



JONES WALKER'S RECYCLING PROGRAM MAKES A DIFFERENCE

While many businesses and organizations aspire to be environmentally conscious, others simply do not take advantage of the many opportunities readily available to them. Throughout the course of a work day, it is common to find aluminum cans, paper, plastic bottles and old newspapers piled into trash cans at closing time. By simply separating those items for recycling or reuse, the environmental impact can be greatly reduced, while also serving as a cost-savings measure. Simply put, recycling is an economically and ecologically sound way of doing business.

Understanding the importance of recycling, the Baton Rouge office of the law firm of Jones, Walker, Waechter, Poitevaut, Carrere & Denegre, LLP, has stepped up to make a difference.

Through the efforts of attorney Raedtha Vasquez and Marketing Director Margaret Martin, an office recycling program was developed and organized last year. Realizing the benefits of implementing a waste reduction program, Martin and Vasquez put together a plan and spread the word throughout the office. "We began by placing recycling bins in the break rooms on all three floors of the office," said Martin. Bins are separated into two categories: One for shredded documentation and one for regular paper, plastic and aluminum.

"To make it easier on the staff, many individual offices also have a recycling box. We also placed additional recycling

bins along certain hallways that see heavy traffic," said Vasquez.

Bins are collected every Thursday by the Recycling Foundation of Baton Rouge; a service for which the firm pays a monthly fee. Due to the sensitive nature of legal work, confidential or private documentation is collected separately in bins marked for shredding. A specialized document recycling company handles those pickups. The response to the program so far has been overwhelmingly positive, and its success is proof-positive that a team effort from a few can make a huge difference for all.

According to the East Baton Rouge Parish recycling office, the average office worker throws away four pounds of high-grade recyclable paper every week. Recycling one ton of paper saves the equivalent of 17 trees, 380 gallons of oil and 7,000 gallons of water. According to Keep Louisiana Beautiful, Inc., Americans generate over 251 million tons of trash each year; much of which commonly ends up in landfills or incinerators, and adds to the levels of pollutants being released into the atmosphere.

Through office recycling programs such as those implemented by Jones Walker, these numbers can be greatly reduced, thereby creating an immediate impact on the amount of trash being collected throughout the state. Such an effort sets a positive example by striving to reduce the burden on the environment through energy and natural resource conservation.



Jones, Walker's recycling policy is a great example of environmental stewardship



Recycling boxes are placed in both the break rooms and hallways throughout the office