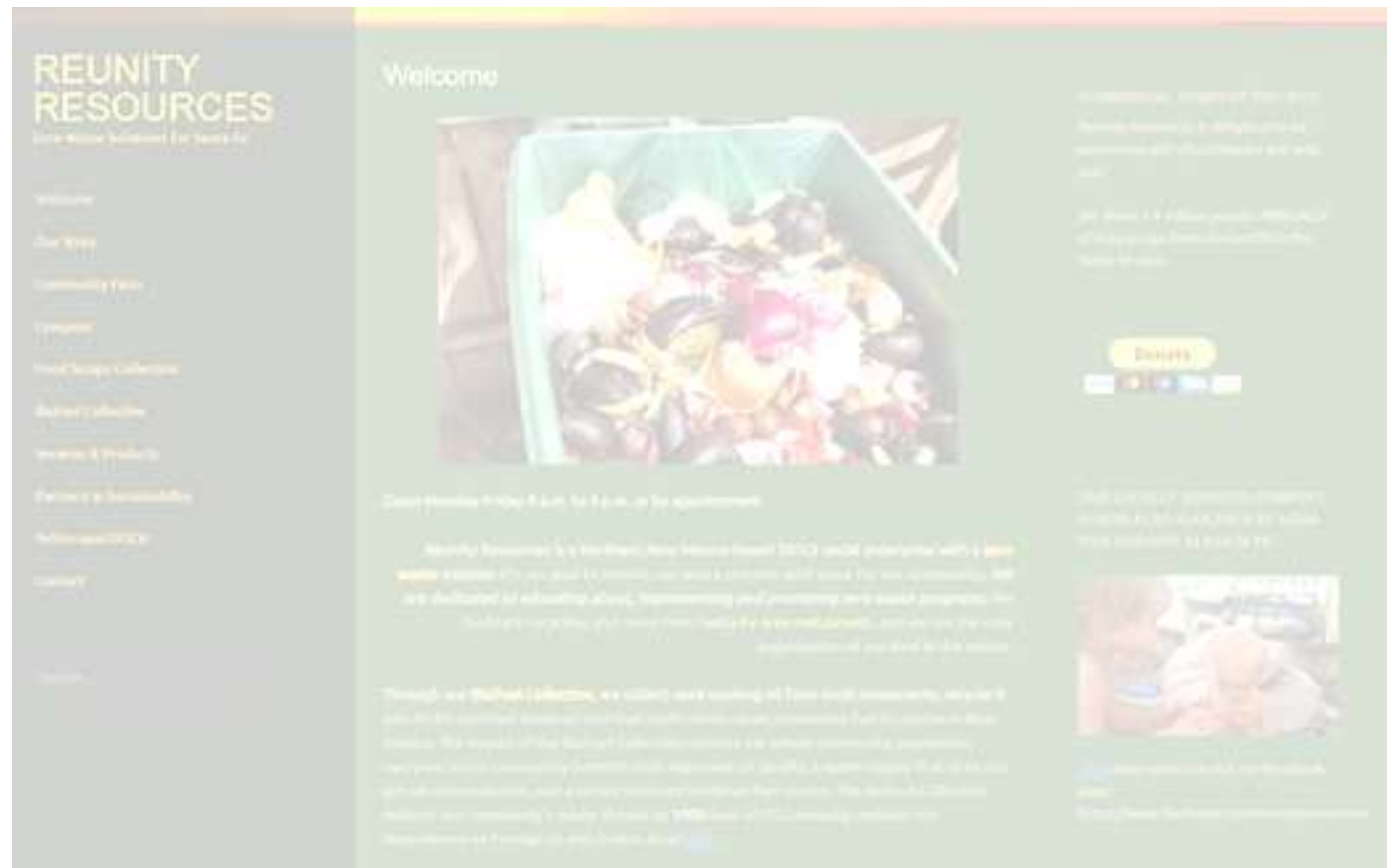
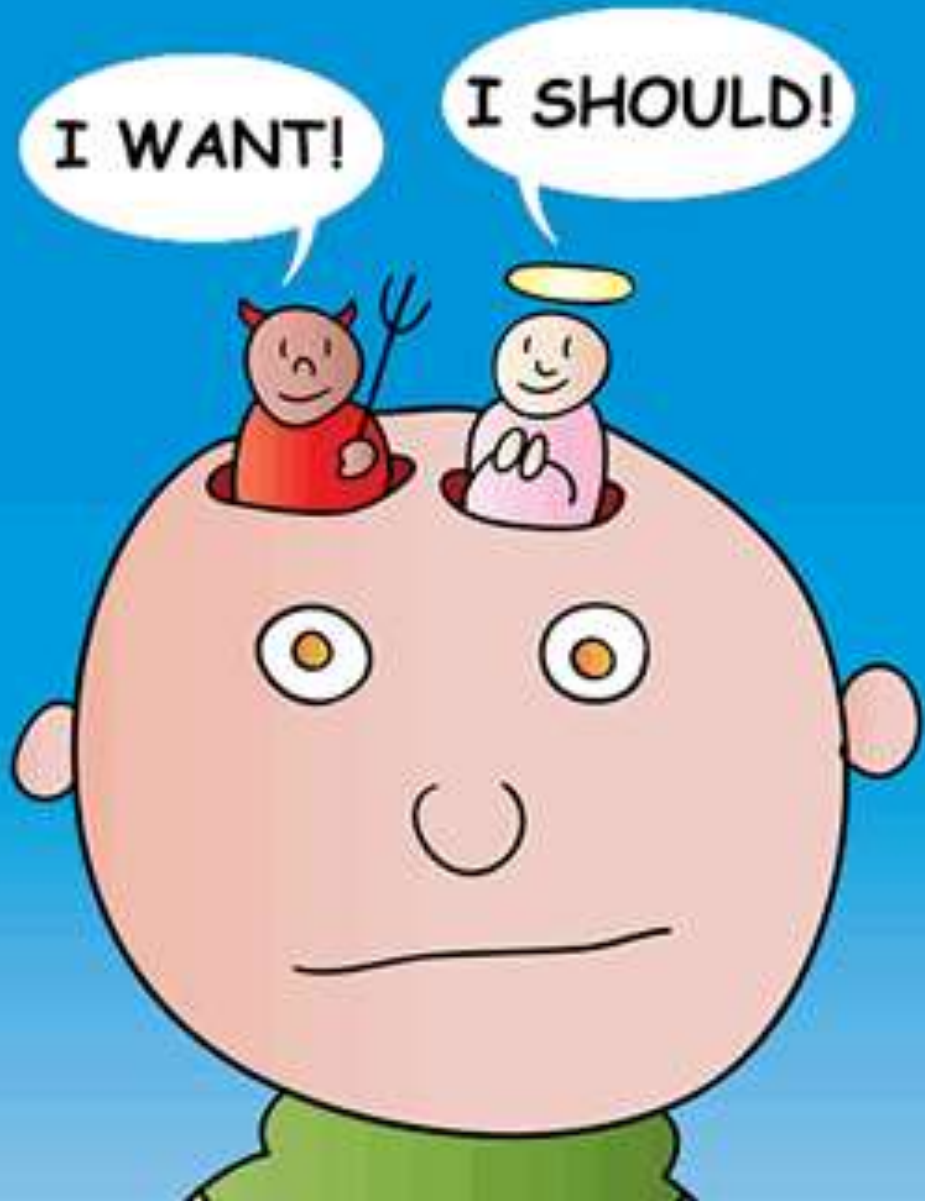


# Recycle Right From Aspirational Recycling to Actual Recycling

Juliana Ciano





Recycling is a **behavior**.

Much like exercising or eating healthily, people often engage in this behavior less than they 'should.'

According to a 2011 Ipsos Public Affairs survey, [only half of adults recycle daily](#).

Another third of respondents said they recycle less frequently than that, and a full 13 percent revealed that they **never** recycle.



# 13%

**Admitted they NEVER recycle**

**And the true number is probably higher!**

|

# HOWEVER...

With current international regulations, our education and outreach need not focus on this percentage. Instead of RECYCLE MORE, the message of today is

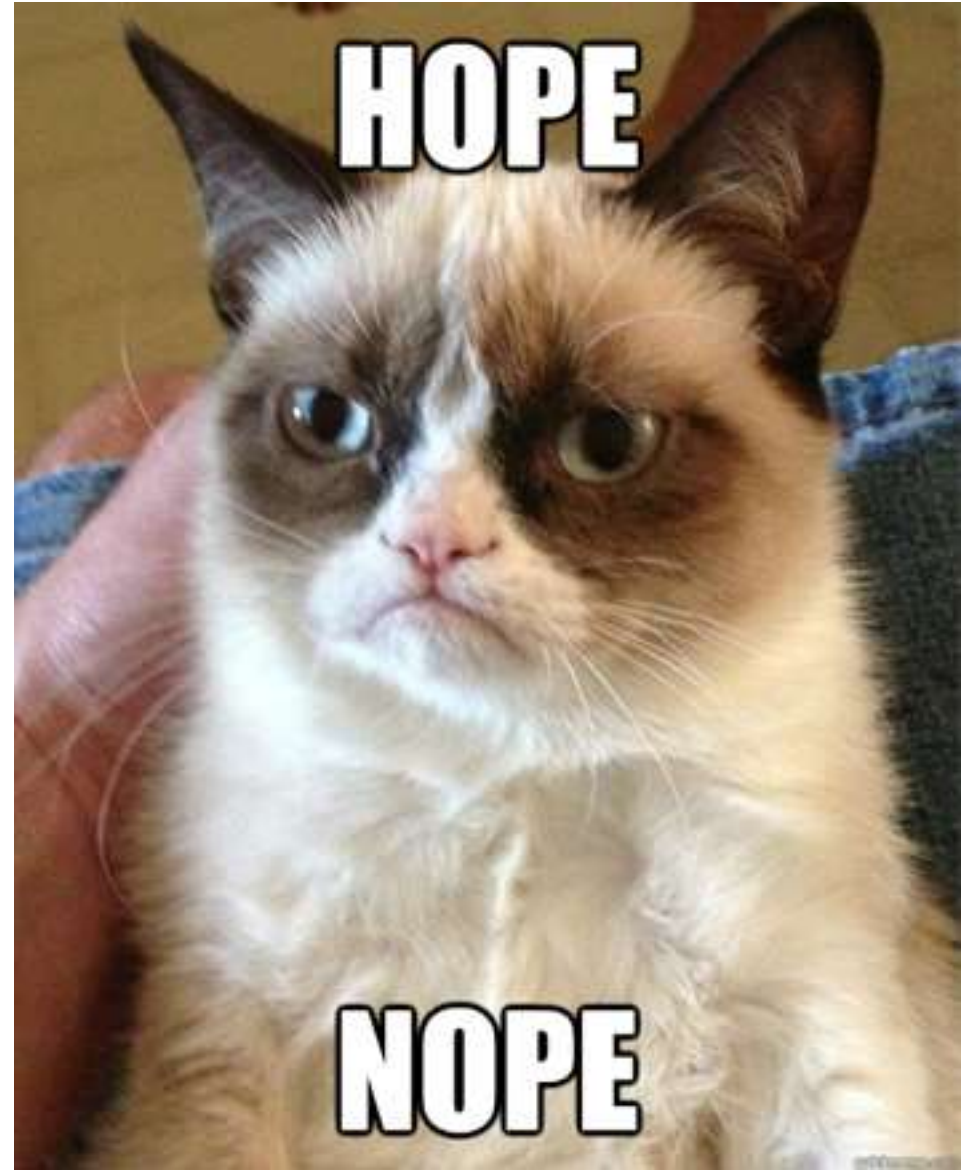
**RECYCLE RIGHT.**





# The two types of recycling vampires

- Aspirational Recyclers
- I Don't Carers





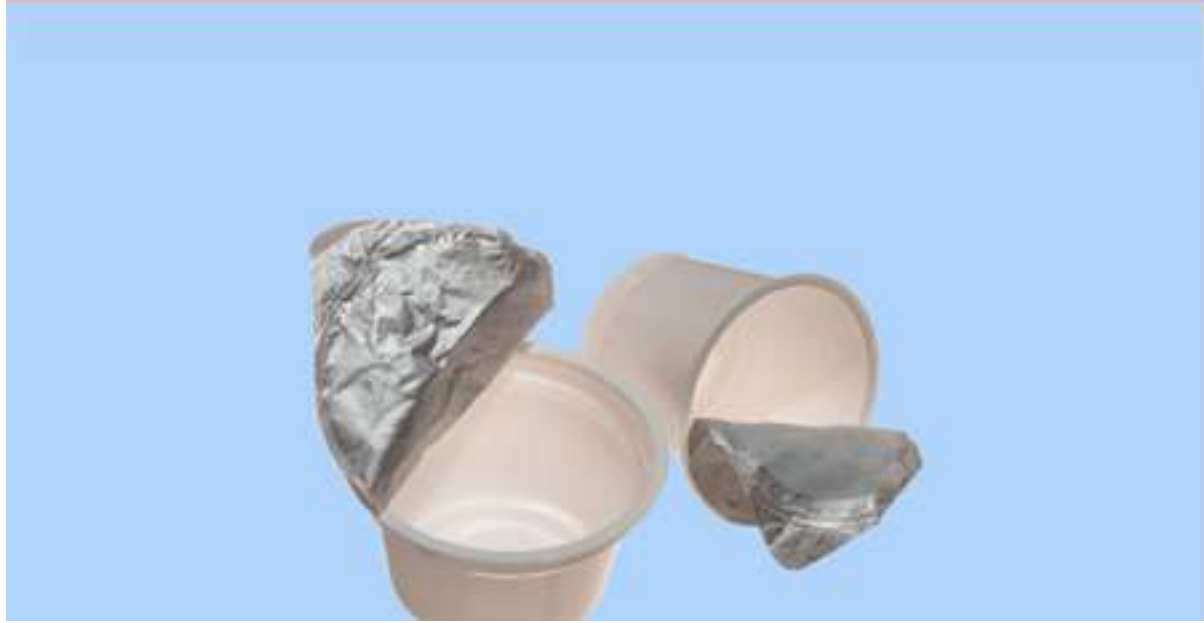
“This **SHOULD** be recyclable...I’ll just put it in the bin...”

**And let the recycling fairy handle it...**

# How did this become a Thing?

## **Aspirational recycling is totally a thing. Why?**

- Well intentioned education in late 90s/2000s to increase recycling rates by making it seem as easy as possible
- Technology advances to single stream remove burden of sorting from consumer--less thought goes into what we put in our home bins
- Packaging and manufacturing have moved toward monstrous hybrids, plastics/metals/papers all combined...while each of these materials may be separately recycled, little education is given that the combinations may not
- Social/peer pressure to recycle

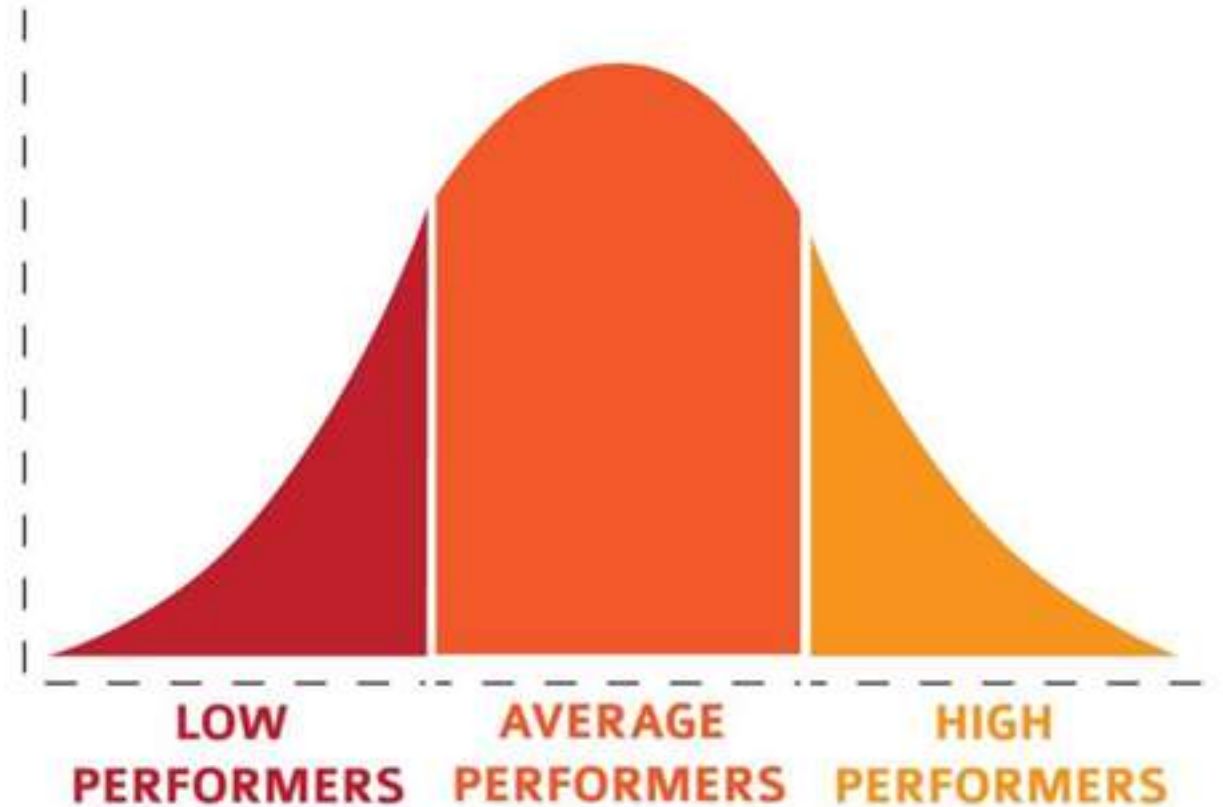




# Focus on the Middle

Education campaigns need to focus  
On this middle  
portion of the population,

Not the “I Don’t Carers” and not the  
Recycling Choir.



# Who Cares?



If your current route and current equipment received higher volumes of high quality recyclables and lower percentages of contamination, what would happen?

So, **how** can we achieve this?

# Now What?

Using these principles in your message can make your outreach more effective.

All programs need clear, repetitive education *in different forms*: fliers on bins, social media, articles in the paper, radio ads or interviews, television spots

Research shows that people need to be exposed to a new idea

**an average of 7 times** before adopting it.

# **Things you Already Know**

**Penalties/Fines**

**Pay As You Throw**

**Simple Structural Design**

**Convenience**

**Color Coding/Clear Signage**

**Different Shapes of Holes in Lids**

**Low Cost/Free service**



# High Impact Ideas

## Curbside Cart Audits



**CARTLANTA**  
recycling. get into it.

**RECYCLE MORE OF THESE:**

**CANS**  
Aluminum and Steel  
empty and rinse

**GLASS**  
Bottles and Jars  
empty and rinse

**PAPER**  
Mail, Boxes, Cardboard, Food and Cartons  
flattened

**PLASTICS**  
Bottles and Containers  
empty and replace cap

**DO NOT RECYCLE:**

- Do Not Bag Recyclables (no garbage)
- No Plastic Bags (return to retail)
- No Food or Liquid (empty all containers)
- No Electronics (drop-off only)
- No Tires, Carbs, Motors or Chains
- No Tanks, Wood, Plastic Furniture or Metal

**CORRECT THIS AND WE WILL COLLECT NEXT TIME.**

**ATL 311** 311 is for service related questions and concerns. Call 311 or go online at [ATL311.com](http://ATL311.com).

[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

**FOR MORE INFO**  
[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

## Target a SINGLE Contaminant



**NO STRINGY THINGS**

**recyclebycity.com**

# High Impact Items

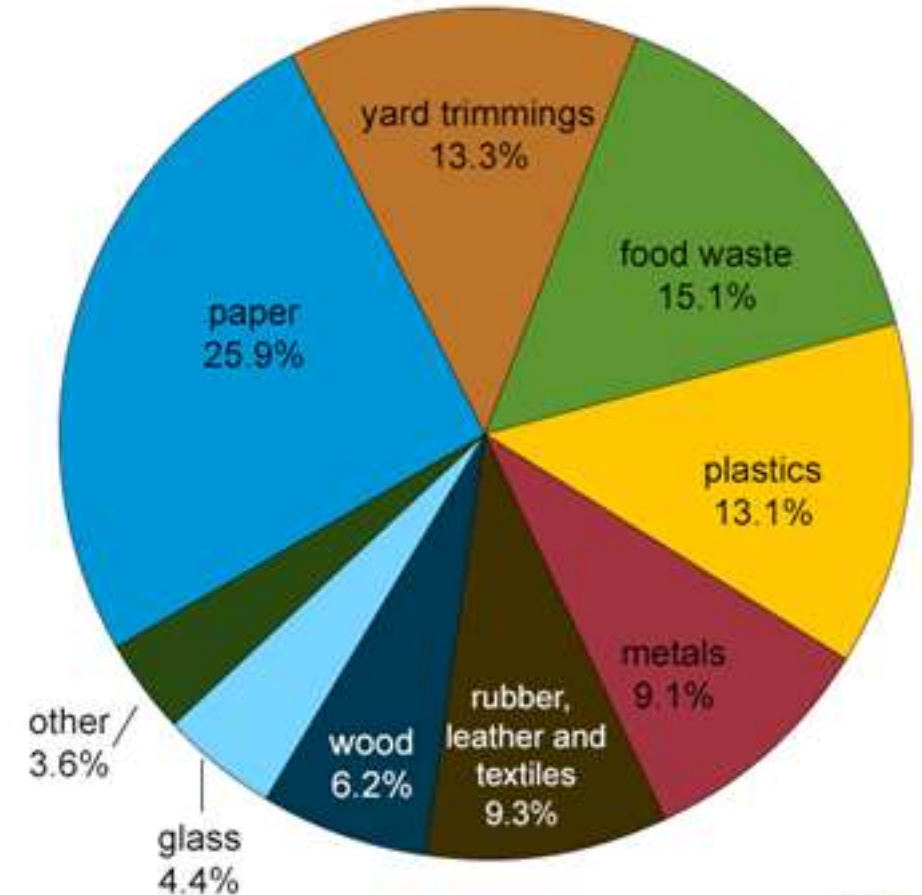
Focus your campaign on items that comprise  
**LARGE** percentages of solid waste.

Emphasize organics, paper/cardboard, etc.

(See Glass at 4.4%--glass is a highly charged  
Emotional recycling target but not a priority)

Total MSW generation in the United States by  
type of waste, 2015

Total = 262 million tons



Source: U.S. Environmental Protection Agency, Advancing  
Sustainable Materials Management: 2015 Fact Sheet,  
July 2018

# Gain-framed messaging

Rather than highlight the *negative* consequences of *not* recycling — what psychologists call a "loss-framed message" — emphasize the *positive* results of proper recycling — a "gain-framed message."

*Succeeding* in RECYCLING RIGHT would *save* the same amount of pollution?  
(or tax dollars or create X products, etc.)

**"And here's how."**

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