



EIGHT STEPS TO BECOMING AN EFFECTIVE RECYCLING ADVOCATE

Organizing Recycling for Your Apartment, Condominium or Office Building

8

The goal of the RecycleNOW campaign is to get the management of all apartments, condominiums and office buildings in the city to organize recycling programs for their tenants. Beginning by working with small groups of resident advocates in 5 to 10 buildings, we will successfully challenge building owners, management groups and condominium associations to implement a recycling program in their buildings. As a resident of an apartment building or employee in an office building, we invite you to join this effort and work to complete the eight steps below:

1

Agree to be the “official” contact for your building.

As the contact, you will be the main liaison between your building and RecycleNOW. You will be invited to attend educational meetings, and will be the liaison and organizer for other tenants in your building who are interested in helping.

Form a “green committee” for your building.

2

The second step is to recruit from among your neighbors or coworkers to organize your building. Don't work alone. Recruiting others will allow you to share the work, approach the management as a team, and in general have fun as we work together to make recycling happen.

So how do you do it? Reach out in casual conversation with your neighbors or friends. If you want to be a little more formal, ask a small group to meet with you over coffee or tea. You will find in discussing the need for recycling with other residents and friends that many feel the same way. Let them know what you have decided to do, show them what's involved and ask them to join you. The key here is to keep it simple. Are you still not quite sure or uncomfortable talking to people you don't (yet) know? Contact us and we can help.

3

Circulate a petition among the residents to demonstrate support for a recycling program in your building.

This is a very important step as a completed petition empowers you as the advocate to approach the owner or management of the building or condominium association to make the case for recycling.

It is recommended that you collect signatures by going door-to-door in your building. Where you are unable to reach everyone, leave the petition postcard with a phone number or email address, office or apartment number so they can get back to you with their support.

**A copy of the petition, handout and other supporting materials are enclosed.*



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Educate yourself about recycling.

4

We have included helpful information in the Recycling Toolkit to help you.

First, review the enclosed reading material that will help you understand recycling and trash as it relates to apartments, condominiums and office buildings. In particular, if you live in an apartment or condominium, review the publication from the Environmental Protection Agency entitled, "Complex Recycling Issues: Strategies for Record-Setting Waste Reduction in Multi-Family Dwellings." This document speaks with great clarity about apartment recycling with commonly asked questions and answers, planning tips and nine case studies from successful programs around the country. If you work in an office, please see "Recycling: It starts with you: A Guide to Recycling at Work."

5

Get to know your building.

Please complete the enclosed questionnaire for your building. It will guide your research to gathering information about your building, most of which you will find by simple observation and looking over your lease or correspondence you get from the landlord or association. Talking to the building supervisor or custodial staff can be very instructive but beware: these are the people who will have to do the work and can be very negative. Additional tips about completion can be found on the questionnaire.

Utilize your resources.

6

Once you have completed your questionnaire, contact the RecycleNOW Campaign to discuss making a plan to meet with building management. Be sure to have completed your questionnaire and read the supportive material.

7

Meet with building management.

Schedule a meeting with the owner or management of your building or approach the condominium association. Contact a RecycleNOW representative to help plan the meeting.

Follow up.

8

Stay in touch with representatives from RecycleNOW and attend support meetings with other advocates to share and learn.

Attend a meeting of RecycleNOW Philadelphia or a follow-up commercial recycling advocacy workshop.