

Summit Akron Solid Waste Authority's Commercial Recycling Program

Overview: The Summit Akron Solid Waste Authority, now called ReWorks, has developed a Commercial Recycling Program that assists businesses in implementing recycling programs. ReWorks creates contracts with haulers for the businesses to make the process as convenient as possible. ReWorks gives businesses everything necessary to start a recycling program.

Target Audience: Commercial Businesses

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

Goal/Objective: To provide commercial businesses with the opportunity to have various recycling programs.

State Plan Goal: 1, 2, 4, 5, and 8

Summary: In 2010, the Summit Akron Solid Waste Authority introduced its commercial recycling program. The program provides businesses with the opportunity to sign up for single stream recycling and food scrap recycling.

Each of the recycling programs uses the new brand for Summit Akron Solid Waste Authority, ReWorks. Each business receives a toolkit upon signing up for the services. The ReWorks brand is placed on all materials within the toolkit. The toolkits contain the following:

- Recycling bin prompts: telling people what can or cannot be recycled
- Stickers and window decals: indicating those participating in the program
- Program guidelines: detailing how the program operates

ReWorks pays for recycling service fees, as long as the business qualifies for the program. In order to qualify for the program, a business must produce one 95-gallon rolling cart of single stream recyclables or two 95-gallon rolling carts of food scraps each week. After ReWorks has provided assistance to a commercial business, sole control of the recycling program is given to that business. However, ReWorks still covers the recycling service fees after control has been given to the business.

Barriers to Desired Behavior:

- Inconvenience of implementing a recycling program
- Belief that recycling program will increase expenditures

Barriers with Implementation:

- Hard to get large waste generators to participate
- Difficult to understand the relationship between private and public sectors
- Public not understanding that ReWorks pays for the recycling service fees and bins

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- The culture of the business could prevent recycling services from being carried out

Timeline for Rollout: None

Considerations:

- Intent is to educate and help transition, and then let the businesses have sole control of the program.
- Do not provide open-ended contracts.
- A well-defined RFP allows for easier implementation of the program.
- The ReWorks commercial recycling program is tailored specifically to the Authority, and the commercial business needs within the Authority.
- Food Scraps collected through the curbside program are turned into top soil and sold at the Summit Akron Solid Waste Authority's HHW facility. ReWorks currently partners with Rosby's (based in Cleveland, Ohio) to provide them with food scrap services and composting.

Measurement Methods:

- Number of businesses serviced
- The commercial business recycling rate and tonnage before and after implementation
- Number of materials distributed to businesses
- ReWorks uses a Zero Waste Tracking Form to track current diversion metrics and cost of diversion (see attached Form). Participating businesses complete the form every six months.

Overall Results and Metrics:

- As of July 2014, Reworks has serviced approximately 180 businesses for single stream recycling and 40 to 50 businesses for food scrap recycling.

Wrap Up: Currently, Reworks is serving 180 businesses for single stream recycling and 40 to 50 businesses for food scraps. ReWorks hopes to continue this program in the future because it has been so successful. ReWorks, also hopes to expand on its food waste collection from commercial businesses as the program expands.

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