Together, transforming recycling for good.

Making our communities, economy and planet healthier.
Less than half of recyclables in U.S. homes get recycled.

Let’s change that.
We’ve reached 45% of the U.S. population.

Our proven recycling system solutions increases access and improves quality.
60 million households impacted

230 million recyclables kept out of landfills

465 million gallons of water saved

1300 communities impacted

$55 million in new infrastructure with city matching

250k metric tons greenhouse gases avoided
Our Working Model

Infrastructure: Cart grants deliver year over year results and measurable incremental tonnage.

Expert Assistance: Aligning operations and education helps cities deliver better recycling.

Tools and Data: More than 20K local programs lack resources but determine success.

System Solutions: The system is loosely connected but highly dependent.
We’re all in this bin together
62% OF AMERICANS CONSIDER IT A TURN-OFF IF SOMEBODY DOESN'T RECYCLE

GROWING TREND?
THOSE AGED 18-24 WERE THE MOST LIKELY TO CONSIDER BEING WASTEFUL A TURN-OFF

SURVEY RESULTS FROM SWNS, N=2000, APR 2019, The Recycling Partnership
People Want Recycling to Continue

84%
Say recycling is a valuable public service.

Question: To what extent do you agree or disagree with the following statement: 'Recycling is a valuable public service like trash collection and public transit.'

SURVEY RESULTS FROM SWNS, N=2000, APR 2019, Confidential to The Recycling Partnership
People Feel Recycling is Important

87% Feel recycling is important.

Question: How important is it to you to recycle?
Answered Very Important, Important, Neutral, Not Very Important, Not Important at All

Survey Results from SWNS, N=2000, Apr 2019, Confidential to The Recycling Partnership
73% Are unsure about what is recyclable. Millennials are most unsure.

SURVEY RESULTS FROM SWNS, N=2000, APR 2019, Confidential to The Recycling Partnership
Breaking Down Behavior Change
SEGMENATION + TAILORING

WHO
Demographics
- Gender
- Age
- Language

WHY
Psychographics
- Values
- Aspirations
- Cultural bias

HOW
Behavioral
- Collection type
- In-home setup
- Communication style
Humans aren’t designed to be rational.

Our experiences, chemistry and thoughts influence our actions.

- TENDENCIES, PATTERNS
- COGNITIVE DISSONANCE
- CONFIRMATION BIAS
PEOPLE ARE SO VERY PEOPLEY: What’s behind behavior?

INFLUENCING CHANGE

MAKE IT EASY
- Capability
- Convenience
- Default Effect

BE A TRUSTED SOURCE
- Logo, Contact
- Voice of Support
- Data

SPEAK TO THE LISTENING
- Culture, Lifestyle
- Segmentation
- Natural Response

CALL TO ACTION
- Reasonable
- Compelling

TONE?
- INVITATION
- EXPLANATION
- NOTIFICATION
### A HIERARCHY OF INFORMATION – RIGHT-SIZING FOR RESULTS

<table>
<thead>
<tr>
<th>1</th>
<th>Simple message</th>
<th>(Reach the most people)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Some people want more</td>
<td>(Trends?)</td>
</tr>
<tr>
<td>50</td>
<td>A few want it all</td>
<td>(Easy to find, easy to reference, searchable)</td>
</tr>
</tbody>
</table>
LET’S CHANGE BEHAVIOR!

Tackle
ONE DISTINCT BEHAVIOR
AT A TIME.
SHAPE THE PATH and THEN POST DIRECTIONS.

A simpler PATH (think ‘convenient’ and ‘easy to understand’) unlocks faster, easier, long lasting behavior.

1. Remove barriers to reduce stress and improve participation.
2. When the path is easier adjusting behaviors is easier
DESIGN THE INTERVENTION. PILOT. MEASURE. IMPROVE.
Act healthier?

-Chip and Dan Heath, *Switch*
Purchase 1% Milk

- Chip and Dan Heath, *Switch*
“What looks like resistance is often lack of clarity.”

- Chip and Dan Heath, Switch
Reaching Your Audience
WE OFFER FREE TOOLS to Grow Awareness and Change Behavior Through Integrated Messaging

HOW CAN WE EDUCATE FOR BETTER BEHAVIOR?

To make the most of limited communications, coordinate and integrate messaging.
WHAT ARE WE TELLING RESIDENTS?

Do our acceptable materials lists match?
Do they reflect what we could be recycling?

59% provided recycling Information online
41% provided no Information online

Of those with information, only 40% matched their MRF’s acceptable material list
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

What works? What to expect?

Residents Rely on Information They Have Been Mailed About Recycling

CHICAGO
Where do you look for information?

Q: Where do you generally find information about recycling?
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

DENVER

Tags ranked highest in recall among group B who received tags (A did not receive tags even though 4% reported recall)

Social media could have been more successful but would have to have been immensely successful to out score print.
Facebook Tip

BOOST SOCIAL AND BE SOCIAL

Roughly 2 to 10% of your followers will see your posts unless you BOOST.

Give them what they want to increase engagement.
Only 2% of followers on Facebook even see un-boosted, organic posts.

So, to actually reach people, posts need to be personal, sharable, AND boosted.
Understanding Your Audience: Audience Mapping
Understanding Your Audience: Creating Personas

Karen
A 22-year-old college student, who works at a fine dining restaurant and is in school for creative design but enjoys extreme outdoor sports.

Tabatha
A 39-year-old mother of 3, who is bilingual and a member of the Rotary Club and PTA. Married to Tom, who owns a tree removal business.

Bill
A 17-year-old high school student, who has several reptiles and volunteers 25 hours a week at a local nature park. Does not play video games but really enjoys good movies.
Engaging your Audience: Interactive Content

Tips for Success Along the Way:

✓ Limit your content that requires your resident to leave their Facebook page. Keeping your resident on the page makes the content more favorable.

Content for Engagement

• Quiz
• Voting
• Stories
Social Media Kit: 52 weeks of posts and pictures!

A year’s worth of social content: video, memes, photos, illustrations, blog articles, and interactive quizzes and polls.

Insights into Facebook’s News Feed & Tips on Facebook Advertising

A Guide to Community Engagement
Looking for Tools and Resources?
DIY SIGNS NOW AVAILABLE! recyclingpartnership.org/DIYSigns

- 3 sizes- Great for Home, Office, Commercial
- 100+ variations
- Fully Customizable- Customize, Download, Print
# Resources to Overcome Contamination

https://recyclingpartnership.org/for-communities

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**Cart Tagging Training Video**

https://tinyurl.com/TRPCartTagging

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**Bringing it all Together:**

**Contamination Minimization Plan**

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**ACCEPTABLE MATERIALS WORKSHEET**

<table>
<thead>
<tr>
<th>MRF:</th>
<th>CITY:</th>
<th>DATE:</th>
</tr>
</thead>
</table>

Please go through each item on the list and check whether the item is acceptable or not acceptable. This document will be used to get the local governments and the MRF on the same page. It can set the framework for front line staff (employees answering the phone or driving the collection vehicles) to better inform the community. It also provides the framework to start building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here is how they are defined:

- **Not Dangerous:** Item is not sent to a market for recycling, but does not cause any major problems if found in the stream.
- **Dangerous:** Item can shut down or damage equipment, harm employees, and/or degrade the value of material.

<table>
<thead>
<tr>
<th>PAPER PRODUCT</th>
<th>ACCEPT</th>
<th>DO NOT ACCEPT</th>
<th>DO NOT WANT ON</th>
<th>DANGEROUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizza Boxes</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Newspaper</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>Magazines</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>Hard Cover Books</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Paperback Books</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Office Paper</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>Junk Mail</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Cartons (gable top containers like milk, orange Juice, etc)</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Shredded Paper</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Round Can (fiber body, metal bottom)</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Cold Cups (e.g. paper fountain drink cup)</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Hot Cups (e.g. coffee cup)</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Take-out Containers</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Paperboard Boxes</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Kraft Bags</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Tissue Paper</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Ice Cream Container</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Other:</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

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**The Recycling Partnership**

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**OOPS!**

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**QOUTAGAMME COUNTY**

**RECYCLE MORE OF THESE:**

- **CANS**
- **CARDBOARD**
- **GLASS**
- **PLASTICS**

**Questions about Collection:**

- 800-CURB-123

**Questions about Recycling:**

- Outagamie County, Recycling & Waste Recovery
- 920-832-5277

www.RecyclingInOutagamie.org

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**MRF MATERIAL TRACKING FORM**

<table>
<thead>
<tr>
<th>Date:</th>
<th></th>
</tr>
</thead>
</table>

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**QUALITY GRADE (Circle one):**

- **A** Quality is acceptable. Less than 10% of material is contaminated.
- **B** Quality is poor. 30% to 20% of material is contaminated.
- **C** Quality is bad. More than 20% of material is contaminated.

---

**Quality Inspection Signature:**

---

**Quality Control:**

- Photographed: Yes
- Quality Inspection Signature: [Signature]

---

**THE RECYCLING PARTNERSHIP**

---

**Cmarshall@recyclingpartnership.org**

---

**1800-786-0501**

---

**Staff Contact:**

- 800-CURB-123

---

**Questions about Recycling:**

- Outagamie County, Recycling & Waste Recovery
- 920-832-5277

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**www.RecyclingInOutagamie.org**

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**Contact Information:**

- E-mail: Cmarshall@recyclingpartnership.org
- Phone: 1800-786-0501

---

**Acceptable Materials Worksheet:**

- Paper Products
- Cardboard
- Glass
- Plastics

---

**Outagamie County:**

- Recycling
- Waste Recovery

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**Outagamie County, Recycling & Waste Recovery:**

- 920-832-5277

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**Resources to Overcome Contamination**

https://recyclingpartnership.org/for-communities

---

**Acceptable Materials Worksheet:**

- Paper Products
- Cardboard
- Glass
- Plastics
Drop-off Kit for Fighting Contamination

Anti-Contamination Recycling Kit
Improving Quality in Your Recycling Program

If you are looking to promote recycling participation, want to educate your residents to recycle right, and have the ability to get out into your community to accomplish these goals, this kit might be for you.

We know this is no easy task! 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 FORM 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 recycling vendors, and your MRF.

This toolkit includes:
- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results

CORE TOOLS
Consistent messaging and direct feedback at the drop-off center encourage better recycling.

TOP ISSUE SIGNAGE
Target your most problematic contaminant by posting eye-catching temporary signage at your site. These signs should stay up for 6 to 8 weeks.

IN-PERSON FEEDBACK
Direct feedback is extremely powerful in changing behavior. Train your staff, and provide them with handouts and talking points.

SITE SIGNAGE
Clear and simple signs help residents know what to do. Consider updating overly detailed signs.

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.

https://recyclingpartnership.org/drop-off-anti-contamination-kit/
Customized Campaign Builder

Info Card

Oops Tag

Top Issue Mailer
Multilingual Translations Available

Español – Europe (Castillian)
Español – Latin America
Español – Mexico
Español – US
Hmong
Somali
Vietnamese

Contact us for translations!
NEW! 2019 Cart Grant RFP now available!

https://recyclingpartnership.org/recycling-cart-grant/
The Path to Strong Program Metrics

FREE state of the art tool for tracking:
- Curbside recycling
- Drop-off recycling
- Multifamily Recycling
- Organics

Customized recommendations and solutions for your program

Build powerful year over year data

Quickly calculate and report key metrics

GET STARTED: https://recyclesearch.com/profile/mmp
Closed Facebook Group for Municipal Coordinators

City and County Recycling Coordinators Group

- Peer network for local waste diversion and recycling professionals
- Share resources, ask and answer questions, and support one another throughout your community work.

To Join:

https://www.facebook.com/groups/municipalrecyclingcoordinators/