

Why a Paper Campaign?

Mass Recycles Paper Grassroots Guide

Recycling has come a long way in Massachusetts since the late 1980s. Today, more than 90% of the Commonwealth's residents have access to convenient recycling services. And yet, each year our residents and businesses throw away 1.5 million tons of paper that could be recycled. What's more, it costs about \$100 million to dispose of that paper at a landfill or incinerator.

What if we convinced our citizens & businesses that paper is too precious to throw away?

The result would be more money in municipal coffers and a better "bottom line" for businesses. And a healthier climate due to the energy savings that are realized when materials are recycled instead of thrown away.

That's what the Mass Recycles Paper campaign is all about -- getting more paper out of the trash and into the recycling bin. *The Grassroots Guide to Recycling More Paper* provides simple, turn-key strategies for spreading the word about how much we can save by recycling an additional one million tons of paper each year.

So take a look inside this Guide. There's no one-size-fits all – you can pick and choose what works best for your community. And there are lots of other great resources available in the on-line toolkit, including poster templates that you can download and customize with your contact information and free mailing inserts for outgoing tax and utility bills, plus great ideas about what other communities are doing to increase paper recycling. So be sure to visit www.massrecyclespaper.org.



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