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**Livable Buckhead Re-Shapes Commercial Office Building Recycling
Program leverages buying power to lower costs, improve recycling rates**

ATLANTA – November 17, 2015 -- An innovative partnership between a nonprofit and a recycling company is proving that there's money in those ubiquitous blue bins. *Livable Buckhead Recycles*, a program initiated by the nonprofit Livable Buckhead, aims to significantly increase recycling rates while cutting the cost of trash hauling services for participating buildings. Just six months into the program, the first five buildings to join the program have already increased their monthly recycling by an average of 18 percent.

The key to success? Put a recycler in charge of collecting the trash, instead of the other way around.

"There's no incentive for a trash hauling company to focus on increasing recycling rates," said Denise Starling, executive director of Livable Buckhead. "But a recycling company profits from sorting these materials and selling them to manufacturers, so they have a vested interest in improving each building's recycling system. They're also motivated to educate tenants about recycling so that they can protect the quality of the materials they're collecting."

The recycler – Duluth, Ga.-based Recycling Management Resources (RMR) -- isn't the only one bringing market advantage to the table, however. Livable Buckhead has long-standing relationships with Buckhead property managers through its work on commute options programs and other sustainability efforts. By marketing *Livable Buckhead Recycles* to its existing partners, Livable Buckhead lowers the cost of customer acquisition and creates hauling-route density for RMR. These savings are passed along to the property managers, making the choice to participate in *Livable Buckhead Recycles* a bit of a no-brainer.

"When we were approached by Livable Buckhead and RMR, they offered us a waste hauling contract with the same level of service at a lower cost and the added benefit of enhancing our building's recycling efforts," said Katie O'Sullivan, general manager with Crocker Partners, which manages Prominence in Buckhead. "Changing vendors can sometimes be a headache, but the opportunity to improve our property's environmental performance at no additional cost was worth the risk. We're just a few months into the program, but I can definitely say that our bet has already paid off. Livable Buckhead's staff coordinates everything, giving us a better program with no additional work from the management team."

Livable Buckhead Recycles has secured nine management partners representing 21 Buckhead office buildings, including:

- Atlanta Property Group: One and Two Securities Centre
- CBRE: Atlanta Plaza
- Crocker Partners: Prominence in Buckhead
- Cousins Properties: Terminus 100 and 200
- Cushman & Wakefield: Piedmont Center 1-4, Piedmont Center 15
- Granite Properties: Piedmont Center 5-8
- Highwoods: One and Two Alliance Center, Monarch Plaza, Monarch Tower
- Onyx Equities: Piedmont Center 14
- Transwestern: Resurgens Plaza

Livable Buckhead Recycles participants can also receive turnkey support for obtaining each LEED certification credit related to “Materials Management” by conducting waste audits, recycling electronics and more through the program. *Livable Buckhead* acts as an outsourced corporate sustainability officer of sorts, finding creative solutions to the recycling needs of each building and tracking the data on recycling tonnages to gain insight into the performance of each building – and of Buckhead office buildings as a whole – over time.

Livable Buckhead Recycles participation is open to all commercial buildings in Buckhead. For more information about program participation contact Bruce Battle, bruce@livablebuckhead.org.

About Livable Buckhead

Livable Buckhead, Inc. is a nonprofit organization that strives to ensure the long-term viability and prosperity of the Buckhead community. It does this by working cooperatively with individuals, public entities and private businesses to integrate into everyday life and business sustainable strategies that improve the environment and quality of life in the community. For more information about Livable Buckhead and its programs, visit www.livablebuckhead.org.