



# Four Challenges

1. Work With Your Neighbors
2. Keep Your Message Simple
3. Measure Your Work
4. Work With The Assets Within Your Community



# 1. Work With Your Neighbors



**Collaboration is  
Happening Now  
More than Ever**



- Harmonizing messaging in Ohio
- Wisconsin statewide acceptable material list
- Minnesota statewide messaging
- Massachusetts statewide contamination effort and acceptable material list



- New Mexico statewide harmonization??
- El Paso, TX and Las Cruces, NM combining contamination fighting effort
- TN Rural drop-offs and public MRFs using harmonized messaging
- Orange County and Durham County NC combining contamination campaigns



# 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.

[LET'S GO](#)

## First: Review Acceptable Materials with MRF

PAPER PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT ACCEPT
		NOT DANGEROUS	DANGEROUS	
OCC	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Directions on how to Prepare</i>				
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Do Not Bag the  
Recyclables**





Info Card



Oops Tag



Top Issue Mailer





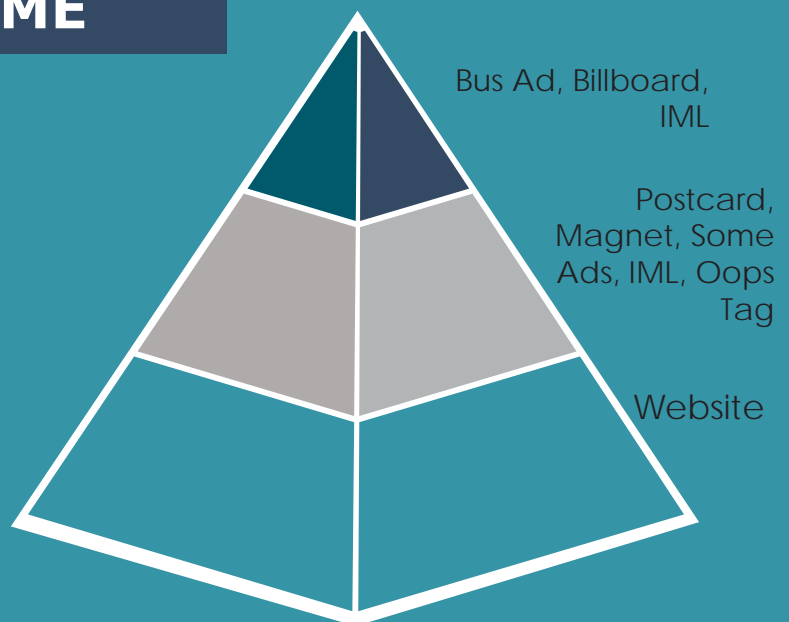
Anything is  
possible with  
simple  
education...



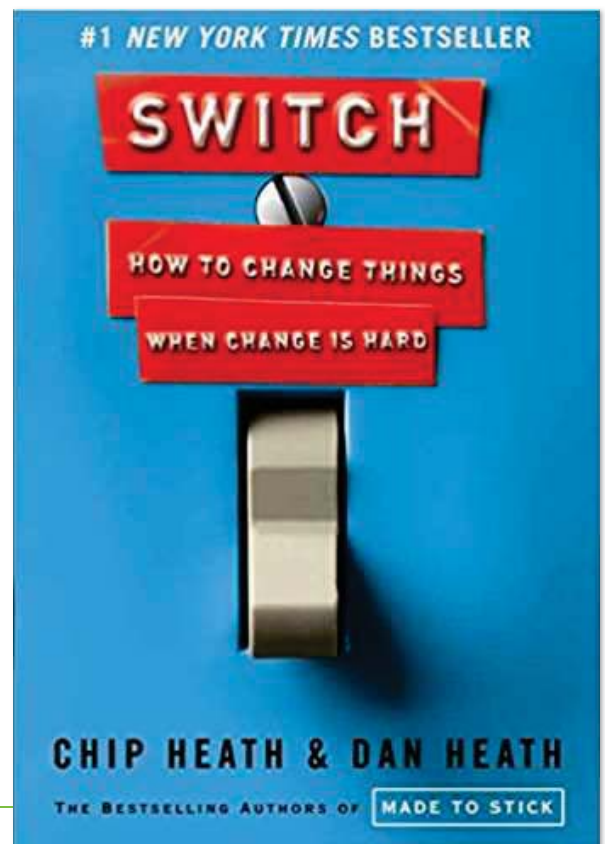
## 2. Keep your message simple...but clear

# COMMUNICATING THE RIGHT THING AT THE RIGHT TIME

AWARENESS	1	TOP YES/NO
UNDERSTANDING	5	THE "ADDITIONAL"
	50	QUESTIONS



Capitalize on existing research. There are great resources and case studies on behavior change.

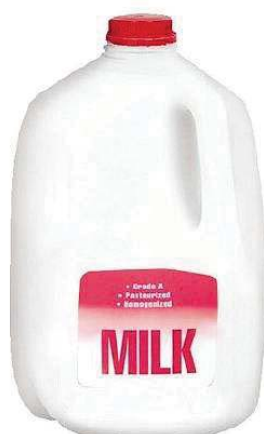




# Act healthier



# Purchase 1% Milk



Recycle Smart

Don't contaminate

Keep it simple

## PROVIDE CRYSTAL CLEAR MESSAGE

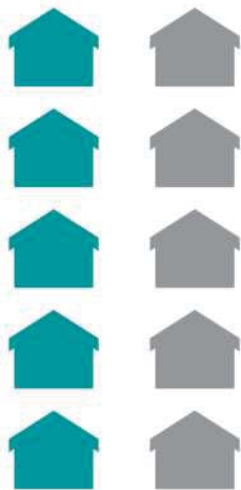
Don't bag your recyclables

Recycle your cans

# PROVIDE CRYSTAL CLEAR MESSAGE



BEFORE



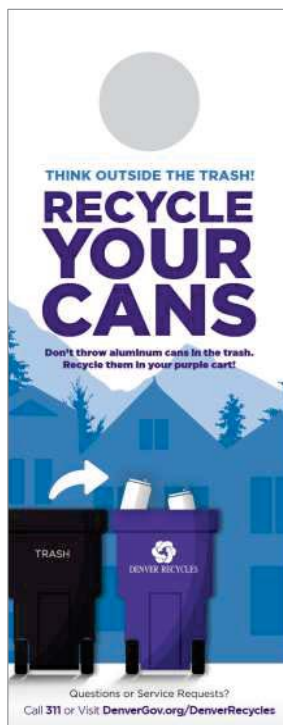
AFTER





## PROVIDE CRYSTAL CLEAR MESSAGE

↑ 25%



“What looks like resistance is  
often lack of clarity”

-Switch



### 3. Measure Your Work



How You  
Measure  
Matters!

## Capture Rates vs Recycling Rates

**RECYCLING RATE:** How much of all MSW is getting recycled?

LET'S SAY  
A HOUSE  
HAS



AND  
**400lbs**  
RECYCLABLES  
GO INTO  
RECYCLING



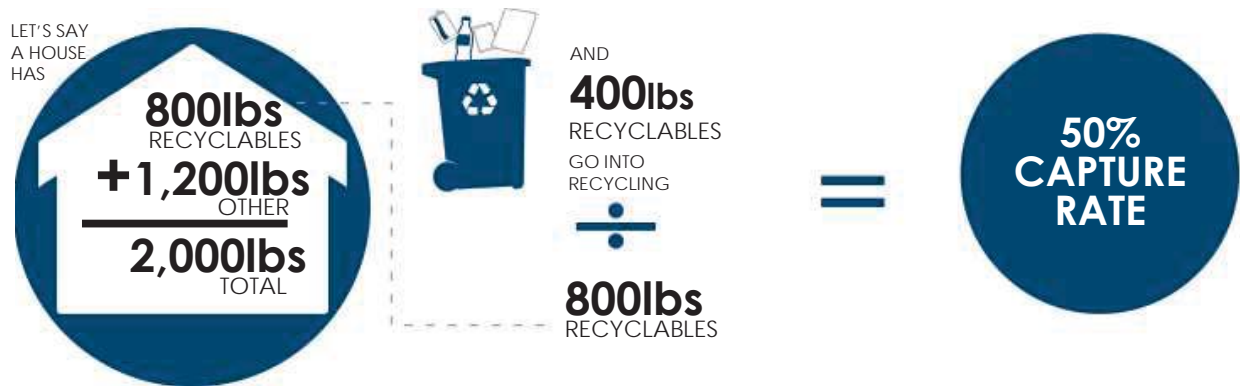
**2,000lbs**  
RECYCLABLES

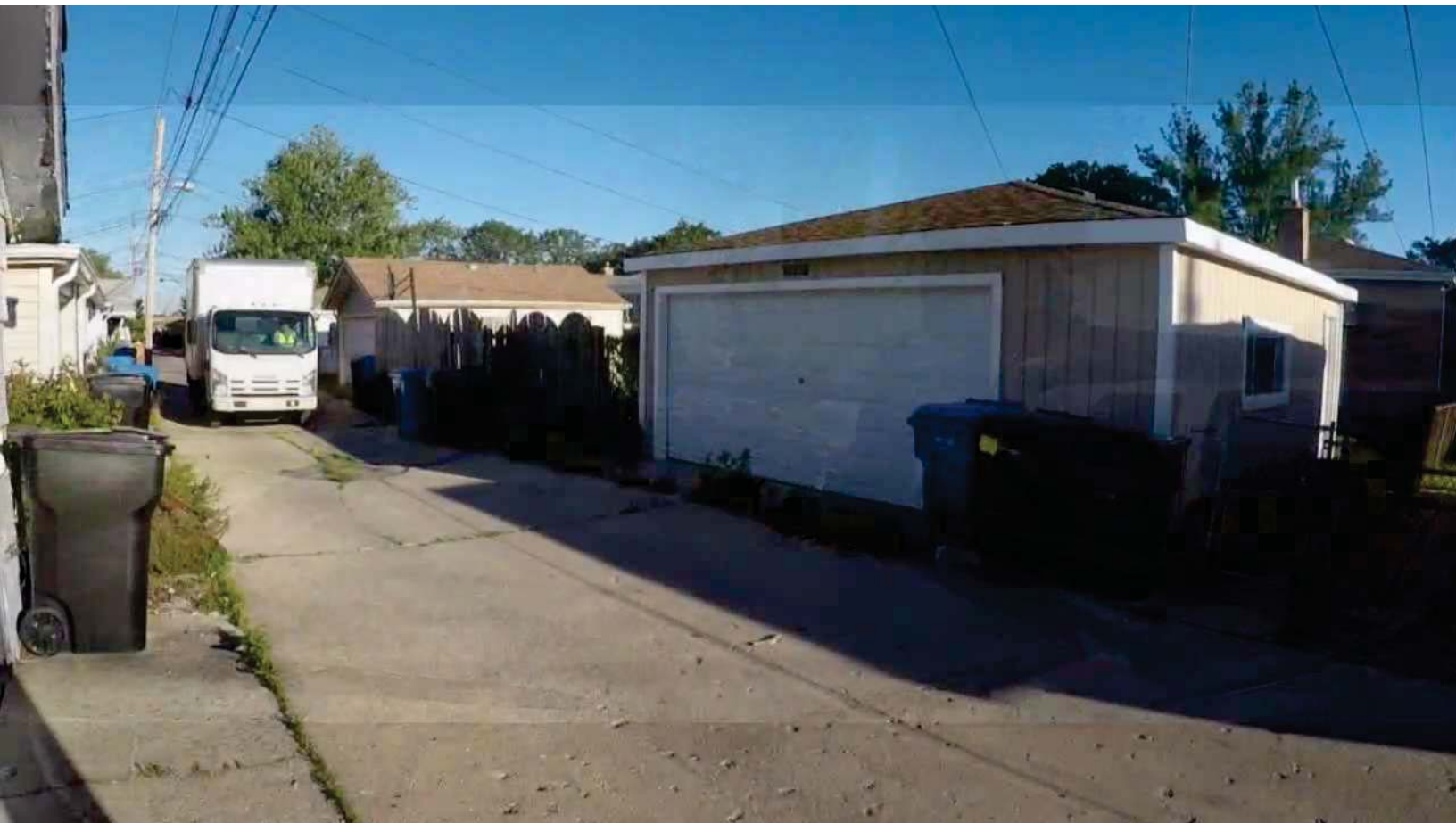




# Capture Rates vs Recycling Rates

**CAPTURE RATE:** How much of recyclables are really going where they should?







## 4. Work with the assets within your community



## Atlanta, GA

Worked with a local non-profit, Men at Work, to hire temporary staff to tag, report, and analyze contamination at the curb.



## Chicago, IL

Waste audit contractor hired a local non-profit with an environmental focus for temporary employees to not only support the project but learn new skills.





## Lowell, MA

Hired Cambodian students to audit in neighborhoods where the majority of the population spoke khmer.

# Surprise Fifth! Share Your Story





The Industry is hungry  
for solutions + positive  
stories

- Press Releases
- Local Press
- Op-Eds
- Email us!

[info@recyclingpartnership.org](mailto:info@recyclingpartnership.org)

An aerial photograph of a city street grid, showing buildings, roads, and green spaces. The image is overlaid with a semi-transparent green filter. The text is positioned in the upper left quadrant of the image.

# Four (Or Five) Challenges

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4. Work With The Assets Within Your Community
5. Share Your Story – We Need to Know the Successes!

Open Source Tools Online

Field-Ready Tools to For YOU

**[www.RecyclingPartnership.org](http://www.RecyclingPartnership.org)**



CONTAMINATION KIT →



MRFshed REPORT →



MRF SURVEY →

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 THE RECYCLING  
PARTNERSHIP

**TRY THESE TOOLS,  
JOIN OUR NETWORK,**  
and let's make recycling more & better!



**TOOLS**

Online  
Library  
Starters  
BMPs



**IDEAS**

Webinars  
Newsletters  
E-Books  
Forums



**RESOURCES**

Grants  
Campaigns  
Tech  
Assistance





**Thank You!**

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[www.RecyclingPartnership.org](http://www.RecyclingPartnership.org)



One  
more  
panda.



# TOGETHER

## Transforming Recycling For Good



# We're all in this bin together



[recyclingpartnership.org](http://recyclingpartnership.org)

