

# 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:**

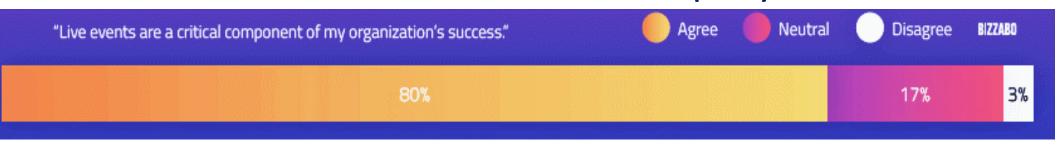
50+ % of waste glass recycled

## 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.

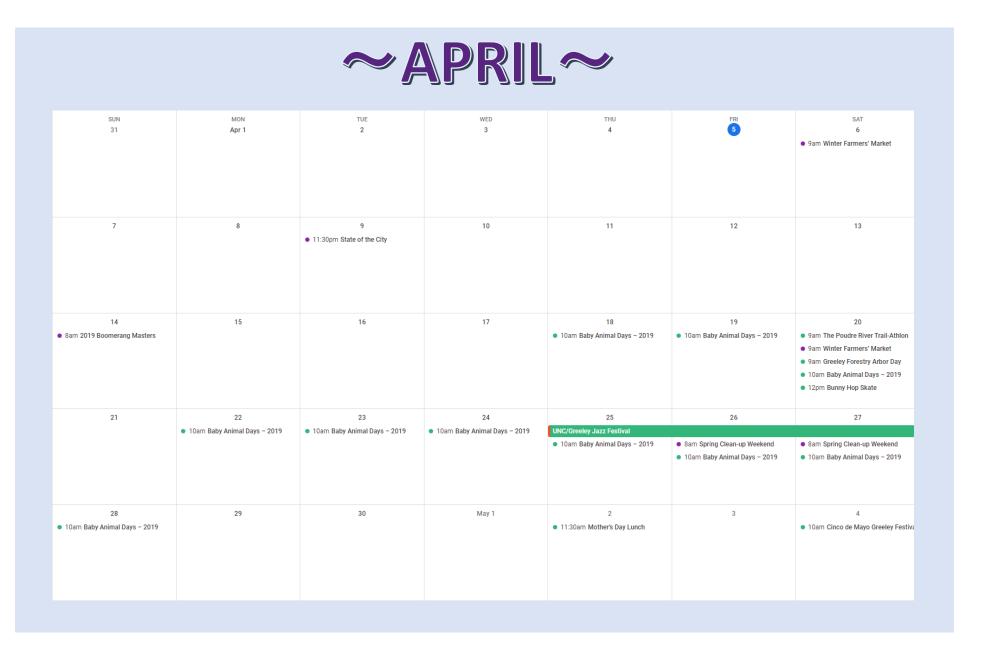


### **Save Raw Materials**

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

# **Event Calendar**

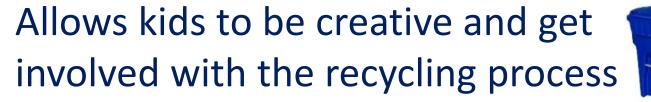
Event calendar to schedule Momentum Recycling's involvement in the Greeley community



- Set out informative materials
- Take pictures Post about it!
- Play a game
  - **Greeley District 6 Schools**

**Bin Dimensions** 

**Bin Decorating Contest:** 





Decorate Bins for use in community

Auction for decorated bins

### **Sources:**

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