Heavy customer traffic at the mall.***

***Peak holiday travel at the airport.***

***Capacity attendance at the festival.***

***A record visitor count at the park.***

The crowds are gone and now you're dealing with overflowing trash bins filled with bottles, cans, and other discards at your event or venue.

Tons of trash are generated outside the home at public spaces such as parks, entertainment and sports arenas, airports, and shopping centers. Most of this material could be recycled—but where are the recycling bins?

People who recycle at home and at work look for recycling bins wherever they go. **Recycle on the Go** is working to make it easy for people to recycle when they're out and about—shopping, playing, and traveling.

### Did you know?....

More than 240 million tons of garbage are generated in the United States each year—millions of these tons are generated on the go!

Source: EPA

Recycling aluminum cans saves 95 percent of the energy used to make aluminum cans from virgin ore.

Source: Can Manufacturers Institute

Beverage containers account for more than 40 percent of all revenues earned in community recycling programs.

Source: American Beverage Association

EPA's **Recycle on the Go** initiative supports businesses and government agencies that are introducing recycling programs in public spaces such as parks, stadiums, transportation hubs, shopping centers, and at special events.

Visit our Web site at [www.epa.gov/recycleonthego](http://www.epa.gov/recycleonthego) for information to help you start and sustain **Recycle on the Go** activities:

- Tools, information, model programs, and success stories.
- Helpful hints for working with vendors, haulers, and recycling contractors.
- Links to information on recycled-content products.



Photo courtesy of Sea-Tac Airport

### Why Recycle on the Go?

A public recycling program at your event or venue can provide ample benefits for both the environment and your bottom line by:

- **Saving money.** Recycling prevents waste and the need to manage it, potentially reducing disposal costs. Revenue could also be generated from the sale of recyclables.
- **Keeping public spaces cleaner.** Providing collection for recyclables reduces litter.
- **Saving energy and reducing pollution.** Manufacturing recycled-content products can take less energy and release less pollution than manufacturing with virgin materials.
- **Promoting environmental stewardship.** Recycling conserves valuable natural resources. Recycling programs in public places also reinforce recycling behaviors at home, school, and work.

Visit the **Recycle on the Go** Web site at [www.epa.gov/recycleonthego](http://www.epa.gov/recycleonthego) for more information about recycling at venues such as:



Stadiums



Parks



Transportation



Special Events



Shopping Centers

# Recycle on the GO

**Recycle on the Go** is part of EPA's Resource Conservation Challenge, a nationwide effort to renew and revitalize the nation's goals of waste reduction, reuse, and recycling. Visit [www.epa.gov/rcc](http://www.epa.gov/rcc) for more information.

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