



Eureka Recycling's Approach to Recycling Services

Perhaps most well-known for its \$9 million annual recycling operations, Eureka Recycling has provided curbside and apartment recycling services, education, and advocacy since 2001. As a zero-waste organization, Eureka Recycling has created a recycling model that has changed the face of recycling in the Twin Cities.

Eureka Recycling has shared millions of dollars in revenue with the cities we serve, recycled hundreds of thousands of tons of materials, sequestered thousands of tons of CO², saved energy and water, and provided many other environmental benefits. And all of Eureka Recycling's proceeds have always gone toward improving the environment.

These are just a few of the benefits that Eureka Recycling offers as part of its recycling services to cities and the ways in which Eureka Recycling has pushed forward with a goal of reshaping and rethinking the way we view waste in all we do—including recycling—for the past ten years.

- Eureka Recycling introduced **revenue share** the Twin Cities so communities reap the benefit from the sales of recycling materials. These revenue share agreements give communities the chance to benefit from a well-managed recycling program.
- Eureka Recycling continually strives to **add new materials** to the recycling program so people can recycle more than ever before. To add a new material, communities must be able to cost-effectively collect and sort the material, and manufacturers must be willing to accept the material to make new products. Eureka Recycling is well-known locally and nationally for partnering with product producers and end-markets to make sure materials can be and really are recycled, as well as creating long-term education campaigns to inspire residents to recycle new materials.
- Eureka Recycling recognizes that recycling is not just an industry, but it is also a **movement of dedicated recyclers**. Citizens deserve to speak to a real person, not a recording, when they have a question about recycling or a problem with service. Our promotional and educational programs engage recyclers every day in their immediate interest in recycling and help them to stay encouraged about other opportunities to recycle and reduce waste.

(more)

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www.eurekarecycling.org

Our mission is to reduce waste today through innovative resource management and to reach a waste-free tomorrow by demonstrating that waste is preventable, not inevitable.

An affirmative action, equal opportunity employer.

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- Some recycling providers have opted to go to single-stream recycling to lower their recycling collection costs. For many reasons Eureka Recycling has chosen to stay with **two simple sorts** to make sure communities get the most environment benefit from their recycling program at the best price.
- Eureka Recycling believes that the materials set out by residents that are collected for recycling should truly be used to make new products. We are committed to maximizing what is recycled, so we collect, process, and ship materials in a way that ensures that they can be recycled into new products at the end of their journey.
- Eureka Recycling currently has a **less than 2% facility-wide residual rate**, which means over 98% of what comes into our facility is sold to be made into new products. In addition, we recycle almost all (96%) of our glass back into glass bottles. This remarkable achievement is only possible through a combination of two-stream sorting, extensive education, and investments in thorough sorting and processing.
- Many companies in the recycling industry use temporary laborers in their sorting operations to lower costs/ increase profits. At Eureka Recycling we **do not use temporary employees to reduce our labor costs**.
- Eureka Recycling is the only recycling provider in the Twin Cities metro area that encourages cities to add **apartment recycling** to their efforts. We believe everyone—not just homeowners—should have access to recycling. The only cities in the state of Minnesota with citywide apartment recycling programs are those served by Eureka Recycling.
- Eureka Recycling's fleet was the first in the state, and one of the first in the nation, to run entirely on B-20 **biodiesel**. We've also installed diesel oxidation catalysts on our trucks, which use a chemical process to break down pollutants in the exhaust stream into less harmful components, to reduce emissions and ensure healthier air for the people in the communities we serve. After all, our mission is to conserve resources by picking up recycling, not leaving pollutants behind.
- Eureka Recycling has shared what it has learned about the **best practices of recycling** with many communities, not just those it directly serves, to improve their recycling programs.

And that's just recycling....

Eureka Recycling also provides an array of other zero-waste initiatives—like zero-waste events, composting programs, and more—that are now regularly mentioned in conversations about recycling contracts and sought after by communities looking to prevent waste.