

**CASE STUDY**

# The Challenge: Partnerships



*Initiating a recycling program can be a daunting undertaking. EPS recycling in particular comes with special challenges, such as acquiring the necessary facilities and equipment, and informing the public of the new service available to them. Combining the resources of like-minded individuals and organizations allows them to make a difference in a way that they couldn't otherwise.*

### Benchmarks

**~3,000**

Lbs Waste Polystyrene Recycled  
Per Event, or 3 26' box trucks

**~3,000**

PA residents  
were provided with  
recycling service

**Won**

the Pennsylvania Resources  
Council 2013 Innovative  
Recycling Award

**Increased  
EPS recycling  
awareness**

by active media presence





In 2012, NOVA Chemicals began a pilot recycling program with their employees that encouraged them to bring in any EPS foam they may have at home for recycling. The success of the “Foam from Home” program inspired NOVA to expand their recycling efforts by Partnering with the Pennsylvania Resources Council, a local organization dedicated to the preservation of Pennsylvania’s environment, and Appliance Warehouse, a chain of furniture stores that recently purchased equipment to recycle all of their EPS packaging in-house.

Partnering with PRC and Appliance Warehouse has allowed NOVA to expand the opportunities for recycling EPS by combining the outreach power of PRC with Appliance Warehouse’s infrastructure, establishing a convenient means of recycling in a variety of locations. As a result of this series of collection events, the Appliance Warehouse is now a permanent EPS drop-off location.

## Notable Achievements

As a result of their outreach and collaboration with local businesses and organizations, NOVA Chemicals was presented with the Pennsylvania Resources Council 2013 Innovative Recycling Award. The award is presented annually to organizations that advance the preservation of Pennsylvania’s environment through effective and creative means.

