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## **RRR You Ready for Zero Waste?**

*Jackson, WY, April 16, 2018* – The familiar RRR campaign, managed since 2005 by Teton County Integrated Solid Waste and Recycling (ISWR), is taking its next steps – onto the **Road to Zero Waste!** For over a decade, this successful outreach effort touted reducing, reusing, and recycling as the keys to minimizing waste and conserving resources. “This is still the core message,” assures Heather Overholser, Superintendent of Solid Waste and Recycling, “but the approach toward zero waste encompasses much more than just the 3 R’s.”

With the new brand, community members can expect to see expanded outreach initiatives, as well as enhancements to programs and services. Examples include: an ongoing pilot program to optimize commercial food waste composting; demonstration sites for the reuse and recycling of construction and demolition materials; an expansion of the annual backyard composting workshop to showcase the broad range of regional resources; and, additional listings in the 2018 Reuse Resource Guide that represent new and growing opportunities in the valley to extend the lifetime of usable goods.

### **Congratulations, Jackson Hole, on all that we’ve accomplished as an RRR Community...**

	<p><b>As an RRR Community, Jackson Hole:</b></p> <ul style="list-style-type: none"><li>• Carried out the mission of ISWR to reduce, reuse, recycle and manage municipal solid waste throughout Teton County, WY in an efficient and environmentally-sound manner;</li><li>• Created a culture of RRR and stewarding resources and the environment;</li><li>• Taught students, engaged neighbors, and recognized sustainability leaders among local businesses and organizations;</li><li>• Achieved 34% diversion from landfill annually, a level equal to the national average; and,</li><li>• Set the stage for even greater success.</li></ul>
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**And all that we are capable of on the Road to Zero Waste!...**

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**As a Road to Zero Waste community, we will:**

- Strive to reach a diversion rate of 60% from landfill by the year 2030, surpassing the national average and joining the leading zero waste communities in the Rocky Mountain West and the nation;
- Participate in the reduction, reuse, recycling and composting of additional types and quantities of materials;
- Rely on business leaders to provide models to pave the way for more organizations to incorporate sustainable practices;
- Infuse education and outreach with connections to national and international efforts and standards; and,
- Work together as a community toward a zero waste future.

Designs for the Road to Zero Waste campaign were developed by Creative Curiosity, following an informal bidding process in which three design firms submitted proposals for the rebranding project.

**More information at [roadtozerowastejh.org](http://roadtozerowastejh.org).**

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