



RECYCLING IN BROWN DEER A WAY TO GO, NOT TO THROW Take the Challenge – RECYCLE MORE!

The GOAL of Brown Deer is not to throw recyclables in the trash, but to **reduce, reuse, and recycle**. However, residents in Brown Deer have **A WAY TO GO** to meet the goal of recycling as recommended by the State’s report on recycling. While the report recommends that recycling reach a 30%+ of the waste stream, the trend in recycled tonnage of Brown Deer has gone down and trash tonnage has increased. This increases costs to the residents for refuse collection and disposal and will shorten the life of the nearby landfill. Since 1997 solid waste from Brown Deer has increased 14.73% and the recycling has gone down 0.94% to a current 21.81% for 2006, the third lowest year in the ten year period. 2006 was the fourth year of the downward trend in recycling.

Make it your goal **Rethink NOT TO THROW** your recyclables in the trash. Recycling saves money and the environment. Make use of the 3R’s of recycling – **reduce, reuse, recycle**. Reduce the amount of waste by buying materials in bulk and in containers that can be recycled. Reduce your waste by reusing containers around the house, giving clothing/shoes to charitable organizations that can re-sell or recycle. Reduce your waste by composting un-cooked vegetable scraps in with your yard waste. Make use of the recycling cart and the recycling center to maximize your recycling, your savings, and improve the environment.

Recycling is EASY! Get your entire family involved. Place your recycling container close to the trash container as a reminder to recycle. If your cart is full, recycle boxes to hold the over flow until you can put it in your cart or take to the recycling center. And remember – Leave the Labels and a Quick Rinse will do!



Take the Challenge - RECYCLE MORE!

The goal is to increase tons recycled by 10% for 2007. This will provide the Village with an additional \$5,838 in recycling revenue and not put our Recycling Grant in jeopardy – which could be a loss to the Village of \$56,000.

What You did in 2006 – 1,062 tons of recycled material:

Greenhouse Benefits: 566 tons less of CO2 or emissions from 136 autos

Energy Savings: 19,147 Gigajoules or the annual electricity for 890 homes

Water Savings: 20,801,000 liters or 8 Olympic Pools or annual water used by 222 people

WHAT WOULD 10% MORE DO?

Top Ten Reasons to RECYCLE MORE!

- 10) Keep valuable resources out of the landfill.
- 9) Reduce dependence on foreign oil.
- 8) Reduce air and water pollution.
- 7) Increase cash rebate to my community.
- 6) Conserve natural resources for future generations.
- 5) Provide materials (feedstock) to companies to make new products.
- 4) Don’t throw away tax dollars.
- 3) Save energy.
- 2) Provide jobs.
- 1) Your mother always told you to clean up after yourself!

Thank you for Going farther and doing your part!

Reduce, Reuse, Recycle, Rethink - a little about waste reduction - It can save a lot.