




THE RECYCLING PARTNERSHIP

**Together, transforming
recycling for good.**

Making our communities, economy
and planet healthier.






**Less than half of
recyclables in U.S.
homes get recycled.**

Let's change that.



A woman wearing a yellow hijab, a grey cardigan, teal tights, and black boots with white socks is pushing a large blue recycling bin. The bin has a white recycling symbol on its side. She is walking on a polished floor in a brightly lit room with large windows in the background. A semi-transparent teal box is overlaid on the left side of the image, containing text.

**We've reached 45% of
the U.S. population.**

Our proven recycling system solutions
increases access and improves
quality.



**60 million
households
impacted**



**230 million
recyclables kept
out of landfills**



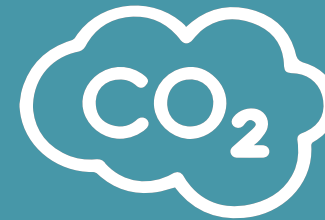
**465 million
gallons of
water saved**



**1300
communities
impacted**



**\$55 million
in new infrastructure
with city matching**



**250k metric
tons
greenhouse
gases avoided**

OUR WORKING MODEL

INFRASTRUCTURE

Cart grants deliver year over year results and measurable incremental tonnage.



EXPERT ASSISTANCE

Aligning operations and education helps cities deliver better recycling.



TOOLS AND DATA

More than 20K local programs lack resources but determine success.



SYSTEM SOLUTIONS

The system is loosely connected but highly dependent.



We're all in this bin together





OF AMERICANS CONSIDER IT A
TURN-OFF
IF SOMEBODY DOESN'T RECYCLE

GROWING TREND?

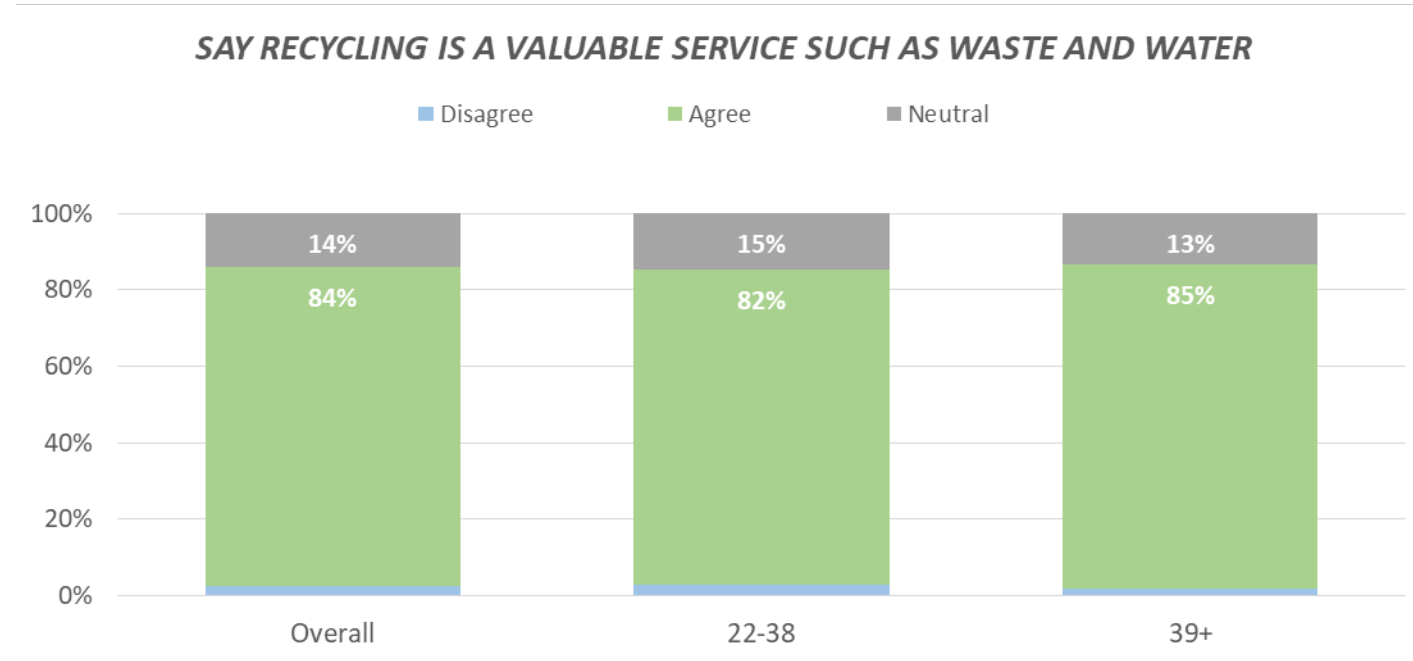
THOSE AGED 18-24 WERE THE MOST LIKELY
TO CONSIDER BEING WASTEFUL A TURN-OFF



People Want Recycling to Continue

84%

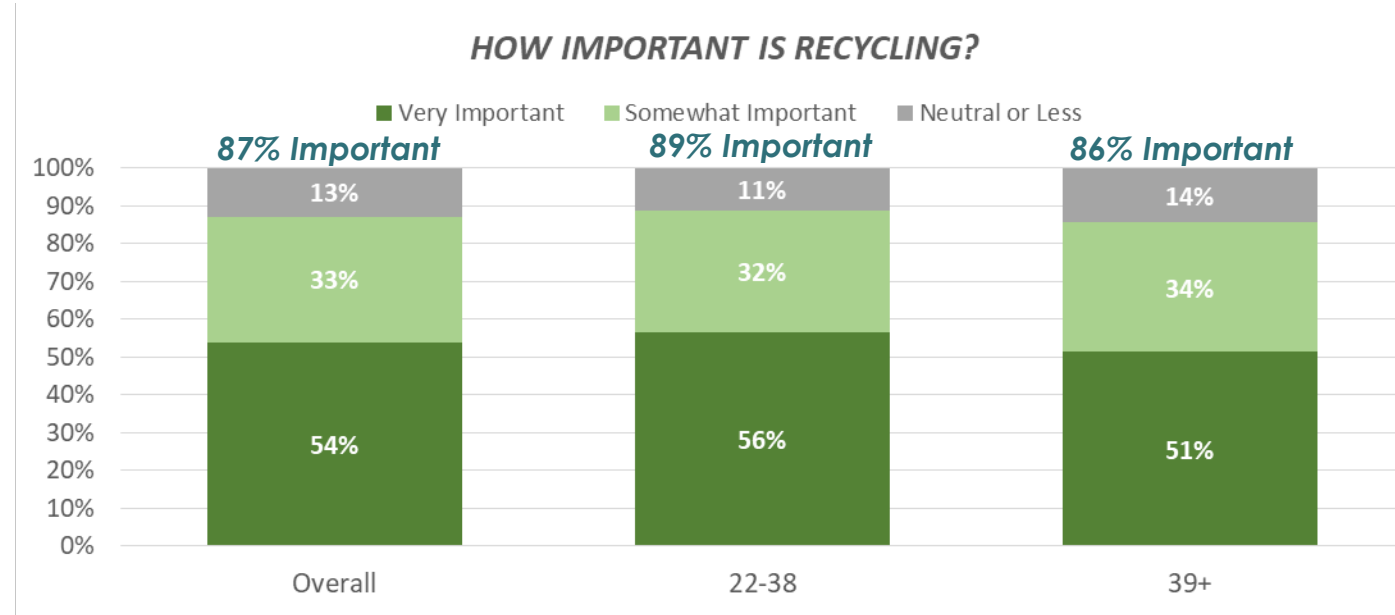
Say recycling is a valuable public service.



Question: To what extent do you agree or disagree with the following statement: 'Recycling is a valuable public service like trash collection and public transit.'

People Feel Recycling is Important

87%
Feel recycling is important.



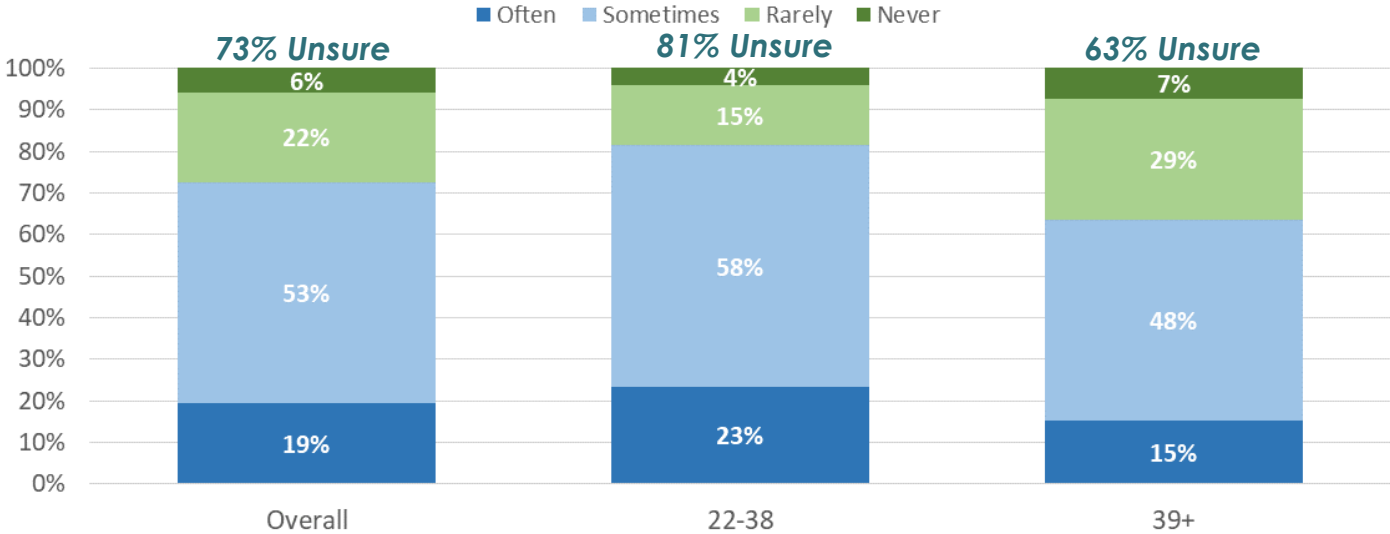
Question: How important is it to you to recycle?
Answered Very Important, Important, Neutral, Not Very Important, Not Important at All

Majority of People Lack Clarity on What is Recyclable

73%

Are unsure about what is recyclable. Millennials are most unsure.

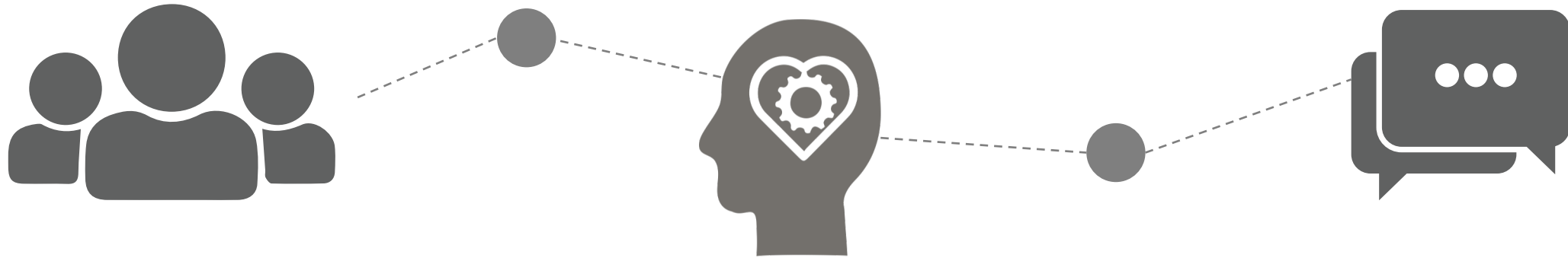
HOW UNSURE ARE YOU ABOUT WHAT IS RECYCLABLE?



Question: How often are you unsure about what items are recyclable?

Breaking Down Behavior Change

SEGMENTATION + TAILORING



WHO

Demographics

Gender

Age

Language

WHY

Psychographics

Values

Aspirations

Cultural bias

HOW

Behavioral

Collection type

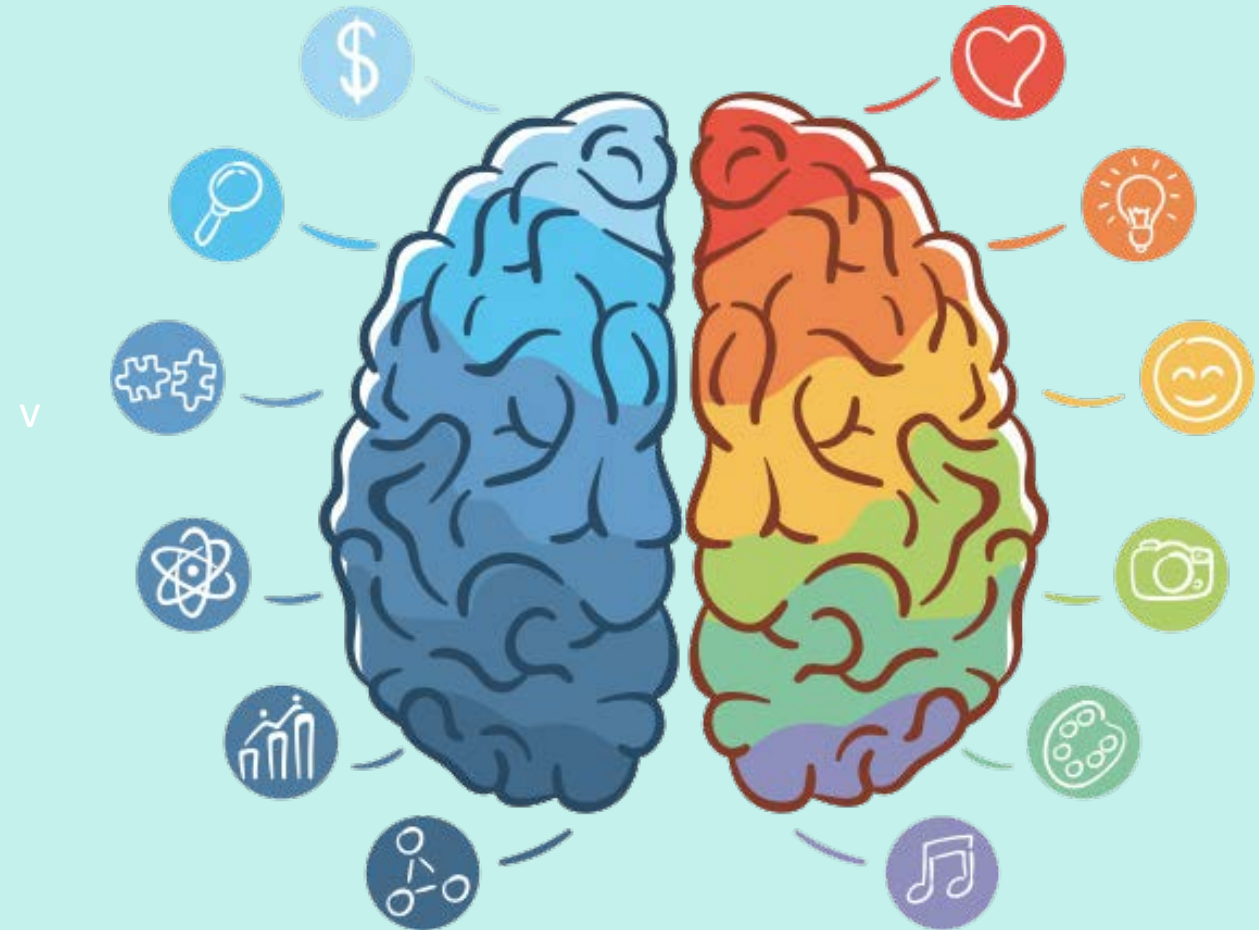
In-home setup

Communication style

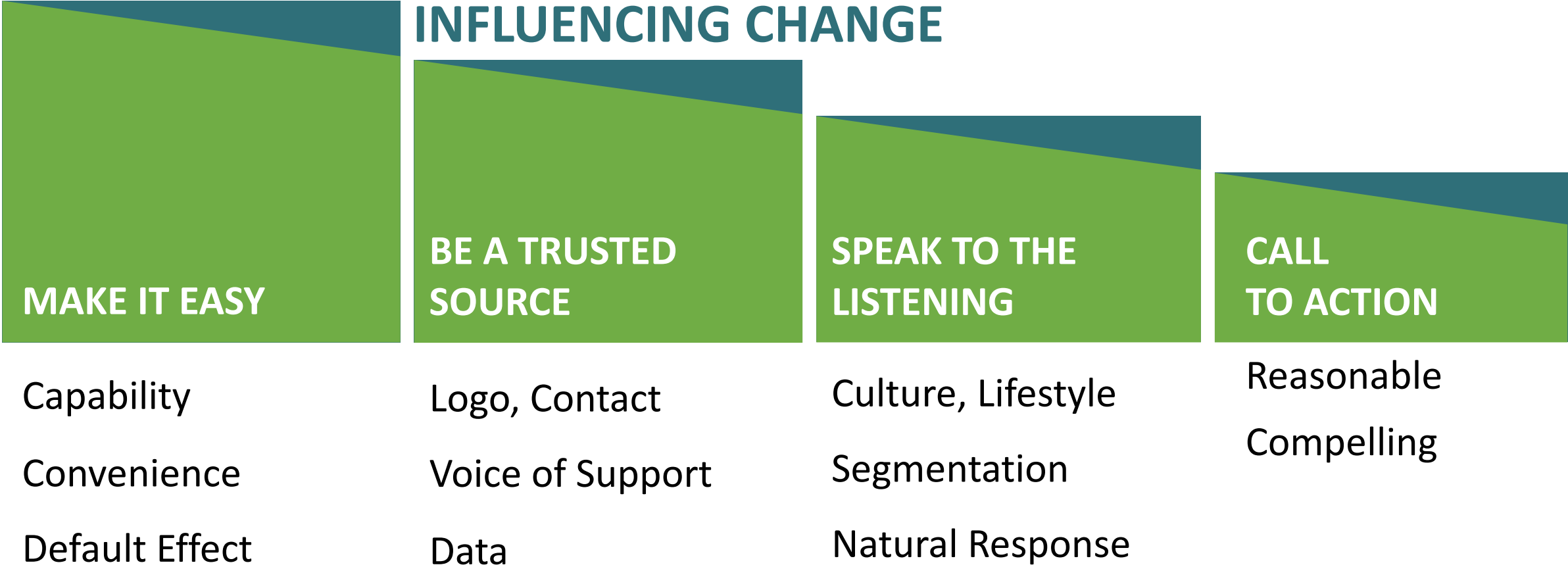
Humans aren't designed to be rational.

Our experiences, chemistry and thoughts influence our actions.

- TENDENCIES, PATTERNS
- COGNITIVE DISSONANCE
- CONFIRMATION BIAS

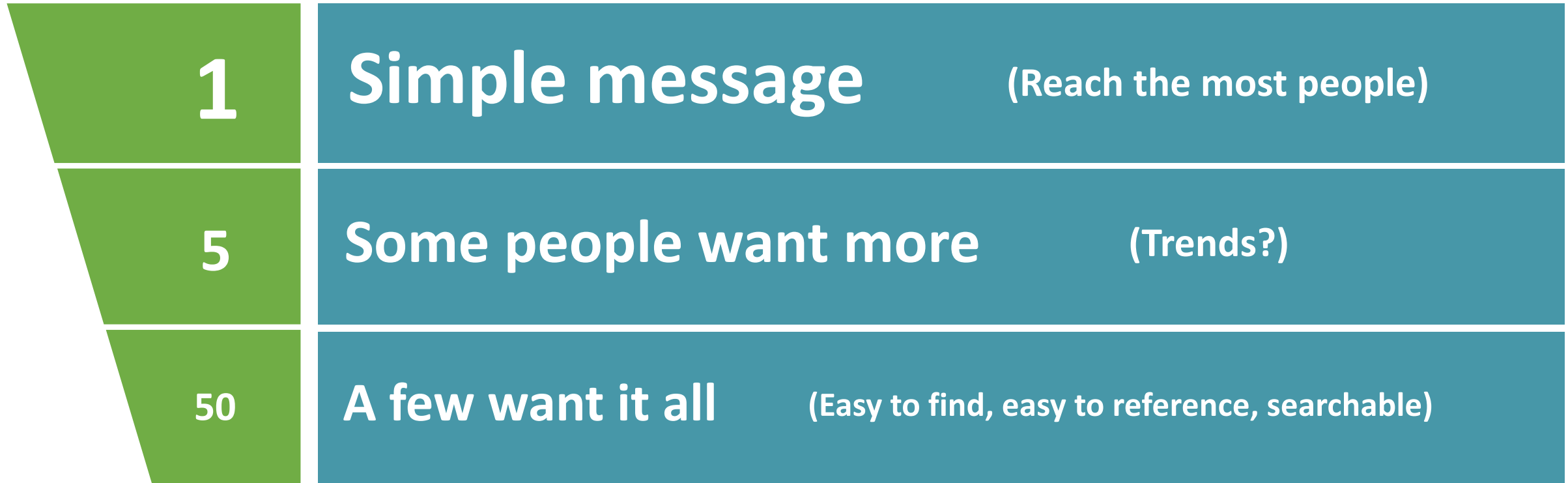


INFLUENCING CHANGE



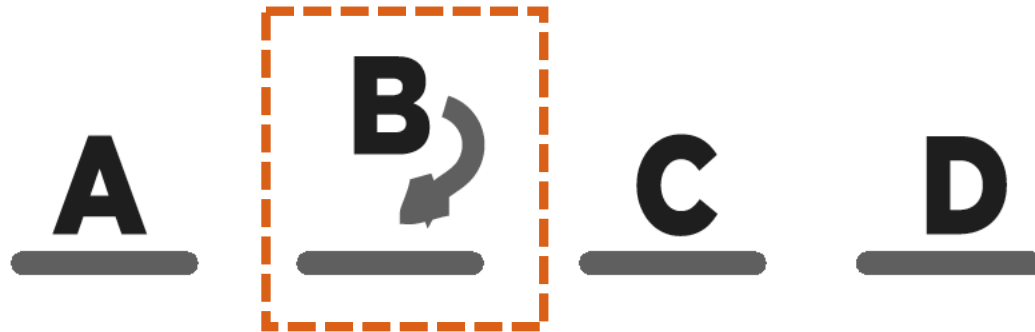
TONE? INVITATION vs EXPLANATION vs NOTIFICATION

A HIERARCHY OF INFORMATION – RIGHT-SIZING FOR RESULTS



LET'S CHANGE BEHAVIOR!

Tackle
**ONE DISTINCT BEHAVIOR
AT A TIME.**





SHAPE THE PATH and THEN POST DIRECTIONS.

A simpler PATH (think 'convenient' and 'easy to understand') unlocks faster, easier, long lasting behavior.

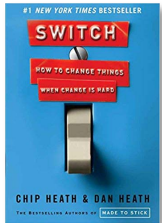
1. Remove barriers to reduce stress and improve participation.
2. When the path is easier adjusting behaviors is easier



**DESIGN THE INTERVENTION.
PILOT. MEASURE. IMPROVE.**



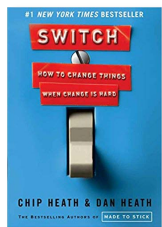
Act healthier?



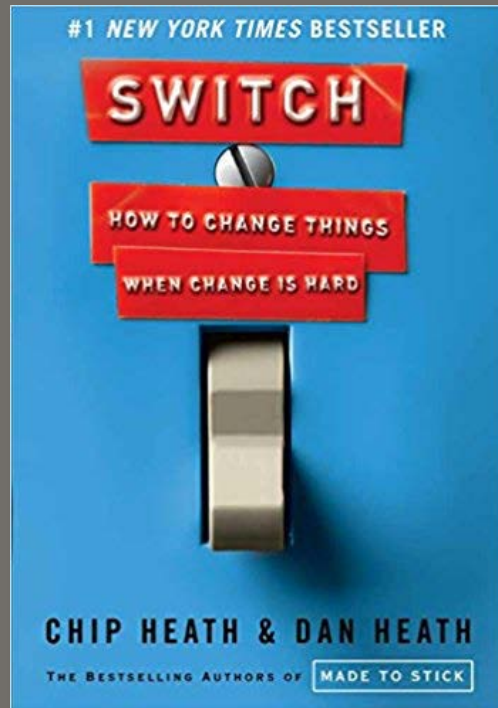
-Chip and Dan Heath, *Switch*



Purchase 1% Milk



-Chip and Dan Heath, *Switch*



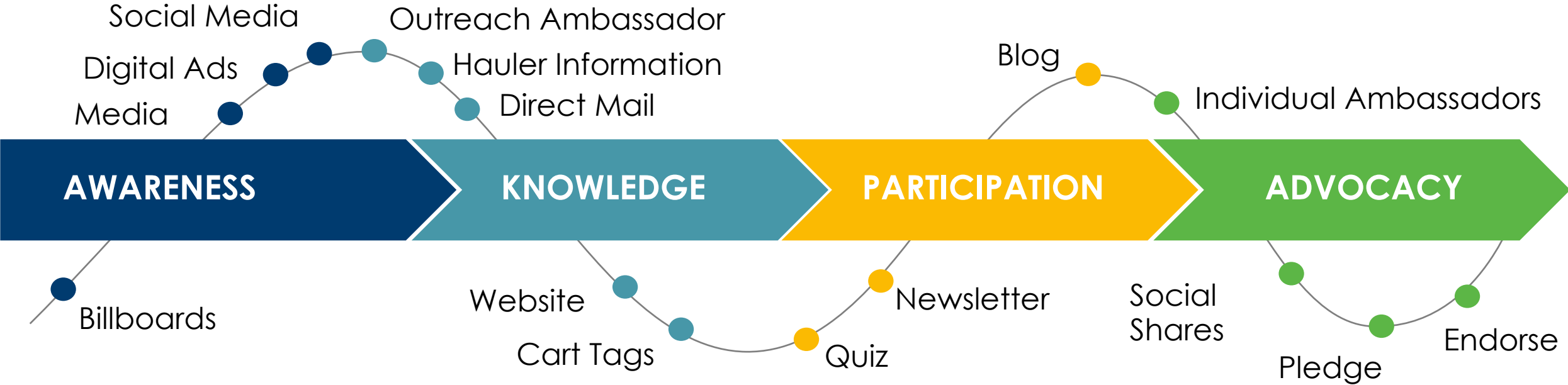
“What looks like resistance is often lack of clarity.”

-Chip and Dan Heath, *Switch*

Reaching Your Audience

To make the most of limited communications, coordinate and integrate messaging

HOW CAN WE EDUCATE FOR BETTER BEHAVIOR?



WE OFFER FREE TOOLS to Grow Awareness and Change Behavior Through Integrated Messaging



WHAT ARE WE TELLING RESIDENTS?

Do our acceptable materials lists match?
Do they reflect what we could be recycling?



59%

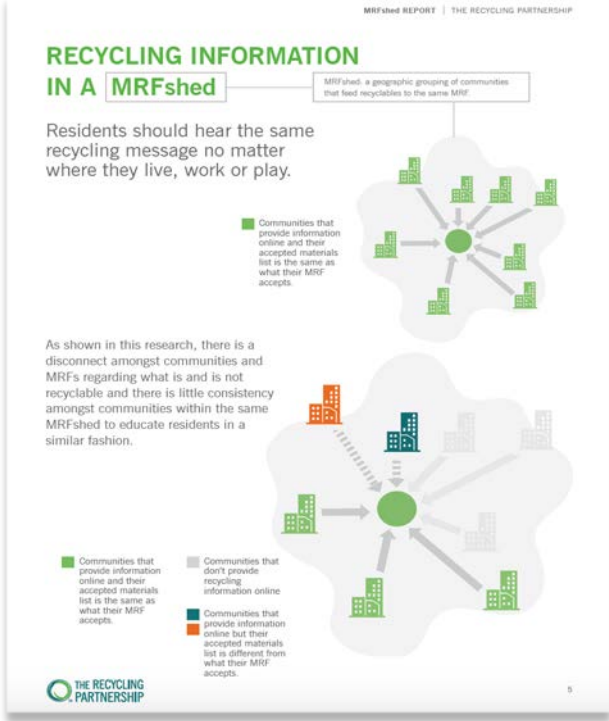
provided recycling Information online

41%

provided no Information online



Of those with information, only 40%
matched their MRF's acceptable material list



MRF-shed Report



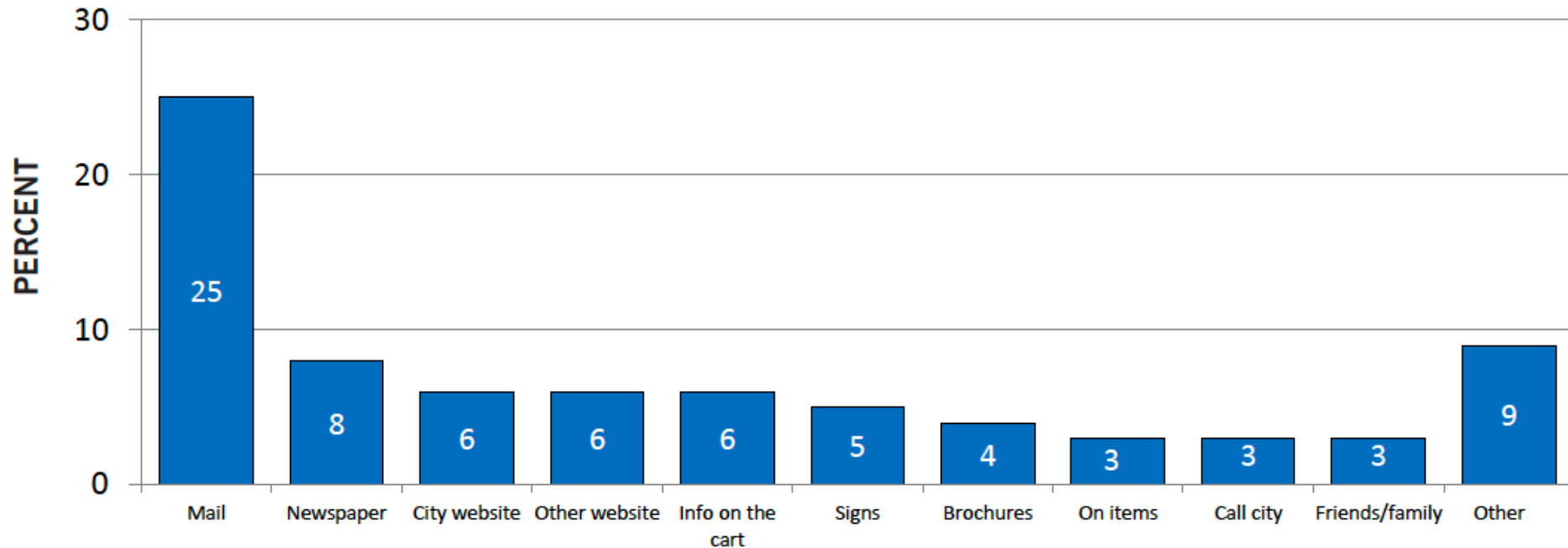
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

What works? What to expect?

Residents Rely on Information They Have Been Mailed About Recycling

CHICAGO

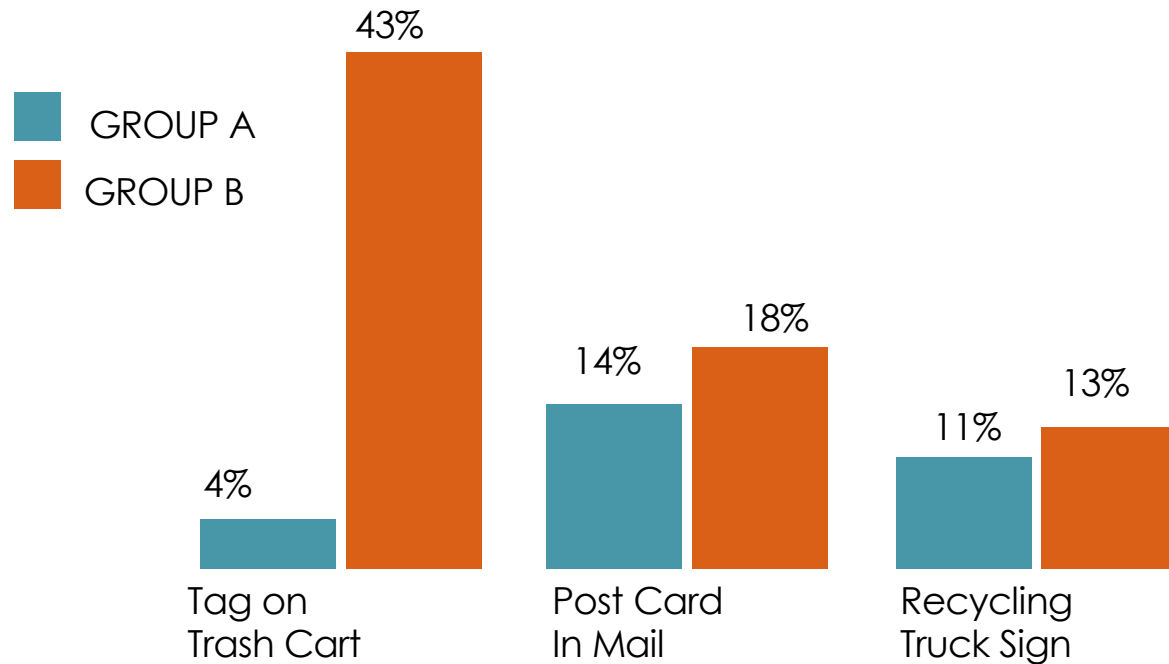
Where do you look for information?



Q: Where do you generally find information about recycling?



WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

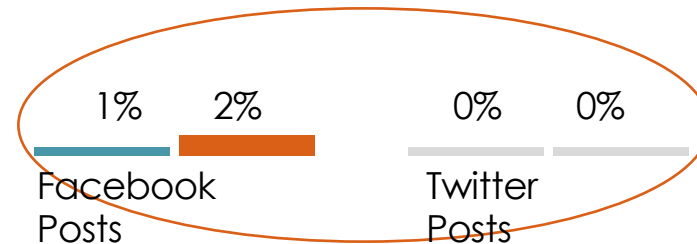


DENVER

Tags ranked highest in recall among group B who received tags

(A did not receive tags even though 4% reported recall)

Social media could have been more successful but would have to have been immensely successful to out score print.



BOOST SOCIAL AND BE SOCIAL

2%

Roughly 2 to 10% of your followers will see your posts unless you BOOST

Give them what they want to increase engagement

Social Media Findings (Chicago)

Facebook Outperformed Instagram and Twitter

Engagement Rates:



11%

Facebook



7%

Instagram



1%

Twitter

Cost per:

\$0.13

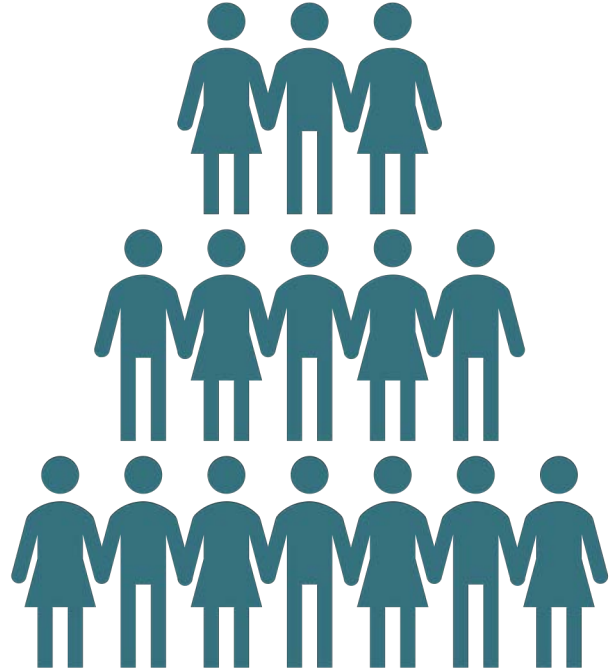
\$0.27

\$0.94

Only **2%** of followers on Facebook even see un-boosted, organic posts.

So, to actually reach people, posts need to be personal, sharable, AND boosted.

Understanding Your Audience: Audience Mapping



Understanding Your Audience: Creating Personas



Karen

A 22-year-old college student, who works at a fine dining restaurant and is in school for creative design but enjoys extreme outdoor sports.



Tabatha

A 39-year-old mother of 3, who is bilingual and a member of the Rotary Club and PTA. Married to Tom, who owns a tree removal business.



Bill

A 17-year-old high school student, who has several reptiles and volunteers 25 hours a week at a local nature park. Does not play video games but really enjoys good movies.

Engaging your Audience: **Interactive Content**



Tips for Success Along the Way:

- ✓ Limit your content that requires your resident to leave their Facebook page. Keeping your resident on the page makes the content more favorable.

Content for Engagement

- Quiz
- Voting
- Stories

Social Media Kit: 52 weeks of posts and pictures!



The Recycling Partnership presents

Grab & Go Recycling Matters Social Media Kit

Posts & Pointers For Your Program
Volume 2

THE RECYCLING PARTNERSHIP

DOWNLOAD THE KIT HERE:
recyclingpartnership.org/social-2018

FOLLOW US



A year's worth of social content: video, memes, photos, illustrations, blog articles, and interactive quizzes and polls.

Insights into Facebook's News Feed & Tips on Facebook Advertising

A Guide to Community Engagement



Looking for Tools and Resources?

DIY SIGNS NOW AVAILABLE! recyclingpartnership.org/DIYSigns



- 3 sizes- Great for Home, Office, Commercial
- 100+ variations
- Fully Customizable- Customize, Download, Print

Bringing it all Together: Contamination Minimization Plan

Cart Tagging Training Video
<https://tinyurl.com/TRPCartTagging>



Resources to Overcome Contamination
<https://recyclingpartnership.org/for-communities>



Drop-off Kit for Fighting Contamination

Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program

If you are looking to promote recycling participation, want to educate your residents to recycle right, and have the ability to get out into your community to accomplish these goals, this kit might be for you.

We know this is no easy task! This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensure the success and sustainability of the recycling system.

To get started, use this **ASSESSMENT FORM** to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your recycling vendors, and your MRF.

DROP-OFF



This toolkit includes:

- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results



This Kit was developed in collaboration with Massachusetts Department of Environmental Protection

CORE TOOLS

Consistent messaging and direct feedback at the drop-off center encourage better recycling.



TOP ISSUE SIGNAGE

Target your most problematic contaminant by posting eye-catching temporary signage at your site. These signs should stay up for 6 to 8 weeks.



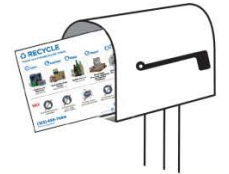
IN-PERSON FEEDBACK

Direct feedback is extremely powerful in changing behavior. Train your staff, and provide them with handouts and talking points.



SITE SIGNAGE

Clear and simple signs help residents know what to do. Consider updating overly detailed signs.



ANNUAL INFO CARD

Residents need to know what you want, as well as what you don't. Mail this ANNUAL INFO CARD to give them an easy reference guide to your basic YES and NO lists.

<https://recyclingpartnership.org/drop-off-anti-contamination-kit/>



Customized Campaign Builder

Example City Public Works
123 Main St.
Example City, MO 24533

RECYCLE
THANK YOU FOR RECYCLING THESE:

Cans **Cartons** **Glass** **Paper** **Plastic**

Aluminum and Steel Cans
empty and rinse

Food and Beverage Cartons
empty and replace cap

Bottles and Jars
empty and rinse

Mixed Paper, Newspaper, Magazines, and Flattened Cardboard

Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap

NO!

- No Plastic Bags or Plastic Wrap
- No Tanglers, Cords, Hoses or Chains
- No Food or Liquid (empty all containers)
- No Clothing or Linens (drop-off only)

555-555-555
www.examplecityrecycling.com

Info Card

OOPS!
PLEASE LEAVE THESE ITEMS OUT!

- No Plastic Bags or Plastic Wrap
- No Tanglers, Cords, Hoses or Chains
- No Food or Liquid (empty all containers)
- No Scrap Metal, Wood, or Furniture
- No Clothing or Linens (drop-off only)

DO NOT BAG
Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.
Return plastic bags to retailers.

www.examplecityrecycling.com
Questions about your curbside recycling service?
555-555-5555

Oops Tag

NO PLASTIC BAGS IN THE RECYCLING CART

DO NOT BAG
Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.
Return plastic bags to retailers.

Example City, Example City Public Works
555-555-555
www.examplecityrecycling.com

Top Issue Mailer




Multilingual Translations Available

Info Card


RECYCLE / ROV COJ MUS SIV DUA TSHIAB

Cans
Cov Koos Poom




Aluminum and Steel Cans
Cov Koos Poom
Txhuas thiab Hlau

Cartons
Cov Nkev Ntawv




Food and Beverage Cartons
Cov Nkev Ntawv
Rau Khoom Noj thiab Khoom Haus

Glass
Cov Lam Fwj




Bottles and Jars
Cov Lam Fwj
thiab Hub Iav

Paper
Ntawv



Cereal Boxes, Newspaper, Magazines, Mail and Flattened Cardboard
Kav Rau Khoom Txom Ncauj Sawv Ntxov, Ntawv Xov Xwm, Cov Phau Ntawv Xwm, Ntawv thiab Tsev Ntawv

Plastic
Yas



Kitchen, Laundry, Bath: Bottles and Containers
Cov Lam Fwj thiab Thawv Yas Ntim Cov Tshuaj Ntxuav Uas Siv Hauv Tsev Mov, Chaw Ntx-hua Khaub Ncaws, Chav Dej


THANK YOU FOR RECYCLING THESE:
UA TSAUG RAU KEV ROV COJ COV NO MUS SIV DUA TSHIAB:

DO YOU KNOW WHAT TO THROW?
KOJ PUAS PAUB YAM TWG THIAJ POV TSEG?


For recycling to thrive, we need to **recycle the YES things** and **keep the NO things out.**
Txhawm rau kev rov coj mus siv dua kom ciaj huaj vam, peb xav kom **rov coj rov mus siv dua rau yam uas SIV** thiab **cals tawm yam uas TSIS SIV.**

PLEASE LEAVE THESE ITEMS OUT!
THOV MUAB COV KHOOM NO POV TSEG!


TSIS SIV




No Plastic Bags
Tsis Siv Cov Hnab Yas




YUCK
No Food or Liquid (empty all containers)
Tsis Pub Muaj Zaub Mov los sis Dej (muab txhua lub thawv yas ncuav pov tseg)




No Clothing (drop-off only)
Tsis Siv Cov Khaub Ncaws Qub (muab pov tseg nkaws xwb)




No Hoses, Wires, or Chains
Tsis Siv Cov Kav Yas Dej, Xov Hluav Taws Xob, los sis Cov Sawv Hlau




No Batteries
Tsis Siv Cov Quav Roj Teeb




No bags, No trash. (do not bag recyclables)
Tsis siv cov hnab. Tsis muaj khib nyiab. (tsis txhob coj cov hnab rov mus siv dua)




No Diapers
Tsis Siv Cov Pawm Me Nyuam




No Shredded Paper
Tsis Siv Cov Ntawv Txlav Ua Hlab Hlau




No Household Items
Tsis Siv Cov Khoom Siv Hauv Tsev




No To-Go Containers
Tsis Siv Cov Thawv Ntim Khoom Noj Yas Uas Siv Tas Pov Tseg Tau




No Foam
Tsis Siv Cov Twj Talg Yas



No Hazardous Materials
Tsis Siv Cov Khoom Muaj Kuab Lom Neeg



No Scrap Metal or Wood
Tsis Siv Cov Khoom Uas Yog



No Scrap Metal
Tsis Siv Cov Khoom Uas Yog Hlau

- Español – Europe (Castillian)
- Español – Latin America
- Español – Mexico
- Español – US
- Hmong
- Somali
- Vietnamese

Contact us for translations!



NEW! 2019 Cart Grant RFP now available!

<https://recyclingpartnership.org/recycling-cart-grant/>



THE RECYCLING PARTNERSHIP

FOR COMMUNITIES FUNDING PARTNERS INFO HUB ABOUT CONTACT **DONATE** 

April 25th, 2019

Press Release: Now Open: 2019 Grant Applications to Improve Residential Curbside Cart Recycling Program

READ MORE

The image shows a warehouse or storage area filled with stacks of green recycling carts. A worker in a high-visibility vest is operating a forklift in the background. The carts are stacked high, and some have yellow handles. The text 'Property of City of Sarasota' is visible on the side of the carts.



MUNICIPAL MEASUREMENT PROGRAM

The Path to Strong Program Metrics

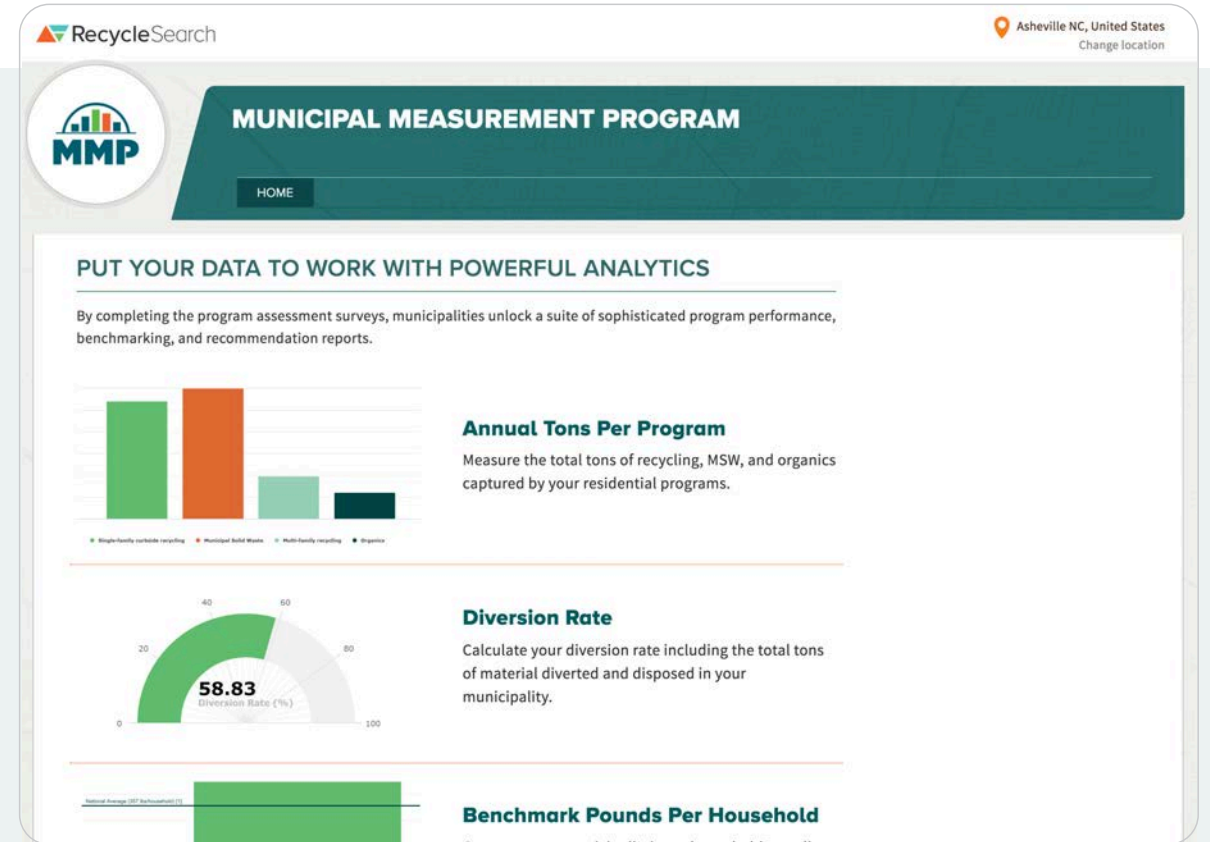
FREE state of the art tool for tracking:

- Curbside recycling
- Drop-off recycling
- Multifamily Recycling
- Organics

Customized recommendations and solutions for your program

Build powerful **year over year data**

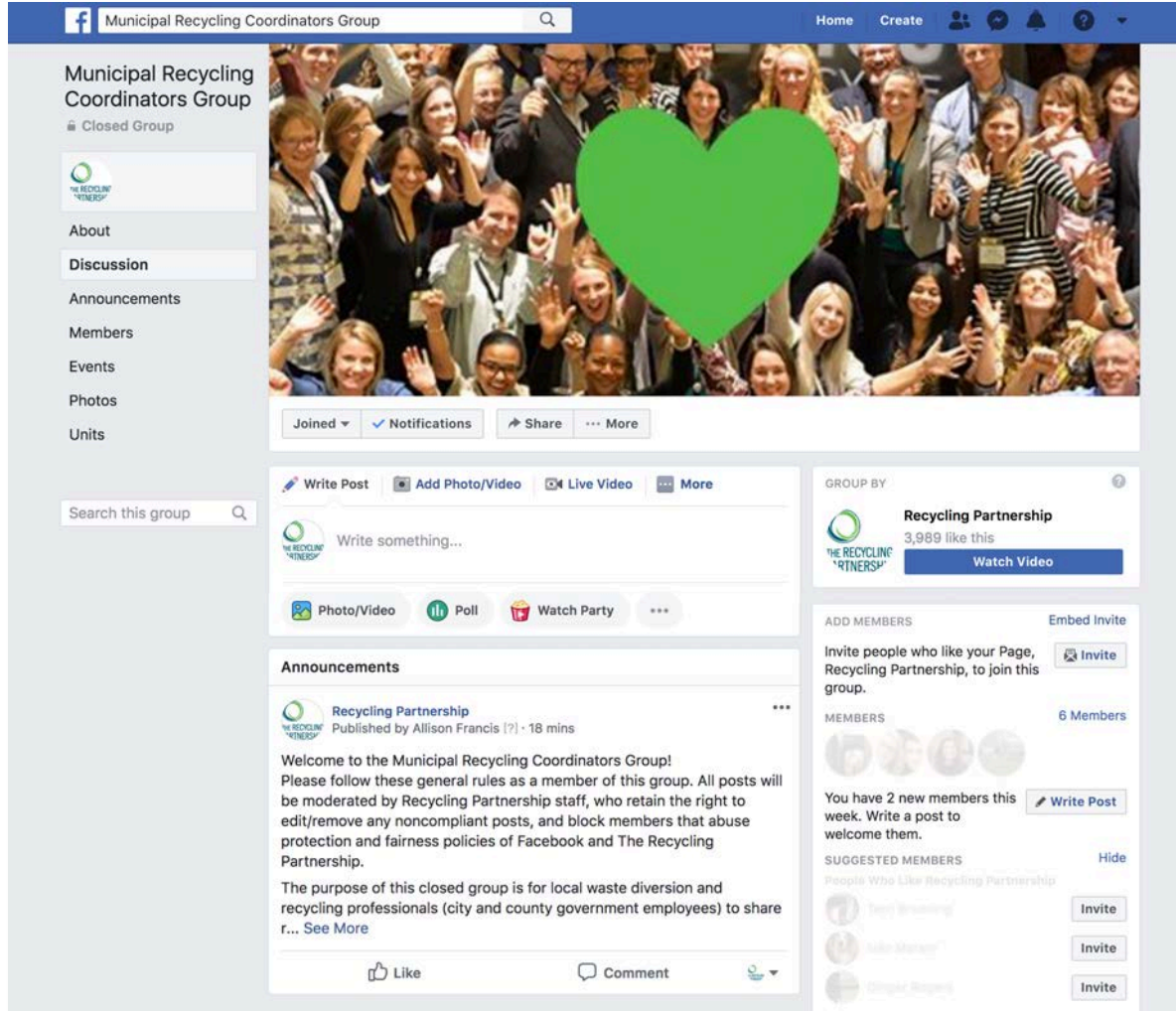
Quickly calculate and **report key metrics**



GET STARTED: <https://recyclesearch.com/profile/mmp>



Closed Facebook Group for Municipal Coordinators



City and County Recycling Coordinators Group



- Peer network for local waste diversion and recycling professionals
- Share resources, ask and answer questions, and support one another throughout your community work.

To Join:

<https://www.facebook.com/groups/municipalrecyclingcoordinators/>

Thank You!

Alita Kane

Community Program Coordinator

akane@recyclingpartnership.org

727-534-6912