

## **2014 Recycling Awards – Community Category**

### **Township of Nutley Winner – Creativity, Volume**

Location: Nutley, N.J.

Amount of paper and paper-based packaging recovered in 2013: 5,715.31 tons

Population: 70,000

Amount collected per resident: 160 pounds

#### **Creativity**

The Township of Nutley's recycling program is promoted through an extensive pamphlet that outlines the recycling collection guidelines and schedule, which is delivered to every resident and business within the township. For the community outreach events, Nutley creates flyers and a special events calendar, hangs banners across their main business district, and sends press releases to local newspapers. Since instituting community outreach programs and events, Nutley significantly increased its recycling efforts – apart from regular curbside collection, they grew their program from two annual recycling days for designated materials in 2011 to eight recovery for recycling days in 2013. In addition, they partner with the Nutley Public Library to recycle books.

#### **Background**

The Township of Nutley's recycling program began in 1981 with the collection of newspapers, aluminum and glass. In 1985, the Department of Public Works instituted weekly curbside collection, a practice that is still used today. Over the years the township continued to expand its recycling program to include all mixed paper, corrugated cardboard, and shredded paper. Nutley is a leader in its recycling initiatives, often exceeding all Essex County and State of New Jersey Recycling Requirements.

#### **Program**

The Township of Nutley's recycling program consists of curbside collection and a variety of community outreach events. The entire Nutley School District is part of program, and there are concerted efforts to promote and increase the visibility of the recycling program in elementary schools. Nutley measures the success of its program using recycling tonnage data collected and comparing the figures from year to year.

#### **More information**

For more information about the Township of Nutley, please visit [www.nutleynj.org](http://www.nutleynj.org).