

## Building Partnerships to Expand Markets for Recycled Materials.

### LinkUp to Community

LinkUp is a King County program that works to expand markets for selected recyclable and reusable materials by facilitating an interactive community of businesses, public agencies and other organizations. Each year LinkUp focuses on selected materials that are identified as priorities for recycling. The materials selected for 2012 are asphalt shingles, carpet and mattresses.

### LinkUp to Resources

No matter what aspect of the recycling industry your business or organization is involved in, LinkUp is a great information source on markets for recycled and reusable materials and recycled content products.

Connecting with LinkUp opens the door to others in the recycling community, keeps you up to speed on issues affecting your business, and gives you the tools you need to succeed.

The program offers projects targeted to support infrastructure and markets for focus recyclable materials, roundtable discussions, an information-packed newsletter and other products and services designed to help Puget Sound businesses, organization and agencies share information and network. In addition, some LinkUp projects involve free technical assistance and support for partner organizations.

### LinkUp to Partners

To effectively facilitate improved markets for focus recycled materials, LinkUp creates partnerships with businesses, agencies and other organizations. For some projects, LinkUp partners are provided with in-depth technical assistance and marketing services. Recipients of LinkUp assistance are selected through a competitive process. LinkUp works

with its partners to increase their use of recycled materials or recycled content products and helps spread the word about partners' products, services or public works.

### LinkUp to Leaders

LinkUp partners are environmental leaders in the community. From material processors and manufacturers of innovative products to public agencies and trade associations, LinkUp connects you with a network of organizations that are paving the way for the future of recycled material.

### LinkUp Online

On the LinkUp website you can find a wealth of information about LinkUp's focus materials for recycling. You'll also find our quarterly newsletter eNewsLink and links to other helpful resources. Visit the LinkUp website at [www.kingcounty.gov/LinkUp](http://www.kingcounty.gov/LinkUp).

### LinkUp to More

LinkUp assists the marketplace in a number of ways including:

- evaluating technologies and markets for recycled materials
- conducting targeted projects to improve recycling markets
- providing resources and information
- in-depth website and material-specific communications connecting the recycling community
- eNewsLink – providing quarterly LinkUp updates and other useful information delivered to you via e-mail



This material will be provided in alternate formats upon request.

Learn more about LinkUp  
and becoming a LinkUp partner.  
web: [www.kingcounty.gov/LinkUp](http://www.kingcounty.gov/LinkUp)  
email: [linkupinfo@kingcounty.gov](mailto:linkupinfo@kingcounty.gov)  
phone: 206-296-3740