



## Company Info

Madison Environmental Group, LLC is a 2013 and 2014 MPower Business Champion with sustainability at the core of all their operations.

## Getting Involved

Madison Environmental Group, LLC had been a resource for Sustain Dane before deciding to join the MPower Business Champions program. Motivated to continuously challenge themselves and implement new environmental business operations, they have exceeded the standard practices of sustainability. Though a small firm, the Madison Environmental Group, LLC is creating a large sustainable impact in our communities.

## Highlight: MPower Sustainability Project



### Monroe Street Recycling

#### Project overview

The Monroe Street Recycling MPower project went to various Monroe Street businesses collecting uncommon recyclable items. Beyond the collection process, the goal of this project has been to engage and educate in recycling practices for unique items. The items collected include the following recycling streams:

1. CFL and florescent lights
2. Styrofoam packaging
3. Rechargeable batteries and cell phones
4. Materials that can be used for children's art projects
5. Ink cartridges

This goes beyond standard recycling practices and tackles items that are routinely thrown away that can be dangerous in our environment.

#### Outcome

In 2014 alone, Madison Environmental Group's MPower project succeeded in collecting 1000lbs of recyclable and reusable material. The amount of materials collected significantly increased when partners and volunteers went directly to the Monroe Street businesses and collected the materials.

#### Moving Forward

Madison Environmental Group, LLC has implemented TerraCycle in alignment with their waste management efforts; this is a sophisticated recyclable waste and reusable material collection company. They continue to be an inspiration to companies seeking to implement sustainable practices.