

New Mexico Recycling Coalition (NMRC)

2022-2025 Strategic Plan

Vision: To create a New Mexico where discarded materials are valued and managed as resources, not waste

Mission: To inspire New Mexicans to rethink, reduce, reuse and recycle

Core Value Statement: We believe in a beautiful New Mexico that values a vibrant and sustainable community for a better quality of life.

Objectives:

1.1 Objective 1: Promote the Value of Recycling, Organics Management, Waste Diversion and Reduction.

- Educate about the need to RETHINK consumption patterns and the immediate changes needed to prevent dire future consequences through newsletters and professional development opportunities
- Explore funding opportunities for waste assessments and infrastructure solutions to support rural recyclers
- Encourage and support opportunities for industry and community to collaborate such as through public diversion events and incentives
- Focus on items that can be managed locally, such as organics and paper/cardboard.
- Collaborate with pueblos and municipalities on pollution prevention ordinances such as plastic bag bans

Objective 2: Build resiliency by supporting professional development and leadership within the recycling and waste diversion industries through education and training.

2.1 Provide valuable training and education

- Host an additional training relevant to recycling, could include funding opportunities, grant writing, source separation for event/institutional recycling, etc
- Continue partnership with NMED to host the recycling and compost certification courses

2.2 Offer tools and resources to encourage professional development

- Provide relevant resources to recycling professionals to retain and improve industry knowledge
- Explore and implement alternative training opportunities both online and in-person, including leadership training
- Host successful 2022 & 2024 Annual meetings & 2023 Recycling Conference
- Develop performance support tools and resources for on-the-job training and professional development

Objective 3: Inspire, Encourage, and Support Diverse communities within the state to Rethink, Reuse and Recycle through Marketing, Public Relations and Education Activities.

3.1 Develop and share municipal, public and media efforts that emphasize the choice and agency before consumption of unrecyclable/inorganic items, including exploring options for incentive programs

3.2 Utilize new and existing resources such as Carlos the Coyote to share about ways to Rethink and Reduce both for professionals and public/children, as well as general promotion of recycling and technical assistance opportunities.

3.3 Seek and develop funding opportunities to bolster recycling efforts statewide and reduce illegal dumping

3.4 Develop and maintain partnerships, such as the following:

- Schools (higher education as well)
- Other nonprofits working in NM
- Large events/venues to aid in diversion

- State agencies
- Reuse/Reduce operations
- Domestic markets
- Municipal League
- Association of Counties
- NM Clean & Beautiful
- Potential funding partners

Objective 4: Be a leading resource for State, Local and Institutional Policymakers Related to Recycling, Organics Diversion, Waste Reduction and Resource Conservation.

- 4.1 Serve as a professional, expert resource for diversion, organics and recycling policy initiatives at local, state and national levels
- 4.2 Cultivate cooperative relationships with policy makers, grassroots organizers, NMRC members, board members, community partners and other partners as advocates to consistently educate about policy needs
- 4.3 Advocate for and assist in setting policy (e.g. a statewide single use plastic bag ban), to ensure institutional, local and state diversion, including recycled-content manufacturing advocacy.