

Shred-N-Share Recycling & Reuse Event

Networking and Collaborating for Success

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VRA Conference
May 18, 2010

ECO-CITY  ALEXANDRIA

Shred-N-Share Event Overview



- 5 Partners
 - Fairfax County, Habitat Humanity ReStore, Proshred, Landmark Mall & McEneaney Realtor Associates
- Goal:
 - Shred personal identity documents
 - Collect reusable household items
- Outcomes:
 - Over 500 participants (=13 tons of paper)
 - Increase of donations to ReStore



Shred-N-Share Planning

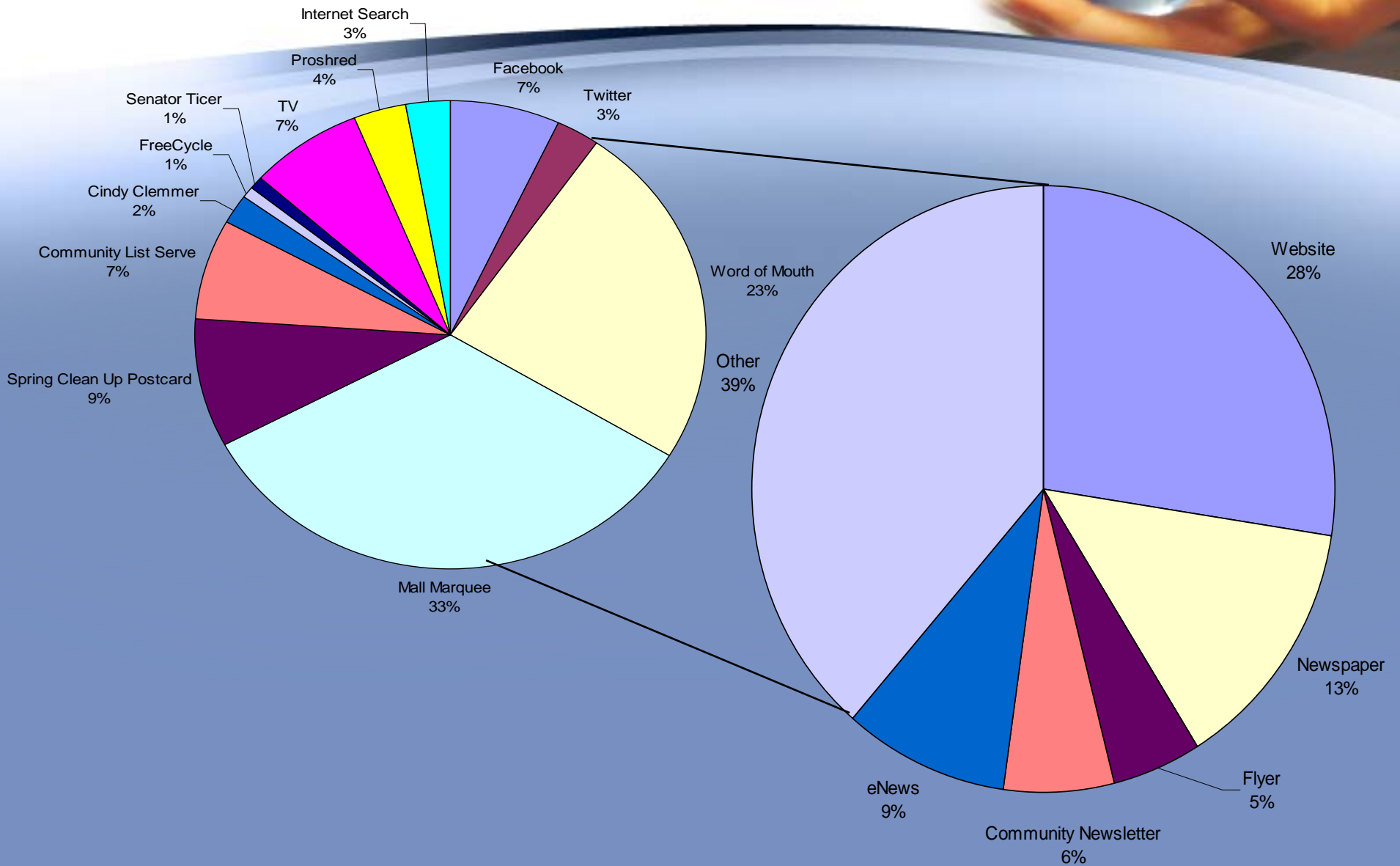
- August 2009: ReStore Contact Fairfax County & City of Alexandria
 - Opportunity to collaborate with Fairfax and ReStore
 - All looking to promote reuse
 - Create Alexandria satellite site
- Winter 2010: Contacted by Realtor about Shredding
- Planning, Advertising & Coordinating Collaborative

Shred-N-Share Advertising



- Partners used Connections
 - Proshred, McEneaney, ReStore & Jurisdiciton used List Serves
 - Other outlets: Web 2.0 and Landmark Marquee.
- Jurisdictions provided:
 - Fairfax provided graphic design and advertisement in newspapers
 - Alexandria coordination of local event & advertisement

Advertising Affect



Shred-N-Share Event Outcomes/Lessons



Win-Win Situations:

- Jurisdictions and ReStore
- All received good press

Lessons:

- Be flexible
- Use all media outlets available
- Work with other jurisdictions
- Track/Document Success



Questions?

Thank you to all of our partners who made the Shred-N-Share Event a Possibility!



Cindy Clemmer

