TOGETHER

Transforming Recycling For Good

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Technical Assistance Specialist

Georgia Recycling Coalition Annual Conference
St. Simons Island, GA
Sept. 16-19, 2018
• Encourage cross-industry collaboration

• Support communities and local decision-makers

• Promote and feed the recycling loop
We Work Hand in Hand with Communities and Companies

IMPROVING RECYCLING FOR:

THE ENVIRONMENT       THE ECONOMY       THRIVING COMMUNITIES

INFRASTRUCTURE & OPERATIONS

SYSTEM & BEHAVIOR CHANGE

MEASURABLE CHANGE

recyclingpartnership.org
We’re all in this bin together.
Join us and be a part of the change.

recyclingpartnership.org
CONTAMINATION
contamination
[kuh n-tam-uh-ney-shuh]
1. The wrong materials in the system.
2. The right materials prepared the wrong way.
+20% contamination rates cost the system money & time, and safety hazards for workers.

Recycling Partnership
CONTAMINATION COMES IN MANY FORMS
CONTAMINATION COMES IN MANY FORMS
To make the most of limited communications, coordinate and integrate messaging.
KNOW YOUR AUDIENCE

Where do your residents look for information?

What words, terms, or phrases do they use?

What guidelines do they already know?

Is their knowledge correct and up to date?

What are you saying? Could it be clearer?

Evaluate your approach.
Clean-up your recycling!  
Don’t contaminate!

*versus*

Recycle your cans!  
Don’t bag your recyclables!
PROVIDE CRYSTAL CLEAR MESSAGING

Atlanta Campaign

General Info

Direct Engagement

Supporting Campaign

Contaminant Specific

recyclingpartnership.org
Homes with bagged recyclables fell from 52% to 22%
Denver Campaign

General Info

Direct Engagement

Supporting Campaign

Can Specific

recyclingpartnership.org
Provide crystal clear messaging

Denver Campaign

25% increase in can capture

NO.  YES.

THINK OUTSIDE THE TRASH!
RECYCLE YOUR CANS

Don't throw aluminum and steel cans in the trash. Recycle them in your purple cart!

Call 311 or Visit DenverGov.org/DenverRecycles
CONTAMINATION TOOL KIT

☑ ANTI-CONTAMINATION KIT WITH FREE CUSTOMIZABLE FILES
☑ IMAGES, ICONS, MAGNETS, SOCIAL MEDIA KIT
☑ MORE TO COME!

Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program

If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

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 TOOL 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 hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this PRO TIPS PAGE.

This kit was developed in collaboration with Massachusetts Department of Environmental Protection.

recyclingpartnership.org
Anti-Contamination Recycling Kit

→ STEP 1  GATHER THE FACTS FROM YOUR MRF and HAULER

→ STEP 2  PREPARE YOUR COMMUNICATIONS

→ STEP 3  IDENTIFY and TRAIN STAFF

→ STEP 4  DEPLOY CORE TOOLS

→ STEP 5  TRACK RESULTS, EVALUATE, and ADJUST
LET’S FIGHT CONTAMINATION!

recyclingpartnership.org/fight-contamination/

recyclingpartnership.org/pdf-builder-login/
THREE COMMUNICATIONS FOR CHANGE

1. INFORM AND TRIGGER
2. PERSONALIZED FEEDBACK
3. ISSUE SPECIFIC COMMUNICATIONS

CORE TOOLS
Consistent messaging and direct feedback encourage better recycling.

- **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.

- **CURBSIDE FEEDBACK**
  Direct feedback is extremely powerful in changing behavior. Train staff to use OOPS tags.

- **TOP ISSUE MAILER**
  Target your most problematic contaminant by mailing residents this issue-specific card two collection cycles after the ANNUAL INFO CARD.

- **TOP ISSUE SIGNAGE**
  Post signage in the community to reinforce the message from the TOP ISSUE MAILER.

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KEEP IT SIMPLE

Consistent, simple messaging works best.

ALUMINUM
Aerosol Can Foil or Foil-like Container Other Aluminum Containers

PLASTIC
Buckets Bulky Plastic EPS Foam Flower Pots HDPE Bottles & Jars Non-bottle HDPE Containers & Lids Non-bottle PET Containers & Lids Other Containers & Packaging Other Drink Bottles Other Food Bottles & Jars Other Household Bottles & Jars Other Tubs & Lids PET Bottles & Jars PET Thermoform PP Bottles PP Containers & Lids Produce, Deli & Bakery Containers, Cups, Trays

STEEL
Aerosol Can Pots and Pans Scrap Metal

CANS
Aluminum and Steel Cans empty and rinse

Cartons
Food and Beverage Cartons empty and replace cap

Glass
Bottles and Jars empty and rinse

Paper
Mixed Paper, Newspaper, Magazines, and Flattened Cardboard

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

recyclingpartnership.org
Let's customize your campaign materials

Answer five questions to customize your FREE campaign materials to help tackle your top recycling issues. It's like magic, but more practical and effective.
We’ll be customizing the following three pieces.

Before we begin, make sure your accepted materials and top contaminants match your MRF’s. Our MRF Survey will help you get on the same page as your haulier, which will lead to a more effective campaign.
Provide contact information that should appear on your campaign materials.

Department Name (as it should appear on your campaign material)
Glynn County

Phone Number (as it should appear on your campaign material)
(912) 554-7111

Website URL (as it should appear on your campaign material)
https://www.glynncounty.org/707/Curb-side-Recycling

Return Address (as it should appear on your campaign material)*
1725 Reynolds Street
Brunswick Georgia
31520

Upload Your Department’s Logo
Choose File Glynn Co, GA Logo.png
Accepted file types: .jpg, .gif, .png.

For best results, upload a high-resolution file.
What is the most important message your residents need to hear regarding what NOT to put in their recycling cart? (In other words, what is your top contaminant?) Your answer here will determine the focus of your Top Issue Postcard and will be featured on the back of your Oops Tag.
You've already selected Do Not Bag Recyclables as your top contaminant. Please choose four more non-accepted materials to round out your info card and oops tag. (Note: Do NOT select Do Not Bag Recyclables again.)

- Do Not Bag Recyclables
- No Plastic Bags or Plastic Wrap
- No Needles
- No Tanglers, Cords, Hoses, or Chains
- No Flammables, Fuel, or Batteries
- No Bulky Items
- No Glass
- No Yard Waste
- No Food or Liquid
- No Foam
- No Clothing or Linens

Selections will display as “NO” icons on the Oops Tag and Annual Info Card.

Save and Continue Later
This campaign builder allows you to display up to five material types: cans, cartons, glass, paper, and plastic. The next two questions will help you refine those choices to create the right mix for your program.

Do you accept cartons?

Do you accept glass?

Do you accept pizza boxes?

[Yes] [No] [Yes] [No] [Yes] [No]
Check the statement that applies to your program.

- We accept plastic bottles.
- We accept plastic bottles and tubs.
- We accept plastic bottles, tubs, and bulky rigids.

BACK  Save and Continue Later  NEXT
We're almost there. Let's review your answers.

**Department Name (as it should appear on your campaign material)**
Glynn County

**Phone Number (as it should appear on your campaign material)**
(912) 554-7111

**Website URL (as it should appear on your campaign material)**
http://www.glynncounty.org/recycle

**Return Address (as it should appear on your campaign material)**
1725 Reynolds Street
Brunswick, Georgia 31520
United States

<table>
<thead>
<tr>
<th>Do Not Bag Recyclables</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is the most important message your residents need to hear regarding what NOT to put in their recycling cart?</strong> (In other words, what is your top contaminant?) Your answer here will determine the focus of your Top Issue Postcard and will be featured on the back of your Oops Tag.</td>
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</tr>
<tr>
<td>- No Plastic Bags or Plastic Wrap</td>
</tr>
<tr>
<td>- No Needles</td>
</tr>
<tr>
<td>- No Tangles, Cords, Hoses, or Chains</td>
</tr>
<tr>
<td>- No Food or Liquid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you accept cartons?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you accept glass?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you accept pizza boxes?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

Check the statement that applies to your program. We accept plastic bottles and tubes.

**I HAVE SOME EDITS - GO BACK**

**EVERYTHING LOOKS GOOD - BUILD FILES.**
Click below to download your customized files.

After downloading your files, here are some next steps that might be helpful. Double check your document for spelling and contact information. If your logo is blurry, you will need to upload a high-resolution logo file. Ask your printer and mailer to advise on postage and mailing options. (Options like Bulk Mail and Every Door Direct Mail require specific graphics and language.)
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.

(912) 554-7111
glyncounty.org/recycle

RETURN PLASTIC BAGS TO RETAILERS

IT'S ALL YOU RECYCLE

recyclingpartnership.org

OOPS!

PLEASE LEAVE THESE ITEMS OUT!

- Do not bag recyclables (no garbage)
- No Needles
- No Tangles, Carpets, Tires, or Chains
- No Food or Liquid (empty all containers)
- No Dog or Cat Food, Wood, or Furniture

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

glyncounty.org/recycle

Questions about your curbside recycling service?

(912) 554-7111

RETURN PLASTIC BAGS TO RETAILERS

THE RECYCLING PARTNERSHIP
RETURN PLASTIC BAGS TO RETAILERS

IT'S ALL YOU RECYCLE

Glynn County
1725 Reynolds Street
Brunswick, GA 31520

RECYCLE
THANK YOU FOR RECYCLING THESE:

- **Cans**
  - Aluminum and Steel Cans
  - Empty and Rinse

- **Glass**
  - Bottles and Jars
  - Empty and Rinse

- **Paper**
  - Mixed Paper, Newspaper, Magazines, and Flattened Cardboard

- **Plastic**
  - Kitchen, Laundry, Bath: Bottles and Containers
  - Empty and Replace Cap

NO!

- Do not Bag Recyclables (no garbage)
- No Plastic Bags or Plastic Wrap
- No Needles
- No Tangiers, Cords, Hoses, or Chains
- No Food or Liquid (empty all containers)

(912) 554-7111
Brunswick, Glynn County

glynncounty.org/recycle
THE RECYCLING PARTNERSHIP PRESENTS

GRAB & GO
SOCIAL MEDIA KIT

POSTS & POINTERS FOR YOUR PROGRAM

VOLUME 1

recyclingpartnership.org
RECYCLE RIGHT:

No bags in your cart!
Does your recycling program make the grade?

Answer these 11 questions about your residential recycling program and we'll link you up with the best resources we've got to help you reach the next level.

TAKE QUIZ
RECYCLING ICONS

[Image: Iconfinder search for recycling icons]

The Recycling Partnership
Visit our website for more recycling graphics.

Iconsets (2)  Collections (0)

Recycling Man...  Free
16 icons  Free for commercial use

Recycling Ext...  Free
19 icons  Free for commercial use

recyclingpartnership.org
Thank You!

Rachel H. Kipar
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rkipar@recyclingpartnership.org