Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

Link

[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

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Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview

Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link

[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview

The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link

[HYPERLINK "https://swana.org/Resources/RecyclingResources.aspx"]

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview

Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link

[HYPERLINK "https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

The Recycling Partnership's Anti-Contamination Toolkit

Overview

The Recycling Partnership has compiled easy-to-use, step-by-step best practices for communities to battle recycling contamination at the source, either for residential or drop-off programs. Results of testing these methods saw decreases in curbside recycling contamination of as high as 57%.

Fighting Recycling Contamination Toolkits
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

The Recycling Partnership's Resident Engagement Resources

Overview

The Recycling Partnership has put together resident engagement tools, including a free, regularly updated customizable social media kit (with a year of ready-to-use content) and mythbusting for recycling. The link is regularly updated with additional communication tools as well.

Engaging Residents to Recycle
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]

The Recycling Partnership's Customizable Recycling Communication Tool for Communities

Overview

The Recycling Partnership has an online tool available for all communities looking to have simplified recycling communication. The fully customizable and free tool helps communities use the same look and feel for recycling communication to residents, while being modular, so allowing for differences between programs. The easy-to-use tool delivers to communities print-ready graphics for accepted materials for campaigns or for use online.

Recycling Communication Campaign Builder
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]

American Forest and Paper Association Paper and Packaging Recycling Educational Materials

Overview

AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

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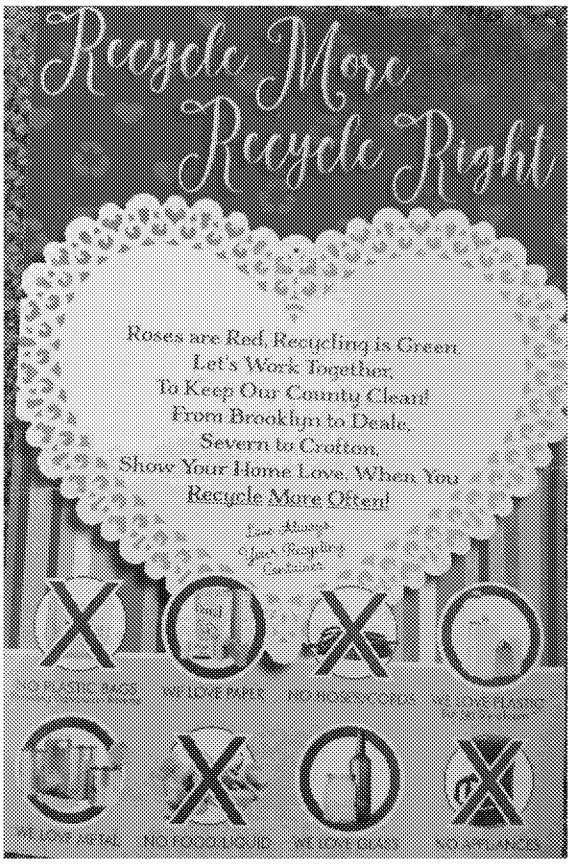
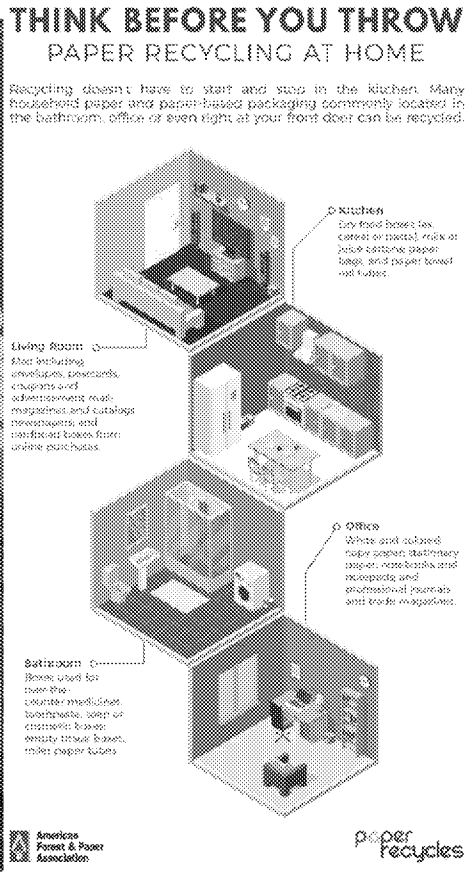
Links and Examples

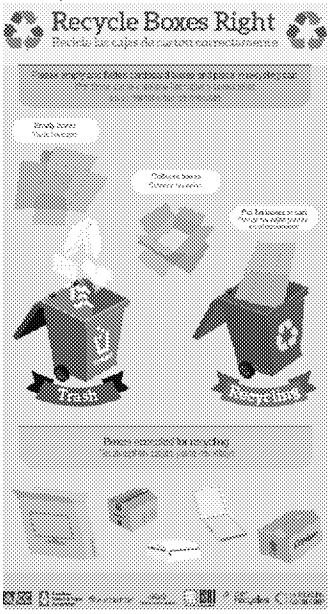




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Food Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. The site also includes results of a survey that provides information about food service specifically but recycling more generally. There is also a link to best practices.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Vermont Agency of Natural Resources

Overview

The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link

[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview

NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Sustainable Packaging Coalition's How2Recycle Program

Overview

The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.

Link

[HYPERLINK "https://www.how2recycle.info/"]

Keep America Beautiful® Recycling Resources

Overview

Keep America Beautiful and the Ad Council partnered on the award-winning "I Want To Be Recycled" public service advertising (PSA) and awareness campaign. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can "Give Your Garbage Another Life" by choosing to recycle.

- Learn what to recycle and how
- Discover how to "Give Your Garbage Another Life" through the recycling journey
- Play the Super Sorter game
- Become a campaign advocate and spread the word
- Find a recycling center near you at IWantToBeRecycled.org

Link

[HYPERLINK "http://www.berecycled.org"]

America Recycles Day®

Overview

America Recycles Day educates people about the importance of recycling to our economy and environmental well-being and helps to motivate occasional recyclers to become everyday recyclers. A Keep America Beautiful national initiative, America Recycles Day takes place on and in the weeks leading into Nov. 15 and is the only nationally recognized day dedicated to promoting recycling in the United States.

During the 2018 Keep America Beautiful America Recycles Day Summit a panel of recycling experts had the opportunity to engage with a group of committed and non-recyclers to discuss what drives recycling behavior. The report from the dialogue is attached and can be found at the following link: [HYPERLINK "https://www.kab.org/america-recycles-day-symposium"] KAB has developed a customizable recycling infographic in response to the discussion, contact KAB for an electronic file [HYPERLINK "mailto:rhartmann@kab.org"] or see attached.

Link

[HYPERLINK "http://americarecyclesday.org"]

Coca-Cola Public Space Recycling Bin Grant Program

Overview

While most Americans have access to recycling in their homes, finding recycling bins in downtown areas, athletic fields, venues and other "public spaces" can be a challenge. The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program is designed to help communities overcome this barrier by providing recycling bins in public spaces and

promoting the idea that recycling is an activity we do wherever our daily routine takes us. The grant program awards actual recycling bins to schools, government agencies, colleges and other community organizations on a competitive basis. Keep America Beautiful selects recipients based on the merits of their proposal according to several criteria including need and the potential to recover the greatest quantity of recyclables.

Link
[HYPERLINK "http://www.bingrant.org"]

Recycling@Work

Overview
Recycling at Work is a voluntary national effort to increase recycling in the workplace. When the program was launched, businesses and organizations around the country took the pledge to increase workplace recycling. Recycling at Work offers a 10-step action plan and other valuable tools to start and expand your workplace recycling program.

Link
[HYPERLINK "http://www.recyclingatwork.org"]

Waste in Place

Overview
Waste in Place is Keep America Beautiful's educational resource developed for pre-kindergarten through 12th grade students and educators that offers hands-on activities related to end improving recycling, ending littering, and beautifying communities. The activities are interdisciplinary, and STEM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.

Link
[HYPERLINK "https://www.kab.org/our-programs/education/waste-place"]

Miscellaneous KAB Resources

A Guide to Workplace Composting
[HYPERLINK "https://www.kab.org/sites/default/files/A_Guide_to_Workplace_Composting_1.pdf"]

Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling
[HYPERLINK "https://www.kab.org/sites/default/files/BeingaGoodNeighor_AGuidetoReducingLitterManagingTrashandEncouragingRecycling.pdf"]

Planning for Success: Ten Tips for Designing Public Space Recycling Programs Guide
[HYPERLINK "https://www.kab.org/sites/default/files/Planning_for_Success_Ten_Tips_for_Designing_Public_Space_Recycling_Programs_Guide_2018.pdf"]

Recycling at Work: Research to Inform Improved Recycling in the Workplace
[HYPERLINK "https://www.kab.org/sites/default/files/RecyclingatWork_Research_Report_2015_0.pdf"]

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