

BizRecycling Partnerships: Strategy & Values

BizRecycling Partners are key stakeholders in creating a healthy and effective waste management system. This document outlines our strategy and values for creating and maintaining successful partnerships focused on positive environmental and economic outcomes for the commercial sector.

BizRecycling Program Strategy: Partners

Strategy: Develop a strong network of partners to engage businesses to

- (1) foster trust and collaboration between Ramsey/Washington Recycling & Energy and the commercial sector;
- (2) facilitate waste management and environmental system changes in the commercial sector;
- (3) implement the Counties' master plan strategies; and
- (4) connect businesses to BizRecycling.

About BizRecycling Partners

BizRecycling Partners act as liaisons between their member businesses and R&E and its commercial recycling program, BizRecycling. BizRecycling Partners help to facilitate relationships and create two-way communication channels between the local public waste management system and the commercial sector by

- (1) disseminating information;
- (2) engaging members to provide input; and
- (3) connecting members to resources to implement best practices.

BizRecycling Partner Attributes

R&E is guided by the [Ramsey County Solid Waste Master Plan](#), the [Washington County Solid Waste Master Plan](#) and the Minnesota Pollution Control Agency's goal to reach a 75% recycling and organics collection rate in the metro area by 2030. In identifying and engaging in partnerships, R&E assesses the collaboration potential on the following key attributes.

- **Shared Vision & Values:** BizRecycling Partners share our vision and guiding values of environmental stewardship, accountability, the solid waste management hierarchy, and responsible product stewardship.



Figure 2. The solid waste management hierarchy ranks waste management methods from most to least preferred.

- **Trusted Relationships:** BizRecycling Partners have a history of being leaders and fostering collaboration and engagement within both their member communities and peer organizations. Their member businesses see them as trusted resources.
- **Mutually Beneficial Impacts:** BizRecycling Partners believe and articulate that there are mutual beneficial impacts for R&E, the BizRecycling Partner itself, and businesses. BizRecycling Partners can offer value-added services and resources to businesses. Businesses can implement improvements that may decrease operational costs and increase customer relationships. All parties can engage in the co-creation a successful public waste management system.
- **Community Reach:** R&E aims to engage with all business communities in Ramsey and Washington Counties. We look for BizRecycling Partners to help us reach our objectives to engage with (1) all geographic regions (2) women and minority owned businesses and (3) targeted sector strategies.
- **Capacity:** BizRecycling Partners have the organizational capacity (staff, time, skills, tools and financial resources) to carry out the work tasks and meet the goals of the partnership.
- **Communication:** BizRecycling Partners are proactive in their communication strategies with both R&E and their member businesses. BizRecycling Partners participate in active engagement strategies within their member communities.
- **Modeling Behaviors:** BizRecycling Partners implement best waste management practices within their own organizations. They embed waste reduction, reuse, recycling and organics collection strategies to model best practices to the member businesses. They incorporate best practices in their offices and events.
- **Delivered Outcomes:** BizRecycling Partners have a track-record of meeting agreed upon work deliverables and initiating activities within their member communities.