

RECYCLING IS LOCAL

Building Stronger, Smarter, and More Sustainable Communities

Cobb County Government Office of Sustainability

*Presented by:
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29 October, 2025

RECYCLING IS LOCAL

The Recipe to Drive Community Recycling Success

01

COLLABORATION

02

CREATIVITY

03

COURAGE



WHY LOCAL RECYCLING MATTERS



Because Every Community Has Its Own Story

- Local infrastructure and markets define what's recyclable.
- Local partnerships make programs sustainable.
- Local voices inspire behavior change.





BUILD YOUR GREEN DREAM TEAM

- Start small, grow big — invite all voices.
- Regular meetings build trust and alignment.
- Shared wins build momentum.



EDUCATE, EDUCATE, EDUCATE

- *Staff: Know the system inside out.*
- *Officials: Understand ROI and environmental impact.*
- *Public: Make it simple, clear, and positive.*



INNOVATE LOCALLY



Creative Solutions Get Noticed

- Pop-Up/Drop-Off events increased engagement and access.
- Partnerships made logistics possible.
- Innovation earned national recognition (2024 Innovative Program Award!).

DON'T BE AFRAID TO FAIL

FAIL FORWARD, LEARN FASTER

- Pilots don't always work — and that's okay.
- Transparency builds credibility.
- Celebrate what you learn.

FAILED?

☒ TRY AGAIN

☐ GIVE UP



**LISTEN TO YOUR HAULERS AND
FACILITIES**

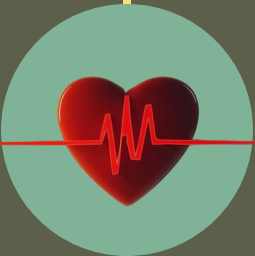
**YOUR RECYCLING PARTNERS
KNOW THE REAL STORY**



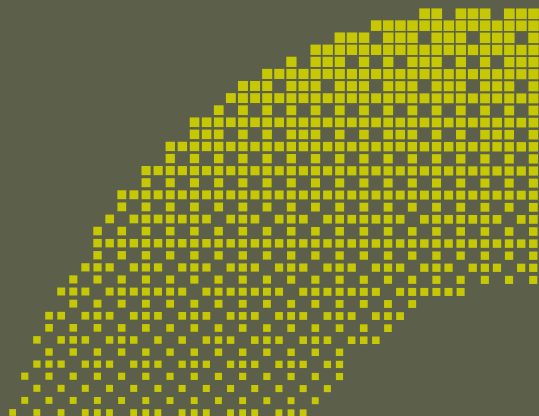
**Communication prevents
contamination.**



**Joint problem-solving builds
efficiency.**



**Recognize their expertise —
they're the heartbeat of the
system.**



TOGETHER WE ARE MAKING A DIFFERENCE

Recyclable (HHW) Material Collected: 97,386 lbs.

Number of Volunteers: 1,500

Community Members Engaged: 277,565

Recognition:

- Platinum Level ARC Green Communities Certified
- National Innovative Program Award
- KGBF State Elected Official of the Year Award
- National Youth Program of the Year
- National Student of the Year
- National Executive Director of the Year Award



CALL TO ACTION

WHAT'S YOUR NEXT LOCAL Move?

Recycling may be global — but success always starts local.



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THANK YOU

Recycling Is Local: Building Stronger,
Smarter, and More Sustainable
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