



Lessons from the Recology Store: How to Sell Waste Zero

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Overview

- Recology 101
- Store Concept
- In-Person Experience
- Partnerships
- Rethinking Retail
- Greening Communities
- Q & A



Recology 101

- Employee owned
- Operating since 1920's
- Emphasis on resource recovery



Recology 101



Provides Integrated Services

- 700,000+ Households
- 100,000 Commercial businesses
- 127 Communities served in 4 states

Operates Transfer & Recycling Facilities

- 13 Transfer Stations
- 11 MRFs
- 10 Organics Processing Facilities
- 4 Landfills



Store Concept

1. Customer Service Center
2. Hard-to-recycle item drop-off
3. Retail store
4. Community events and programming



In-Person Experience

- Pay bill
- Change service levels
- Ask questions



Hard to Recycle Item Drop-off



Textiles



Fluorescent and CFL bulbs



Electronics and small appliances

Styrofoam

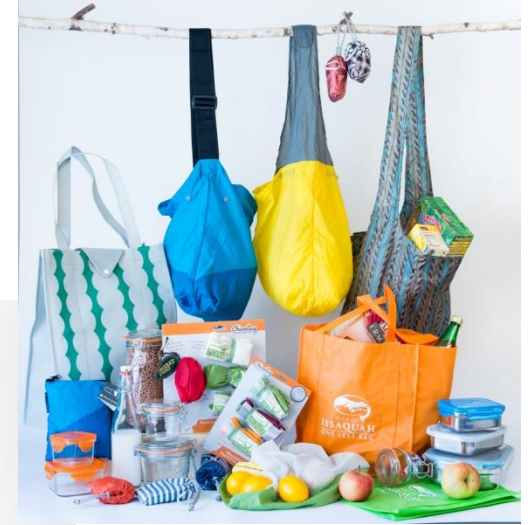


Bicycles



Rethinking Retail

- Products for the long haul, not the landfill
- Unique, upcycled gifts
- Waste zero lunches
- Bulk food storage
- Green cleaning



Greening Communities

- After hours events
- Youth programming
- Book signings
- Crayon, toy, & costume swaps



Questions?



Recology: a world without waste™



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