

4.2 KICK-OFF EVENT IDEAS

Start your waste reduction program off with a bang. By using a kick-off event to launch your recycling program, you can highlight the new and important direction your company is taking towards environmental stewardship. Kick-off events should be fun and simple to do. The objective is to grab the attention of your employees and to inform them of the new procedures. Be sure to educate your staff about the following:

- What materials you will be recycling
- Where the recycling receptacles are located
- What, if any, new waste reduction or purchasing policies have been implemented and
- Who to contact for more information about your company's program



Here are some ideas to get you started.

Waste Free Memo

Send out an electronic memo the day you start your program. Tell people where to find recycling receptacles, what materials you are recycling and who to contact with questions.

Signs and Posters

The day before your recycling program starts hang signs about your recycling program including: Where the recycling receptacles will be located; What to recycle and: Who to contact.

Waste Free Lunch

Choose one day out of the week and ask your employees to pack a waste free lunch. This is a fun and simple task that people can do at work but it also helps them start to think about what they can do at home. See <http://www.epa.gov/epaoswer/education/lunch.htm>

Waste Audit

Try to spark awareness of how much trash can be recycled. After conducting your waste audit, keep the bags of recyclable material and lay them out so employees can see just how much of what they are throwing away could have been recycled. Ambitious groups may even want to arrange a tour of the local landfill.

Pack A Waste-Free Lunch

Do include:

- Whole fruits without packaging
- Drinks in containers that can be reused (such as a thermos) or recycled (such as a can)
- Snacks purchased in bulk and brought in reusable containers

Don't include:

- Individually wrapped snacks
- Plastic baggies that are not reusable
- Disposable forks and spoons



Clean Out your files

Choose a day and place extra paper recycling bins throughout the office. Ask people to go through and update their files and recycle any unnecessary paper.

Food and Giveaways

Make your kick-off event fun with food and giveaways. Be sure to avoid using disposable dishes, cups, and utensils. Provide giveaways made from recycled material (like notebooks, t-shirts, or pens) or giveaways that encourage waste reduction like reusable water bottles or coffee mugs.

