RECYCLING CONNECTIONS

2021 HIGHLIGHTS



40 YEAR Anniversary

To say that 2021 was a tremendous year for Recycling Connections would be an understatement! It was a year filled with celebrations, accolades, creative outreach campaigns and new initiatives as we celebrated our 40th anniversary!

I want to thank all of the past and current dedicated board members and volunteers, and our awesome staff, which together help Recycling Connections make a difference in our world through our mission. We may be considered "small" but we sure have done some pretty mighty work during those 40 years, especially this past year! Also thank you to all that provided donations this past year to help us purchase our new programming trailer – your contributions too help make a difference.

As we close out 2021, we excitedly are looking forward to 2022. For example, in central Wisconsin we want to grow our Near Zero Waste Event services, and across the country we want to increase more backyard composting through our Group Bin Purchase Program. Yes, I did say "across the country". We have BIG dreams and are looking forward to 40 more years.

Sincerely,

Karin Sieg
Executive Director



IN THE NEWS

JANUARY 2021 - Certificate of Commendation from WI Governor Evers for 40 Years of Recycling Connections FEBRUARY 2021 - Recycling Connections Received Outstanding Achievement in Waste Reduction & Recycling Award from AROW

APRIL 2021 - WSAW Channel 7: Recycling Bale Maze at the University of Wisconsin-Stevens Point

JUNE 2021 - WAOW Channel 9: Recycling Kiosk in the Park - Stevens Point

AUGUST 2021 - MILWAUKEE JOURNAL SENTINEL covers composting in the article, <u>Everything You Need to Know about Composting, from Bins to Benefits</u>

OCTOBER 2021 - History of Recycling in Wisconsin with the Jewish Museum of Milwaukee as part of their special exhibit - <u>SCRAP YARD: Innovators of Recycling</u>

NOVEMBER 2021 - WAOW Channel 9: Compost Your Pumpkins - Don't Throw Them in the Trash!

GOVERNOR'S COMMENDATION



Certificate of Commendation from
Wisconsin Governor Evers was one of the
all-time greatest achievements for
Recycling Connections. This event
recognized Recycling Connections for the
major accomplishments achieved across
the organization's 40-year history. On
January 29, 2021 a virtual gathering was
held with current board members, past &
present staff, and close colleagues. This
date marked exactly 40 years since
Recycling Connections was established.
Rep. Katrina Shankland presented the
certificate on behalf of Governor Evers.

EARTH DAY BALE DISPLAY

In partnership with the University of Wisconsin–Stevens Point Office of Sustainability, Campus Recycling, & Portage County Solid Waste Department, a recycling bale display was put on display for three weeks around Earth Day. Cardboard and aluminum recycling bales were generated from the UWSP campus recycling and organized into a "40" to recognize Recycling Connections' Anniversary. The display included educational signs that shared information on UWSP campus recycling, local recycling tips, and state/national/global recycling facts & figures.



STICKER CONTEST

Recycling Connections Board of Directors developed seven slogans to promote waste reduction. A call for design submissions attracted 15 artists who submitted 50 designs. The following seven were selected and printed into promotional stickers to further the message of waste reduction.















PROUDLY SERVICING MARATHON COUNTY

Since 2015, Recycling Connections has provided educational & outreach services to 132,692 residents in Marathon County, WI. Highlights from this contract include creating special battery videos, online community presentations, and information booths at Farmers Markets in Kronenwetter.



INDUSTRY STATEWIDE SUPPORT

Recycling Connections provides contracted services to statewide waste and recycling associations provide to support the industry.

- Serving as the Executive Director of Associated Recyclers of Wisconsin
- Coordinating the Wisconsin Integrated Resource Management Conference, delivered successfully online in February 2021
- Developing a statewide website resource through WI Counties Solid Waste Management Association to address the emerging issue of PFAS. www.WISolidWastePFAS.org
- Supporting the Solid Waste Association of North America-WI Badger Chapter professional development opportunities and strategic planning process

CENTRAL WI RECYCLING COLLECTIVE

In partnership with the Marathon County and Portage County Solid Waste
Departments, we led an online social media campaign creating consistent and unified
messaging for residents to know how to recycling right in

Central Wisconsin. We increased social media reach

in Facebook by 178% and Instagram by 108%.

1,710 COMPOST BINS

Our Compost Bin Group Purchase Program sold a record number of bins this year. Pre-order Sales services helped reach more communities and sell more bins across the state. In total, 19 communities in Illinois, Minnesota, & Wisconsin purchase the Home Composter.



COMMUNITY KIOSK

To honor our 40 years serving Stevens Point, we created an educational kiosk, made from nearly 1,000 recyclable bottles, that was on display from Memorial



Day through Labor Day along the Green Circle Trail between Pfiffner and Bukolt Park. The kiosk included signs, interactive games, and childrens books for visitors to enjoy.

NWTC WASTE SORT

We conducted a cafeteria waste characterization study for the Northeast Wisconsin Technical College as a way of gathering baseline data for them to reach their 2025 waste reduction goals. The analysis categorized a week's worth of cafeteria material into 24 categories and included five recommendations to reduce waste and increase efficiency in their cafeteria.



LOOKING AHEAD

SERVICES TRAILER

To provide more services such as, waste audits and event services, Recycling Connections purchased a trailer. This increases our capacity to better serve our community and partners while advancing our mission.



NEAR ZERO WASTE EVENT SERVICES

Piloted in 2021, our newest service will help events maximize their waste diversion goals and decrease their environmental footprint. Now serving events large and small.



PRESENTATIONS

Recycling Connections offered ten presentations in 2021 reaching over 350 people at various conferences and events. These included the following presentations:

Reducing Food Waste at Home: Composting
Popularity during COVID19
WI Integrated Resource Management Conf. - February

Compost, It Makes Plants Happy
Spring Presentations for Partners - March and April

Understanding Plastics
St. Johns Catholic School - April

Two States, One Goal: Food Waste Diversion through Backyard Composting Indiana Recycling Coalition Conference - May

Preparing Your Compost for Winter
Marathon County - October

To Bin or Not To Bin: Recycle Right Marathon County - November



STAFF & BOARD OF DIRECTORS

STAFF

Karin Sieg - Executive Director

Susan Schuller - Education, Outreach, and Development Coordinator

Angie Lemar - Project Coordinator

BOARD OF DIRECTORS

Dave Barbier - President Robert Good, Jr. - Treasurer/Secretary Angie Hauer - Director Jennifer McNelly - Vice President Brandon Knudtson - Director Sam De Roche - Director

CONTACT INFORMATION

Recycling Connections
1100 Main Street, Suite 120
Stevens Point, WI 54481
715-343-0722 / admin@RecylingConnections.org

www.RecyclingConnections.org