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.
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

*Expert Assistance*
Aligning operations and education helps cities deliver better recycling.

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

*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

recyclingpartnership.org
What's behind behavior?

62% 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.

Survey results from SWNS, N=2000, APR 2019, The Recycling Partnership
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.’

SURVEY RESULTS FROM SWNS, N=2000, APR 2019, Confidential to The Recycling Partnership
People Feel Recycling is **Important**

87% Feel recycling is important.
Majority of People Lack Clarity on What is Recyclable

73% Are unsure about what is recyclable. Millennials are most unsure.

73% Unsure

SURVEY RESULTS FROM SWNS, N=2000, APR 2019, Confidential to The Recycling Partnership
Breaking Down Behavior Change
SEGMEMENTATION + TAILORING

PEOPLE ARE SO VERY PEOPLEY: What's behind behavior?

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
PEOPLE ARE SO VERY PEOPLEY: What’s behind behavior?

INFLUENCING CHANGE

MAKE IT EASY
Capability
Convenience
Default Effect

BE A TRUSTED SOURCE
Logo, Contact
Voice of Support
Data

SPEAK TO THE LISTENING
Culture, Lifestyle
Segmentation
Natural Response

CALL TO ACTION
Reasonable
Compelling

TONE? INVITATION vs EXPLANATION vs NOTIFICATION
<table>
<thead>
<tr>
<th></th>
<th>Simple message</th>
<th>Some people want more</th>
<th>A few want it all</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Reach the most people)</td>
<td>(Trends?)</td>
<td>(Easy to find, easy to reference, searchable)</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LET’S CHANGE BEHAVIOR!

Tackle
ONE DISTINCT BEHAVIOR
AT A TIME.

A  B  C  D
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?**

**AWARENESS**
- Social Media
- Digital Ads
- Media
- Billboards

**KNOWLEDGE**
- Outreach Ambassador
- Hauler Information
- Direct Mail
- Website
- Cart Tags

**PARTICIPATION**
- Blog
- Newsletter
- Quiz

**ADVOCACY**
- Individual Ambassadors
- Social Shares
- Pledge
- Endorse

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

TACKLING CONTAMINATION: Knowledge
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?
What works? What to expect?

Residents Rely on Information They Have Been Mailed About Recycling

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

Give them what they want to increase engagement.
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!

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
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 ensures 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.

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

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

Info Card

Oops Tag

Top Issue Mailer
Multilingual Translations Available

- Español – Europe (Castillían)
- 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 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
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!

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