



# Recycle, Michigan Partner Program

MICHIGAN RECYCLING COALITION

For communities, organizations and businesses that want to be a partner in actively promoting recycling in Michigan and highlight their own recycling efforts.

**Any community, business or NGO, can be a Recycle, MI partner, if they meet the following criteria:**

- Have an environmental Board, Department, Director or Staff
- Demonstrate continuous improvement of their recycling program
- Provide ongoing recycling educational opportunities and utilize the Recycle, MI campaign in outreach efforts
- Advocate for expanding recycling opportunities in Michigan

**Partners Receive:**

- A Recycle, MI sign their first year in the partnership program
- Discounts on future sign purchases
- Use of the Recycle, Michigan logo and signage
- Recognition as a partner on the Recycle, MI/MRC website
- Use of Recycle, MI promotional material
- Recycle, MI partner logo
- Access to annual customizable recycling social media plan\*
- Exclusive Recycle, MI Partner Program material\*

\*Access to benefits with a star are kept up through your annual renewal of the program.

All funds raised through the Recycle, MI partners program go directly to pay for the promotion, development and production of additional materials for Recycle, MI. The partner program helps Recycle, MI continue to raise awareness across the state on the importance that recycling plays in Michigan.

Partner Program Pricing:

**First year:**

Small Sign Partner: \$150.00

Medium Sign Partner: \$200.00

Large Sign Partner: \$250.00

**Annual Renewal Fee:** \$100

\*Continues access to:

- Annual recycling social media plan
- New partner only content
- Supporting the Recycle, MI program campaign

## **Recycle, Michigan Partner Program Criteria**

### Environmental Board, Department or Director

An organization must have a person or board that is responsible for directing solid waste management decisions. For a city this could be an Environmental Board/Commission, a Public Works Department or a Waste Reduction/Recycling Coordinator. For an organization this could be a Facility Manager or Sustainability Director. This person or entity is accountable for decisions that impact waste management at the location.

### Be able to demonstrate continuous improvement of your recycling program

Are you using best practices? Do you have an organization/community policy? Does you have a budget? Are you looking for new materials to add, or ways to reduce contamination or costs? Being a part of Recycle, MI means your program is always developing ways to improve recycling. This requires resources and the ability for a program to be sustained over time. Having a program budget, people dedicated to evaluating the program and adding new materials that can be accepted to your program are just some of the best practices we hope Recycle, MI partners are striving for. With programs at varying stages of development we leave it flexible for how you demonstrate your program is making continuous improvement. We ask that in your application you're able to explain how your program is striving for continuous excellence.

Example: Timeline of materials added to program, timeline of increased budget, annual improvement goals, etc.

### Provide ongoing educational opportunities for your program

Recycle, MI encourages Michiganders to recycle correctly where they live, work and play. It is important to recognize these efforts and celebrate accomplishments. An organization can complete the Recycle, MI Partnership requirements by having and committing to ongoing education about their recycling program.

We recognize that recycling programs can offer education in many forms from flyers to training to staff and more. A dynamic recycling program keeps updated information present and accessible for those that use the recycling services provided. Recycle, MI Partners are committed to providing a consistent and current education of their recycling program.

### Be an advocate of expanding recycling opportunities in Michigan

Waste reduction, beneficial utilization, recycling and organic waste management provide many economic and environmental benefits to the community and our beautiful state. Being a resource and being willing to network and communicate with others trying to start, maintain, and expand programs is part of being a Recycle, MI partner.

Recycle, MI partner organizations are in favor of expanding recycling opportunities in Michigan. Recycle, MI partner organizations want and support recycling opportunities where Michiganders live, work and play.