

2012

Annual Report



eco-cycle®
Working to Build Zero Waste Communities

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“Zero Waste is a culture shift that offers hope in these times of dwindling natural resources, booming population growth and climate change. Our work is the right work at the right time.”

From the Executive Director

Since 1976, Eco-Cycle® has served the 300,000 residents of Boulder County at a level of impact and success that few nonprofit organizations have ever done. Through a combination of thought-leadership and hard work on the ground, we have created a “Zero Waste culture” in a geographic area with the nation’s cheapest landfills and “small government” politics. Our unique formula of mixing vision, social mobilization and excellent service delivery has made us a leading voice locally, nationally and even internationally in the fight against environmental destruction and a throw-away society. The “Eco-Cycle approach” is considered the gold standard in our industry, and increasingly the world of waste management is transitioning to join our call for a world where the very idea of “waste” is obsolete.

In 2012, our more than 60 employees were paid 3 million dollars in wages with the revenues we make from keeping valuable resources out of the landfill. If those same resources were buried, the employment created would have been only five jobs. We’ve been doing this for more than 30 years, and now the local and national trash companies are waking up to the fact that they are throwing away money. But they depend upon Eco-Cycle to show them the way—which we do. Eco-Cycle goes ahead of them all into new territory. We take the lumps through trial and error, but eventually we figure it out and share it with the world.

Now we are leading Boulder and the world toward a Zero Waste future. It is no longer only about recycling. Now we are reducing the very creation of waste and the subsequent resource destruction and pollution through new product design, new community policies, new equipment and systems to enhance community recycling program effectiveness, new approaches to composting and Hard-to-Recycle facilities, and new mission-driven programs and activities that make the idea of a waste-free world a credible concept for our neighbors, families, elected officials and local businesses. Zero Waste is a culture shift that offers hope in these times of dwindling natural resources, booming population growth and climate change. Our work is the right work at the right time. And as we win—and we are winning—it is one of the few optimistic success stories on the planet that people, especially the young, can embrace as we move forward into an uncertain and fragile future.



Eric Lombardi
Executive Director



Organizational Highlights

MISSION

Eco-Cycle's mission is to identify, explore and demonstrate the emerging frontiers of sustainable resource management through the concepts and practices of Zero Waste. We believe in individual and community action to transform society's throw-away ethic into environmentally-responsible stewardship. We are partnering with businesses, municipalities, schools and individuals to create a Zero Waste community and to provide a Zero Waste model for the rest of the world.

HISTORY

Eco-Cycle was founded in 1976 by local activists who were concerned with the amount of resources needlessly going to waste in landfills. They launched Eco-Cycle to create an opportunity for Boulder residents to preserve resources. Eco-Cycle school buses loaded with volunteers rumbled through neighborhoods to pick up recyclable materials, making Boulder one of the first communities in the nation to implement curbside recycling. Now one of the oldest and largest nonprofit recyclers in the United States, Eco-Cycle has broadened its efforts—both locally and internationally—to pioneer the next revolution in resource conservation: Zero Waste. Zero Waste replaces our current one-way system of resource exploitation, pollution and landfilling with a cyclical system in which better design, reuse, composting and recycling prevent environmental degradation.

AWARDS

Eco-Cycle has received many awards over the past 36 years, and our model Zero Waste programs have received recognition locally and in the larger environmental community. In 2012, Eco-Cycle received the *Bronze Excellence Award* in Public Education from the Solid Waste Association of North America (SWANA) for the Stop Junk Mail for GOOD service.

CONTRIBUTIONS

Eco-Cycle is the largest community nonprofit social enterprise focused on recycling in the United States. The organization solicits and receives individual contributions, corporate sponsorship and grants from private foundations and governmental agencies. Other funding sources include the sale of recycled materials, fees for services and contracts with municipalities. All funds are used to advance recycling and Zero Waste programs in the schools, businesses and communities Eco-Cycle serves.

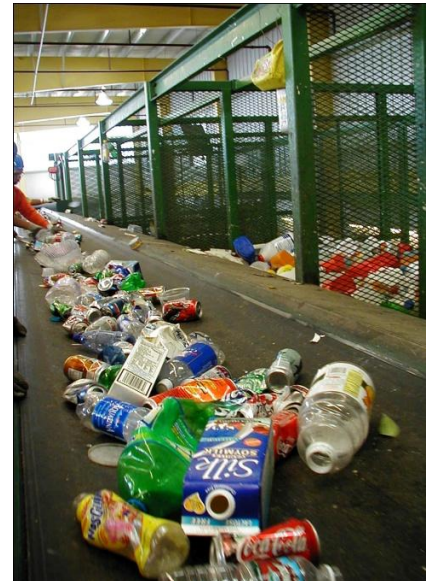
*As of 2012,
Eco-Cycle had
processed 500,000
tons of recyclables
at the Boulder
County Recycling
Center.*

Programs and Activities

RECYCLING PROCESSING

Since its inception in 1976, Eco-Cycle has been Boulder County's recycling processor, and since 2001 Eco-Cycle has operated the Boulder County Recycling Center (BCRC). In 2012, Eco-Cycle and the BCRC hit a major milestone by processing a total of 500,000 tons of recyclables since the facility was dedicated.

Eco-Cycle processes recyclables from the drop-off centers it services in Boulder County, as well as from residential curbside programs, businesses, government offices and schools. The BCRC's state-of-the-art single-stream sort system allows recyclers to mix paper and containers together in one bin. In 2012, Eco-Cycle implemented new sorting technologies and machinery, which help eliminate contamination of materials and capture smaller recyclable materials, such as bits of paper and glass pieces. In 2012, Eco-Cycle processed and marketed 43,625 tons of traditional recyclable materials, including glass, aluminum, steel, newspaper, white and colored paper, junk mail, magazines, catalogs, envelopes, phone books, corrugated cardboard, milk cartons and drink boxes, paperboard boxes, plastic bottles, plastic tubs and scrap metal, which prevented 116,000 metric tons of carbon dioxide (MTCO_{2e}) and saved the greenhouse gas equivalent of taking 23,000 cars off the road for a year. By recycling instead of landfilling these materials, Eco-Cycle created 66 local jobs and helped our community avoid 420 tons of air pollution, two tons of water pollution, 100 tons of toxic herbicides, and 43,800 tons of toxic substances that threaten human health such as carcinogens, particulate matter and volatile organic compounds.*



**Calculations based on EPA's Waste Reduction Model (WARM) and the environmental benefits calculator provided courtesy of Jeffrey Morris, PhD. at Sound Resource Management.*

In 2012, 27,182 recyclers used the CHaRM facility—a 17% increase from the previous year.

CENTER FOR HARD-TO-RECYCLE MATERIALS

In November of 2001, Eco-Cycle® opened the Center for Hard-to-Recycle Materials (CHaRM), the first center of its kind in the nation. This model facility demonstrates that diversion from the landfill is possible for the dizzying number of products and packaging in our lives that do not have established recycling markets the way traditional recyclables do. Central to the CHaRM's success are community partners in the recycling and manufacturing sectors who create new ways to recover raw materials and begin to establish new markets for these materials, one product category at a time.

Today, the CHaRM facility accepts dozens of hard-to-recycle materials, such as computers, printers, TVs, cell phones, books, textiles, block foam packaging (a.k.a. Styrofoam®), durable #2 plastics, used cooking oil, porcelain sinks and toilets, fire extinguishers, plastic bags, plastic bubble wrap and yoga mats. Each year, Eco-Cycle adds at least one new material to this list. For 2012, the CHaRM added small appliances, which is especially significant because Eco-Cycle now accepts "anything with a plug," making it the first program in the U.S. to be able to make that claim and putting it on par with the best electronics recycling programs in Europe. Through the CHaRM, Eco-Cycle is ensuring that non-traditional recyclables are processed responsibly in the U.S. and that these valuable resources are staying in production.



In 2012, 27,182 recyclers used the CHaRM facility—a 17% increase from the previous year. The facility processed 800,000 pounds of electronics, 915,000 pounds of scrap metal, 36 trailers full of block foam, 5.7 million plastic bags, 71,000 pounds of porcelain toilets and sinks, 9,800 bike tires and 182,000 pounds of paper from books not suitable for reuse. By recycling such vast volumes and variety of materials through the CHaRM last year, Eco-Cycle prevented 3,511 metric tons of carbon dioxide (MTCO_{2e}), the equivalent of conserving 393,610 gallons of gasoline.* In 2012, Eco-Cycle laid the groundwork for the CHaRM to move to a new, more prominent location that we expect will greatly increase the volumes we receive in the future.

**Calculations based on the EPA's Waste Reduction Model (WARM).*

Eco-Cycle distributed 12,000 used children's books to low-income children through health clinics, social service agencies, education centers, homeless shelters and other nonprofits.

REUSE

Reuse is a primary tenet of Zero Waste, and Eco-Cycle® promotes and facilitates the reuse of materials whenever possible. For each type of material collected for recycling at the CHaRM, Eco-Cycle works to add a reuse component. For example, scrap metal is used by industrial design students to practice welding and metal construction. Newer computer equipment is repurposed through a local company that installs new hard drives and then refurbishes the machines for students and others who might not be able to afford a new computer. Through this program, 15,101 pounds of electronics were saved for reuse in 2013. Programs are also in place to glean reusable bikes and bike parts, bike tires, books, cell phones, and printer cartridges from materials collected at the facility. Through the CHaRM, Eco-Cycle also collects 50,000 pounds of textiles and shoes annually, which are sent to African communities for reuse or made into "wiper" rags locally.

Every year, Eco-Cycle receives thousands of used books through special collection events, the Boulder Valley and St. Vrain Valley School Districts, and the CHaRM. Many of these books are in good condition and can be reused. In 2012, Eco-Cycle sorted and distributed approximately 12,000 used children's books to at-risk, low-income and underserved children through six preschools and 15 nonprofit organizations throughout Boulder County and other communities, including free or low cost health clinics, social service agencies, education centers, homeless shelters and other nonprofits. Used books were also distributed to Eco-Cycle's Green Star Schools to facilitate 20 book-related projects. Common uses for the books in Green Star Schools include trash-free fundraisers (selling the books), building classroom libraries, supporting home reading, and student awards and incentives.



To help facilitate reuse between individuals and provide a community clearinghouse of reuse options, Eco-Cycle launched Eco-Cycle Exchange in 2006. The online Exchange offers community members the 2012 include windows, carpet, garden supplies, electronics and packing materials. More than 1,000 people visit the site every month, and our nearly 1,000 members have helped keep more than 13,000 pounds of materials out of landfills and in valuable use in our community.

Eco-Cycle's Zero Waste Services Program recovered 18,384,000 pounds of single-stream recyclables and 7,616,240 pounds of compostables from local businesses, a total of over 26 million pounds of materials.

ZERO WASTE SERVICES FOR BUSINESSES

For the past seven years, Eco-Cycle® has offered a unique Zero Waste Services package to businesses. This program is helping businesses keep up to 90% of the discards they produce out of landfills and offers a new approach to resource management and environmental sustainability. More than 70 large corporations, hotels, restaurants, offices and other businesses are working with Eco-Cycle to reduce the amount of trash they create and increase their diversion from the landfill through recycling, composting and Zero Waste purchasing decisions. In 2012, ten new businesses signed up for the comprehensive, groundbreaking Zero Waste Services program. Many businesses also participated in Eco-Cycle's customized education, trainings, marketing and promotions in order to increase their compost and recycling, decrease waste, promote employee participation and spread the word about their sustainability practices. Diversion reports, including resources saved, have given Eco-Cycle customers an added dimension to support their business both internally and externally.

Eco-Cycle also provides recycling services to more than 750 Boulder and Broomfield County businesses and organizations, including offices, schools, florists, restaurants, hotels, printers and manufacturers. The program collects traditional recyclables, as well as compostable materials such as food waste, non-recyclable paper and biodegradable foodservice products. In 2012, Eco-Cycle's Zero Waste Services Program recovered 18,384,000 pounds of single-stream recyclables and 7,616,240 pounds of compostables, a total of over 26 million pounds of materials. In addition, Eco-Cycle provides regular collection of hard-to-recycle materials including electronics, books, plastic stretch wrap and other materials through the CHaRM-on-the-Road program.

In our ongoing effort to lead the charge in innovation and environmental stewardship, Eco-Cycle added a new truck to its fleet in 2012 with modifications of our own design. This truck is cleaner burning and more fuel-efficient in two ways: It utilizes Compressed Natural Gas fuel, which burns much cleaner than traditional diesel. It also carries a bigger payload, thus requiring fewer miles to do the same work, which reduces pollution. The truck

is unique in that it features a one-of-a-kind lifting mechanism, which allows for more maneuverability, creating a time and money savings that has the potential to transform the composting service sector.



Boulder's bag fee will significantly cut down on the estimated 46 million single-use bags distributed locally each year.

ZERO WASTE POLICIES

Eco-Cycle® is working with local municipalities to create Zero Waste policies for all government activities, as well as Zero Waste systems and practices for residents and businesses.

Single-use bags, whether they are made from plastic or paper, are an unnecessary use of natural resources. The production and use of both result in pollution that could have been avoided. "Paper or plastic?" The best answer is "neither." Eco-Cycle joined forces in 2012 with other local environmental groups to urge Boulder City Council to support a bag "fee" (10 cents) for single-use bags (both paper and plastic) distributed at the cash register in grocery stores and other large food-related stores. Eco-Cycle formed coalitions with other organizations to support the fee, attended several hearings on the subject, mobilized our

volunteer network through e-newsletters, phone calls and repeated social media postings, researched and provided information to elected officials and staff on other bag fee programs around the nation and world, provided City staff with our recommendations for a program that was best suited to Boulder, and assembled "talking point" pieces for our volunteers and other advocates to use in their presentations at City Council meetings, in letters, and letters to the editor. The fee was passed in November 2012 and will go into effect in 2013. The fee will help Boulder significantly cut down on the estimated 46 million single-use bags distributed locally each year.



Through a partnership with the U.S. State Department, Eco-Cycle hosted and trained Brinda Dewan, an experienced environmental educator from Kathmandu, Nepal.

ECO-CYCLE® INTERNATIONAL

Eco-Cycle International® (Eco-I) was created to spread the concept of Zero Waste to other communities, help them implement specific Zero Waste rules, build Zero Waste infrastructure, and create local Zero Waste economies. Eco-Cycle partnered for a second straight year with the U.S. State Department to participate in the Community Solutions Program, a professional development initiative that matches emerging community leaders from developing countries with pioneering U.S. organizations. From August – December, Eco-Cycle hosted and trained Brinda Dewan, an experienced environmental educator from Kathmandu, Nepal. Ms. Dewan worked with Eco-I to profile best practices from around the world on educating and engaging kids around Zero Waste, waste reduction and recycling activities. She also worked extensively with the Eco-Cycle schools department to learn firsthand how to develop and implement curriculum and activities for kids around waste and recycling. Upon returning to Nepal, Ms. Dewan will be starting the first Zero Waste schools program in Nepal, and possibly all of Asia, by teaching kids how to compost, recycle and reduce their waste.

Eco-Cycle also received a grant from the Community Solutions Program to travel to Trinidad and Tobago to consult with our 2011 community leader, Essie Parks, who has worked with the Tobago government to introduce Zero Waste to the island nation. Eco-Cycle's Executive Director Eric Lombardi shared Eco-Cycle's 10-year plan for a Zero Waste community and met with numerous stakeholders on the island to discuss strategies to move forward.



Locally, Eco-I staff designed and presented an all-day workshop and training on Zero Waste as part of the University of Colorado's Sustainable Practices Program and is working with the City of Boulder to update their Zero Waste Master Plan.

Eco-Cycle hit an important milestone in 2012 with the Green Star Schools program. All of the elementary schools in the City of Boulder are now making Zero Waste a part of the daily school routine.

School Recycling and Environmental Education

Since 1987, Eco-Cycle® has coordinated the Boulder/Broomfield County School Recycling and Environmental Education Program, which integrates environmental education with established school curriculum, ensuring that students in Boulder and Broomfield Counties learn about their environment and what they can do to care for it. The program provides for the collection of 1.1 million pounds of recyclables annually from all 55,000 students and staff in 82 Boulder Valley and St. Vrain Valley public schools—20 pounds of recyclables per student per school year! Annually, Eco-Cycle educators give more than 1,600 environmental education presentations on a wide variety of topics, such as waste reduction, recycling, litter prevention, composting, household hazardous waste, air quality, indoor air quality, forest ecology and energy conservation, to more than 48,000 kindergarten through 12th grade students in Boulder and Broomfield County classrooms.

Eco-Cycle is pushing the boundaries of environmental education and training our future citizens with its Green Star Schools program. Through this comprehensive, first-in-the-nation Zero Waste program, Eco-Cycle works with schools to address every aspect of their waste stream, making Zero Waste principles like composting, recycling and waste reduction an integral part of their daily routine. In 2012, the

program expanded to include three additional schools and impacted more than 13,000 students, ages 3-14, and more than 1,700 school staff in 32 Boulder County public schools. Last year, Green Star Schools reduced their trash by one-third to one-half by composting non-recyclable paper and food scraps from their kitchens, cafeterias and classrooms. These schools diverted another one-third of their waste from the landfill through recycling and other waste reduction projects, such as Composting with Worms workshops, a Holiday Recycling Guide, Zero Waste school events and a reusable water bottle project.

Five Green Star Schools celebrated five-year anniversaries in the program: Columbine, Eisenhower, Heatherwood, Lyons and Niwot Elementary schools.



Eco-Cycle's 761 dedicated volunteers donated close to 1,000 hours of their time to further Zero Waste and recycling in their communities.

COMMUNITY OUTREACH

Eco-Cycle® provides a wide variety of community education services, publications and activities to promote waste reduction, encourage recycling and composting, and advance our community's—and the nation's—progress toward Zero Waste.

Volunteers

Eco-Cycle's Eco-Leader Network of volunteers plays a significant role in our outreach and education efforts. This group of 761 dedicated Boulder County Zero Waste and recycling ambassadors donated close to 1,000 hours of their time in 2012 to provide door-to-door education to neighbors, support for Zero Waste services at events, staff special recycling collections, answer questions at recycling drop-off centers, assist with administrative tasks, and promote political change in our community. The value of this volunteer support is more than \$20,000 annually.

Online

After its redesign and re-launch in 2011, Eco-Cycle's website, www.ecocycle.org, became the third most popular website among recycling organizations in the world in 2012. It has nearly 45,000 visitors every month with 25% of all traffic coming from outside the United States. The total number of page views in 2012 was 1,124,809.

Eco-Cycle's social media community grew significantly in 2012: Its Facebook page gained more than 800 new fans, bringing our new total of "Likes" to 1,833, and its Twitter feed now has 1,216 followers. Eco-Cycle introduced a few new themed posts, such as a "Recycling Tip of the Week!" and "Is it Compostable?" series, a Zero Waste Around the World series, and a Zero Waste Business of the Month series, which have proven to be our most popular and most shared posts with both our local and national fans. Eco-Cycle's Facebook and Twitter pages also showcased Zero Waste community events, community recycling trainings, Zero Waste schools' initiatives and other Eco-Cycle sustainability programs throughout Boulder County. The pages also share important Zero Waste news from Boulder County and around the country and the world to help fans understand the principles of Zero Waste and how they can get involved and make a difference. Eco-Cycle also posted new activist videos to its YouTube channel, EcoCycleMedia, in support of its local campaigns and international



Eco-Cycle publications reach thousands of people in Boulder County, and beyond, helping them to live more sustainably.

work, including a PSA video on the Stop Junk Mail for GOOD campaign, more Does it go in the Bin" videos, and a posting of a video presentation by Executive Director Eric Lombardi to developing nations working toward Zero Waste.

In addition, Eco-Cycle sent 20 email newsletters or alerts, which became more than 70,000 email messages to supporters, fans and customers about new recycling opportunities and events, educational workshops, Zero Waste publications and volunteer opportunities.

Eco-Cycle continues to offer our community a green purchasing website with more than 600 recycled and environmentally-sound products, such as non-toxic cleaners, compostable products, reusable lunch supplies and much more. This year we expanded our offerings for the business sector through a collaboration with The Green Office, a leading responsible vendor of more than 35,000 environmentally friendly products for businesses.

Communications

Eco-Cycle updated and printed our annual Holiday Recycling Guide. The bilingual guide includes a long list of holiday-related items and how to recycle them in Boulder County. Nearly 4,000 guides were distributed through recycling centers and businesses throughout Boulder County, as well as to students in Eco-Cycle's Green Star Schools program, and it was distributed digitally as an e-newsletter to more than 6,000 people. The holiday recycling information was also printed as full-page ads with guidelines tailored specifically to each community in six local newspapers and print publications including the Camera, Times-Call, Boulder Weekly and Boulder Weekly Gift Guides I and II, and the Colorado Hometown Weekly. Eco-Cycle's online Holiday Recycling Guide included tips for reducing waste at the holidays and a sustainable gift-giving guide. All of these materials were also shared on Eco-Cycle's social media networks.

In 2012, Eco-Cycle debuted its new publication, the Eco-Cycle Guide: Your Resource for Living an Eco-Lifestyle and Building a Sustainable Community in Boulder County. This 36-page guide is a newsletter, reference guide and eco-living magazine all rolled into one. In it are recycling, composting and trash guidelines for Boulder County,



Eco-Cycle distributed 13,000 pieces of bilingual recycling information.

articles about our community's progress toward Zero Waste, ways to "eco-fy" your daily life by reducing waste and reusing, and much more. Eco-Cycle's block-leader volunteer network distributed 22,500 copies of the guide, and an additional 4,000 were distributed by staff throughout Boulder County. An additional 1,296 readers received the guide via email. The online version of the guide has additional features, such as new software called Issuu, which allows fans to flip through the publication on the screen page-by-page as though they are reading it in print. Eco-Cycle also added a popular commenting system called Disqus to every article, which all have their own webpages that can be easily shared via email and social media through several buttons featured on each page. This can all be found at www.ecocycle.org/ecocycleguide.

Eco-Cycle continues to maintain a steady presence in the local newspapers: the *Camera* and *Times-Call*. In 2012, 49 news articles were generated about Eco-Cycle programs. Additionally, 49 "Tee-Cee's Tip-of-the-Week" columns on recycling and Zero Waste tips were written by Eco-Cycle staff and printed in the Times-Call. Ten ads on proper single-stream recycling were created and placed by Eco-Cycle on behalf of the Boulder County Resource Conservation Division. Seven ads on recycling opportunities were created and placed on behalf of the City of Longmont. And nine additional ads promoting resources found on Eco-Cycle's website and the Eco-Cycle Guide were placed in local papers and other publications.

Protecting our environment and working toward Zero Waste must involve all sectors of our community. As our local Latino population grows, it becomes increasingly important to meet the needs of this community and provide education about the benefits of reducing waste, recycling and decreasing the amount of materials sent to the landfill. To reach this community, Eco-Cycle materials such as signage for both the residential and commercial sector, recycling guidelines, brochures, the Holiday Recycling Guide and magnets were all printed in Spanish. Eco-Cycle also provides a Spanish recycling hotline, resources in Spanish on its website, and Spanish language videos on its YouTube channel. In 2012, Eco-Cycle distributed 13,000 pieces of bilingual recycling information.



Eco-Cycle also answered an average of 745 phone questions each month from its recycling hotline and gave 37 presentations and recycling facility tours to community groups.

Eco-Cycle educated 150,500 people at 26 large Zero Waste events throughout the community, diverting a record average of 87% of event discards.

Zero Waste Events

A critical element of Eco-Cycle's outreach and education is our work to make community and private events Zero Waste. At a Zero Waste event, Eco-Cycle staffers work with vendors and event planners to minimize overall waste production while ensuring that all discards produced are either compostable or recyclable, thus eliminating (or substantially reducing) the need for trash bins. In 2012, Eco-Cycle educated 150,500 people at 26 large Zero Waste events throughout the community, such as festivals and triathlons, diverting a record average of 87% of event discards and, through composting and recycling, preventing more than 44,000 pounds of resources from entering the landfill, saving the energy equivalent of 3,301 gallons of gasoline. Eco-Cycle also trained and consulted for more than 36 do-it-yourself mid-sized events, which used our expertise and materials to run their own Zero Waste events. Eco-Cycle also continued its Zero Waste efforts at the Boulder Farmers' Market (the first ongoing Zero Waste event in the nation) and Longmont Farmers' Market. Over the course of the market season, nearly 500,000 farmers' market shoppers experienced Zero Waste in action while supporting local farmers and vendors.



Eco-Cycle is also helping individuals make their own events waste-free with customized Zero Waste Event Kits, which include everything needed to throw a Zero Waste party or meeting, such as compost bins, compostable tableware and educational signage. In 2012, the kit was purchased for use at 207 small to medium-sized events, such as corporate meetings, weddings and backyard barbecues.

Campaigns

In addition to making events waste-free, Eco-Cycle provided community members with the resources and tools to live more sustainably. In 2012, Eco-Cycle expanded the reach of the "Eco-Cycle Stop Junk Mail for GOOD Service" and engaged more than 3,000 Boulder County residents and businesses to reduce the junk mail coming to their homes or workplaces. The Eco-Cycle Stop Junk Mail program has helped subscribers opt out of more than 34,000 unwanted mailings, such as direct mail catalogs, credit card offers, and phone books. In so doing, Eco-Cycle has achieved environmental life cycle savings of more than 175,000 pounds of solid waste, 1,200 trees and 1,200,000 gallons of water.

Eco-Cycle's Stop Junk Mail program has helped subscribers opt out of more than 34,000 unwanted mailings, preventing more than 175,000 pounds of solid waste and saving 1,200 trees and 1.2 million gallons of water.

During 2012, Eco-Cycle also launched a pilot Corporate Stop Junk Mail for GOOD Service with international bio-tech company Amgen (also an Eco-Cycle Zero Waste customer) to eliminate junk mail from Amgen's Longmont and Boulder campuses. Since April 2012, the corporate Stop Junk Mail program has helped Amgen reduce its paper hauling by 3.3 tons, processed 3,218 opt-outs (by individually contacting companies and asking them to stop sending their direct mail pieces to Amgen employees at the Colorado campuses) and saved an estimated \$8,045 in staff time by eliminating the in-house processing of unnecessary and unwanted mail. Environmental life cycle savings for Amgen to date include 112,971 gallons of water, 46,911 pounds of CO₂, and 16,633 pounds of solid waste.

In 2012, Eco-Cycle was proud to partner with the Be Straw Free campaign, started by Milo Cress. In February 2011, Milo (then 9 years old) founded this project to work together with members of the straw industry, restaurants and other businesses, schools, environmental groups and concerned citizens to reduce the use and waste of disposable plastic straws. The campaign, hosted on Eco-Cycle's website, provides a pledge for people to commit to ask for their drinks "strawless" when eating out or on the go. It also asks that each person invite (at least) one restaurant to consider offering straws to customers instead of serving a straw with each drink automatically. The site also provides resources for businesses and communities to "be straw free."



Eco-Cycle continued the Recycle it Right! campaign in 2012 for public education and outreach in Longmont. A team of five Eco-Cycle canvassers fully trained in recycling guidelines for the curb and the drop-off center visited Longmont neighborhoods to spread the word and answer questions about recycling in person. Canvassers also distributed printed Recycle it Right! (or ¡Recíclalo bien!) Longmont-specific, bilingual recycling guidelines and refrigerator magnets with the website and recycling information hotline to 10,000 Longmont homes. In addition, the team hung signs around target neighborhoods that said "Eco-Cycle is in your neighborhood," to give additional visibility for the canvassers' presence in the community and on Sundays set up a tent with displays, information, and refreshments in city parks near the canvassing effort and at the Longmont Waste Diversion Center. Canvassers worked to collect over 100 Recycle it Right! pledges from Longmont residents. Eco-Cycle also wrote 49 weekly columns about waste reduction and recycling that ran in the Longmont Times-Call. In addition, Eco-Cycle organized or attended 45 public events educating event-goers about how to "Recycle it Right/¡Recíclalo bien!") and other waste reduction opportunities.

Financial Statement

Statement of Income Fiscal Year 2012

Revenues, gains and other support

Recyclable materials	\$423,011
Hard-to-recycle materials	\$303,412
Services	\$1,564,719
Government and commercial contracts	\$828,733
Grants	\$73,500
Labor and benefits reimbursement from Boulder County	\$3,218,529
Donations	\$43,323
Other revenue	\$48,816
Interest income	\$21,349
Net realized and unrealized loss on investments	-
Gain on disposal of assets	\$2,046
Total revenues, gains and other support	\$6,527,438

Expenses and Losses

Direct labor and benefits	\$3,625,150
Materials	\$157,205
Freight	\$355,958
Facilities cost and repair	\$223,755
Equipment cost and expense	\$298,511
Depreciation	\$195,140
Vehicle expense	\$419,002
Insurance	\$123,286
Other recycling costs	\$617,614
Management and administrative	\$627,837
Fundraising	\$50,025
Total expenses	\$6,693,483
Net realized and unrealized loss on investments	\$53,342
Total expenses and losses	\$6,746,825
Net income excluding depreciation	(\$24,247)

Staff and Board

ECO-CYCLE CHIEF ADMINISTRATIVE STAFF

Eric Lombardi, Executive Director
Marti Matsch, Communications Director
Cyndra Dietz, Schools Manager
Dale Ekart, Business Recycling Manager
Dan Matsch, CHaRM Manager
Randy Moorman, Campaigns Manager
Lou Perez, Operations Manager
Suree Ponrattanasiri, HR & Accounting Manager

ECO-CYCLE BOARD OF DIRECTORS

Allyn Feinberg, President
Daniel Benavidez, Vice President
David Miller, Treasurer
Steve Bushong
Caron Ellis
Thomas R. McCoy
Pat Shanks
John L. Tayer

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