



Momentum
Recycling

Gaining Momentum

Dyani Dussault, Zach Garten, Makaela Stefan



"Momentum recycling is excited to become an active, positive member of the Colorado business community and collaborate with local organizations to advance recycling, sustainability & environmental goals."
– Momentum Recycling

Greeley Needs Momentum!

Greeley currently uses a single stream recycling system in which glass, paper, metals, and plastics are thrown into the same bin and sorted later at a materials recovery facility. By the time the glass reaches this facility, it is too dirty and broken to be recycled.

Why Momentum Recycling?

Momentum has the technology to recycle broken and dirty glass that other facilities cannot



Before Momentum: 6% of waste glass recycled
After Momentum: 27% of glass recycled

Goal:

50+ % of waste glass recycled

Colorado's Glass Waste Today



Let's Go Live!

80 % of marketers believe live events are **critical** to their company's success.



Our Mission:

We have created an outreach strategy that establishes Momentum Recycling as an active member of the community and promotes the positive impacts Momentum's involvement has on the Greeley community. Participation and sponsorship in Greeley events will increase awareness of Momentum's presence. Collaboration with Greeley District 6 Schools to host creative contests will combine the students' knowledge and creativity and inspire locals to recycle.

Impacts



100% Recyclable

Glass can be recycled endlessly with no loss of quality.



Cut Waste Disposal Costs

Glass makes up about 5% of the waste stream's weight. By keeping glass out of landfills, Colorado can save on collection and disposal costs.



Save Energy

Making products from recycled glass consumes 40% less energy than making new glass from raw materials.



Save Raw Materials

Over a ton of natural resources are conserved for every ton of glass recycled.

Event Calendar

Event calendar to schedule Momentum Recycling's involvement in the Greeley community

~APRIL~

APR 31	APR 1	APR 2	APR 3	APR 4	APR 5	APR 6
						San Wilder Farmers' Market
7	8	9 11:30am State of the City	10	11	12	13
14 San 2019 Boomerang Meeting	15	16	17	18 10am Baby Animal Days - 2019	19 10am Baby Animal Days - 2019	20 10am The Poudre River Trail Edition San Wilder Farmers' Market San Greeley Forestry Arbor Day 10am Baby Animal Days - 2019 12pm Boney Hip Skate
21	22 10am Baby Animal Days - 2019	23 10am Baby Animal Days - 2019	24 10am Baby Animal Days - 2019	25 UNC Greeley Jazz Festival 10am Baby Animal Days - 2019	26 San Spring Clean-up Weekend 10am Baby Animal Days - 2019	27 San Spring Clean-up Weekend 10am Baby Animal Days - 2019
28 10am Baby Animal Days - 2019	29	30	May 1	2 11:30am Mother's Day Lunch	3	4 10am Cinco de Mayo Greeley Festival

- Set out informative materials
- Take pictures
- Post about it!
- Play a game

Greeley District 6 Schools

Bin Decorating Contest:

- Allows kids to be creative and get involved with the recycling process
- Decorate Bins for use in community
- Auction for decorated bins

Bin Dimensions



Length: 31.50"
Width: 24.25"
Height: 41.75"

Sources:

colorado.momentumrecycling.com/about
helloendless.com/event-marketing-stats
greeleycalendar.com