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Eco-Cycle, Boulder Chamber of Commerce Team Up To Boost Business Recycling

Customers invited to use “take action” cards to thank recycling champions and encourage others to learn more about how they can help Boulder achieve its Zero Waste goals

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BOULDER, COLORADO — Eco-Cycle, one of the largest non-profit recyclers in the U.S., and the Boulder Chamber of Commerce, Boulder’s flagship business support and advocacy organization, announced a new partnership today to increase recycling rates among local businesses.

Boulder has a national reputation as an environmental leader, yet the city lags stubbornly behind places like Madison, Wisconsin and San Francisco, California, which recycle and compost at higher rates. A key area of opportunity for Boulder is to encourage local businesses to recycle and compost and to provide the information they need to participate in the community’s waste diversion efforts.

“Sustainability is a shared community value,” said John Tayer, President and CEO of the Boulder Chamber. “Consistent with this value are our community’s waste diversion goals, which we will achieve only through everyone’s participation,” he added. “That’s why the chamber is joining with Eco-Cycle to make sure our business community is aware of how much their customers and clients value their efforts and help businesses access information and resources they need to increase their recycling and composting.”





To get more Boulder businesses involved, Eco-Cycle and the Chamber are taking a positive, grassroots approach, inviting residents to deliver “Take Action for Recycling” cards to local businesses they patronize. The take action cards can be used to applaud businesses that are already recycling, encourage those that do not recycle to join the community’s efforts, or show businesses whose recycling bins are contaminated with non-recyclable materials how they and their customers can improve their recycling rates. [Click here to view the cards.](#)

“Recycling is good for business,” said Dan King, The Boulder Outlook Hotel’s ‘Ambassador of Cool.’ “It’s affordable and easy to get a system in place.”

“We’ve found that it is a big plus with our customers,” said Steve Carr, Public Relations Specialist at Boulder Valley Credit Union. “Whether you are at home, school, or work, recycling should be the norm city-wide.”

Businesses can adjust their trash costs by switching to recycling and composting, and, as a result, substantially reduce their trash service frequency and volume, according to Eco-Cycle, which works directly with local businesses.

“Not only can recycling save businesses money, but it’s also an easy way to prevent greenhouse gas emissions that are driving climate change,” said Suzanne Jones, Executive Director for Eco-Cycle. “If every business in Boulder recycled, that would move us significantly closer to meeting our community’s goal of recycling and composting 85 percent of our waste within the next few years.”

Eco-Cycle, a pioneer in the field of recycling, has created a customized toolkit for businesses that want to recycle but do not know how to get started.

Businesses interested in recycling and looking for more information should check here: <http://ecocycle.org/bizrecycling>.

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