

Cuyahoga County Solid Waste Management District's Commercial Business Workshops

Overview: The Cuyahoga County SWMD's Commercial Business Workshops provides businesses with the assistance necessary to create a successful recycling program. The program focuses on educating businesses on proper recycling techniques to create money savings.

Target Audience: Commercial Businesses

Social Marketing Strategy: Communication, Convenience, Social Norms and Diffusion

Goal/Objective: To provide a convenient source of information for businesses that enables them to increase recycling rates and participation.

State Plan Goal: Goal 1, 2, and 4

Summary: The Cuyahoga County SWMD's Commercial Business Workshop began in 2011. It was formed to create a simplified process of reaching out and providing information to businesses. The program is held anywhere from two to three times a year. Attendees must sign up for the event on the SWMD website.

Cuyahoga County SWMD's Business Specialist instructs the program. Each seminar is slightly different from the next due to the changing business climate, and what information is most prevalent at that time. Overall, the program is meant to communicate to businesses how proper recycling methods can save them money. The program usually starts off with a zero waste breakfast to show businesses how easy it is to implement zero waste events in the workplace. Other seminar topics can include hands-on waste audits, interpreting waste audits, finding the proper recycling container size and placement, recycling prompts, and negotiating waste and recycling contracts. In addition, past attendees are brought in as speakers to talk and discuss their experiences with the workshop.

Additional support is offered to businesses with one-on-one work sessions with the instructor.

Barriers to Desired Behavior:

- Businesses feel that recycling costs more
- Businesses not knowing proper recycling techniques
- Reaching businesses on an individual basis is time consuming

Barriers with Implementation: ***When Asked Doreen could not think of any***

Some that I thought of would be:

- Class is offered on only 3 days a year, and during the work week (People may not be able to attend)

Timeline for Rollout:

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Pilot:	None
Considerations:	<ul style="list-style-type: none">• Knowledge of how a waste management company is run and operated is needed.• In order to be successful, the program should be led by someone with a business background.• The people attending the event learn about it through the SWMD website, e-mail groups, and word of mouth.• Post Cards are handed out at events to promote the program (see attached card).
Measurement Methods:	A survey is given to each attendee at the end of the workshop. The survey helps determine what worked or did not work, how the overall workshop went, and how each person heard about the program. The SWMD's Business Specialist follows up with the businesses after the workshop to monitor any progress or changes in waste management.
Overall Results and Metrics:	<p>In 2013, 105 people attended the three workshops that were offered.</p> <p>Approximately half the people heard about the event through the SWMD website, half through e-mail groups, and the other remaining percentage was from word of mouth.</p>

Wrap Up: The Cuyahoga County SWMD plans to continue commercial business workshops into the future. The SWMD offers two to four workshops each year that are tailored to the needs of the businesses.

For more information please contact:

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