

# The Fab 5

*A Great Marketing Campaign... **Until It Wasn't***

# China's National Sword Causes Upheaval

NATIONAL

## China's scrap ban roils U.S. recycling markets and that could be a good thing

BY STUART LEAVENWORTH  
[sleavenworth@mcclatchydc.com](mailto:sleavenworth@mcclatchydc.com)

November 13, 2017 05:09 PM  
Updated: 11/13/2017 09:49 PM  
Manufacturing

ENVIRONMENT

## Recycling Chaos In U.S. As China Bans 'Foreign Waste'

December 9, 2017 - 8:00 AM ET  
Heard on Morning Edition

## Amid China ban turmoil, Oregonians told to keep on recycling – carefully

[Email](#) [Share](#) [Share](#) [Tweet](#) [Order Re](#)

ENVIRONMENT | FOCUS

## China's waste import ban upends global recycling industry

AFP-JIJI

[ARTICLE HISTORY](#) | JAN 24, 2018



South Central Solid Waste Authority

# China's National Sword Causes Upheaval

- China's National Sword/Green Fence resulted both national and global recycling market shifts.
- Lead to questions on how to respond to new market requirements and maintain recycling programs overall.
- SCSWA staff begins to assess current operations and ability to weather looming potential issues with recycling for the region.

# The Fab 5

- A brainstorming meeting lands on two focus areas: review a options for a contingency plan for recycling collection and reduce commodities.
  - Collection Process: review alternative collection options, such as dual stream.
  - Commodities: focus on recyclable commodities with major and stable domestic and international markets.
- Concept of “The Fab 5” is born:
  1. Corrugated Cardboard
  2. White Copier/Office Paper
  3. Plastic BOTTLES #1 (PET)
  4. Plastic Bottles #2 (HDPE Color/Natural)
  5. Aluminum & Steel Cans



# Focus recycling efforts on the Fab 5

Cassie McClure and Suzanne Michaels, For the Sun-News Published 2:40 p.m. MT March 17, 2018



CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

LAS CRUCES - "Our Las Cruces recycling program

BRIEF

## UPDATE: New Mexico narrows list of recyclables awaiting new contract

AUTHOR UPDATE March 19, 2018: As negotiations between Friedman Recycling and Cole Resources...

LCSUN-NEWS.COM

### What's recyclable in Las Cruces under the new guidelines?

What should Las Cruceans throw in their blue recycle bins? The Sun-News...

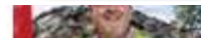


Ray Parra We pay for the recycle bins. The city makes money from our recyclables. Double dip much?



Sandra Padilla I said it was a scam from the very beginning.

A private company charging citizens, making profit and now china is in charge of it? Ridiculous.



**Battling National Sword - Recycling**

Nancy Gandara Montoya It gets put in the landfill anyway.

Like · Reply · 25w



Desiree Gillette Come get the bin that you shoved down our throat and stick it up your @\$\$.  
This has been a public service announcement from half of Las Cruces

Like · Reply · 25w · Edited



extra \$1.10 for your recyclables...  
anner (which you would also find...  
nt) then you probably deserve to...  
a bleeding hearts that c...



Robert Pedersen So we make the city money by letting them have the recyclables instead of throwing them away and now they want to charge us more.



are still being accepted. So if certain items are no longer needed...

Valarie Lu One question: why are WE paying to recycle when the trash recycling company is turning the recyclables around for a profit???

things like yard waste and actual garbage into their blue bins, like my neighbors do. We need to also be attracting businesses and artisans who can use recycled materials to create "new" items.



Laurie A Smith What the city needs to do is encourage/attract industries that will create a market for some of those recyclables. That should have been done long ago.

# What Went Wrong?

- The campaign that wasn't...
- The **concept** of "The Fab 5" was developed in a brainstorming meeting; however, no marketing plan was developed prior to its announcement to the public.
  - No marketing plan prior to announcement = No media or readily available information was available for the public to review.
- **Messaging changed as resident push back ensued.**
  - For example, "No, we're only taking 'The Fab 5'" – Sunday; Messaging changed to "Yes, we're taking everything we've always taken..." – following Wednesday.
  - Resulted in increased confusion and more negative feedback.
- Lack of public understanding and knowledge regarding the recycling process and true cost of recycling collection program.
  - Most residents believed recycling to be a "money-maker" that paid for itself.

# Here's What Should Have Been Done

1. Develop a Marketing Master Plan and/or Marketing Campaign Plan.
2. Set clear objectives and parameters.
3. Determine how to track your campaign's success.
4. Set a budget
5. Choose your marketing strategy/vehicle.
6. Create an action plan and timeline.
7. Launch campaign and measure results
8. Tweak and/or repeat as necessary  
*(time to review measurements)*

# Contact Information

Keysha Burton  
***Outreach and Education Coordinator***

South Central Solid Waste Authority  
575 528-3800  
[tburton@las-cruces.org](mailto:tburton@las-cruces.org)



Website: [www.scswa.net](http://www.scswa.net)



Facebook: @theSCSWA



Instagram: @SCSWARC



Twitter: theSCSWA