

## Effective Communications

### KEEP RECYCLING ALIVE

- ◆ Keep employees motivated and enthusiastic about the new program.
- ◆ Include recycling on meetings agenda. This will keep the program visible and will shed light on potential problems.
- ◆ Publicize the program to employees through the company newsletter.
- ◆ Publicize the program to employees to view.
- ◆ Solicit ideas from employees and involve them in the decision making process.
- ◆ Use employee gatherings to promote waste reduction. Show examples of waste reduction by providing durable dishes or asking employees to bring their own.
- ◆ Present an award for the ‘Green Employee of the Month’ or an employee who has shown exemplary environmental behavior. If giving an award or prize, make it durable and not one that will end up in the trash. Giving ‘event awards’ (gift certificates, time-off, or tickets to a ball game) is another way to demonstrate waste prevention.

*Workplace recycling programs often start off well but may diminish after the initial enthusiasm is gone.*

## Effective Communication cont...

- ◆ Reward all employees when their waste reduction and recycling efforts generate cost savings for the company.
- ◆ Post signs above copy machines to remind employees to recycle unwanted copies and to make double sided copies.
- ◆ Print on recycled paper and display the recycled paper logo on all materials.
- ◆ Use startling facts to get attention.
- ◆ Distribute information in the least wasteful way.

**Recycling is very important for the health of our planet**



*Many businesses have found that holding a kick-off activity generates the enthusiasm needed among employees to ensure a successful program.*

For further information  
Please contact DEH at  
The following addresses below

### Grand Cayman

Department of Environmental Health  
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### Cayman Brac & Little Cayman

Department of Environmental Health  
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# Recycling For Businesses



Cayman Islands  
Department  
of  
Environmental Health (DEH)

## Business Recycling

### Make Waste Prevention Your Top Priority

Waste Prevention is any practice that eliminates or reduces solid waste that would otherwise be thrown away or recycled. Waste prevention is necessary to conserve valuable resources. Waste prevention also saves money through reduced purchasing costs. As a business, you have considerable influence over the amount of waste generated by your company and to some extent, your customers.



### Program Fundamentals

- ◆ Get commitment from the Top.
- ◆ Set realistic goals.
- ◆ Work as a team.
- ◆ Encourage new ideas.
- ◆ Communicate.
- ◆ Measure progress.

Make recycling, waste prevention and buying recycled content products easy and convenient.

## Program Kick-Off

- ◆ Create a Green Team. A group of employees interested in being involved in the program can lead training sessions and help with program implementation. The team will also be a good source of information about what works and what needs improvement in the program.
- ◆ Post recycling and waste prevention “Tips of the Week” to remind employees about the program.
- ◆ Send a memo to all employees introducing the program.
- ◆ Include an article explaining the program in your company newsletter.
- ◆ Create a name or slogan for the program. The consistency will keep the program on employee’s minds.
- ◆ Establish an environmental policy committing your company to recycling and preventing waste.
- ◆ Create and display promotional posters in high traffic areas.
- ◆ Post list of recyclable items and how to properly dispose of them.
- ◆ Create contests or provide incentives.

## Training Your Staff

### Cleaning Personnel

- ◆ Train the cleaning staff regarding the new recycling program.
- ◆ Include a representative from the cleaning staff in company meetings regarding the recycling program.
- ◆ Ask for their input.
- ◆ Train the cleaning staff appropriately.
- ◆ Discuss which materials must go into which bins. Explain that recyclables should not be placed into plastic bags for disposal.
- ◆ Provide the appropriate equipment for recycling collection.
- ◆ When necessary, provide program detail and training materials in the language(s) spoken by non-English speaking staff.
- ◆ Include cleaning staff in the kickoff party and in any incentive activities.

*Without the proper training and monitoring of the cleaning personnel, the recycling program will not prove effective. It is the cleaning staff who disposes of the material into the appropriate containers and ultimately determines the success of the program.*

## Training Your Staff

### Employees

- ◆ Train employees regarding the recycling program.
- ◆ Hold a casual and fun but mandatory meeting for all employees. Ask for input from employees and be prepared to answer their questions.
- ◆ Provide employees with information about what is and is not acceptable in the collection program and how to properly prepare these materials for disposal.
- ◆ Ask a representative from DEH to assist with the training sessions.
- ◆ Post, e-mail, or circulate a waste prevention checklist and a buy recycled checklist.
- ◆ When necessary, provide program details and training material in the language(s) spoken by non-English speaking employees.
- ◆ Include information about your company’s waste prevention and recycling program in new employee orientation material. Let new employees know that they are expected to use resources wisely and to participate in the company’s waste reduction and recycling programs.

*In order to have a successful recycling program, all employees must be knowledgeable about program details.*