

ENVIRONMENTAL ISSUES

Recycling Programs Address the Handling Of Building Trash

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Environmental Issues

Recycling is not a passing fad. It is becoming an accepted part of everyday life in all major cities across the country. Recycling is a serious, viable way of reducing the trash we discard and reducing the burden we place on our threatened natural resources. In recognition of this, many states and cities have made recycling compulsory. The City of New York, for example, passed legislation mandating recycling in 1989. It has had residential recycling programs in place for many years, and is in the process of defining regulations to apply that legislation to large commercial buildings. Although most owners and managers of large buildings view recycling with trepidation and concern, it is really an opportunity for profit. Separated wastes such as office paper, metals and plastics command strong market prices in almost every city in the U.S. Recycling also significantly reduces waste cartage costs. After all, why pay for removal of trash when, if separated, someone will actually buy it from you?



Fuller

The key to recycling is in the separation process. A good recycling program design will include a plan to separate and collect waste so as to minimize cost and maximize returns. In large buildings, this is a complex problem. A correctly formulated recycling program will affect tenants, cleaning staff, carters and building management. Designing a system that works effectively and minimizes expenses can be a tricky business, however. And if the job is not planned well, it can become a source of continual grief.

Our job is to design and implement recycling programs that work. We concen-

trate on the financial aspects: minimizing set-up expenses and maximizing revenues and costs savings. We also make sure that a program satisfies potential legislative requirements, and that it fulfills the needs of the tenants.

First, we survey a building and determine the most cost-effective recyclable products, and design a plan for recycling them. We measure and analyze the trash coming out of a building, and use these figures to calculate potential costs and returns for a program. We also discuss the issue with all concerned parties—from tenants to cleaning staff. At the end of the survey we present a viable solution to the entire recycling problem, one that addresses all legislative, financial and tenant issues.

Education a 'Must'

Second, we implement the recycling programs, assisting in everything from purchasing of recycling containers to educating tenants on new trash disposal habits. Education is critical to a successful effort. Most programs require that tenants and staff be taught new disposal habits, which is time consuming but necessary. The major benefit of using a consultant is simply to take that burden off the back of the building management. As experienced specialists in the recycling field, we do this more quickly and effectively than they can themselves.

Great Forest is independent of the waste industry, and has no affiliation with any suppliers or organizations in the recycling world. The company's background stems from environmental concerns and not from waste management. We can thus present an unbiased viewpoint to our clients—one that only takes the client's best interests into account.

Using a consultant for recycling ensures that a recycling program works. We help implement recycling smoothly and successfully, and with maximum financial benefit to management. As recycling becomes compulsory for commercial buildings, the need for professional, competent advice and assistance in this area will grow. ■