



2010 Triple-Bottom Line Report Card

PEOPLE:

- ✧ Expanded Blue Star Recyclers team from 1 to 5 employees
- ✧ Created partnership with Community Intersections to provide vocational training and employment for 8 disabled adults at Blue Star Recyclers facility
- ✧ Blue Star Recyclers receives Business Champion Award for Diversity & Inclusion
- ✧ Donated over 200 hours of paid employee time to community education, advocacy, committees and events

PLANET:

- ✧ Ethically recycled over 700,000 lbs of electronic waste from Southern Colorado businesses, organizations, agencies, and residents
- ✧ Collected 200,000 lbs of e-waste from 32 community recycling events throughout Southern Colorado to promote and facilitate residential-waste recycling
- ✧ Assigned EPA classification as a large quantity handler of universal waste
- ✧ Created and implemented Environmental Management System (EMS) and reduced energy and fuel consumption within Blue Star operations by 20%

PROFIT:

- ✧ Created five new consumer collection depot partnerships with area businesses
- ✧ Served over 250 new business accounts in Colorado
- ✧ Raised over \$13,000 for area non-profits through CFP events and fundraising
- ✧ Invested over \$200,000 in payroll and capital expenditures in area economy
 - Deployed first hard drive shredder in Southern Colorado
 - Expanded fleet to add alternative fuels truck
 - Expanded warehouse operation space by one third