

# Colorado Association for Recycling Strategic Plan 2011-2015

## **Vision:**

To be the catalyst, leader, voice of recycling, and ongoing resource for the growth and sustainability of the recycling community in Colorado.

## **Mission:**

To support, educate and guide individuals and leaders in business, education, nonprofits and government to take action that turns ever greater amounts of waste into marketable resources.

## **Values:**

- ◆ Credible and influential
- ◆ Effective
- ◆ Cohesive and focused
- ◆ Diverse
- ◆ Financially healthy

## **CAFR Stakeholders:**

Our members and stakeholders include the following groups:

- ◆ Businesses – Large and Small
- ◆ Communities
- ◆ Educational institutions
- ◆ Governments
- ◆ Media
- ◆ Non-profit organizations
- ◆ Recyclers
- ◆ Waste Haulers
- ◆ Any organization that wants or needs to responsibly manage and divert its waste stream

## **Strategic Goals:**

### **1. Support growth of a healthy recycling infrastructure in Colorado**

#### **Objectives:**

- A. Support (organics, paper, plastic, metals, etc.) development of local markets with recycling business partners
- B. Reach out to emerging waste diversion businesses and programs and serve as a resource for them
- C. Serve as an effective platform for professional development for the recycling community
- D. Use networking and education effectively to meet this goal

### **2. To be knowledgeable advocates on behalf of the recycling industry in Colorado**

#### **Objectives:**

- A. Develop and support advocacy/policy positions in alignment with our Vision, Mission, and Goals
- B. Develop and hold the vision for recycling for Colorado

### **3. To sustain a strong, vibrant, growing organization that serves the recycling community**

#### **Objectives:**

- A. Provide professional development and networking opportunities for professionals
- B. Set goals for membership numbers and composition and create programs and strategies to reach those goals
- C. Provide information and services that meet membership needs, within our resources
- D. Ensure financial stability of CAFR, through mechanisms including but not limited to fundraising, auditing/reporting, transparency, etc.