



# THERE'S A NEW WAY TO RECYCLE RIGHT

May 2, 2018  
Sherill Baldwin  
CT DEEP Source Reduction & Recycling  
RecycleCT





- RecycleCT
- Harmonization
- What's IN? What's OUT? campaign



- RecycleCT Foundation, Inc.
  - Created in 2014 through Public Act 14-94
  - “target and promote the coordination and support of research and education activities and public information programs aimed at increasing the rate of recycling and reuse in the state;
  - Receive, disburse and administer gifts, grants, endowments or other funds that supports research and education activities”

[CGS Sec. 22a-228a](#)



- 501(c)3
- Board of Directors

**Frank M. Antonacci**, Manager  
Murphy Road Recycling

**Craig Connolly**, Director of Marketing  
CT Green Bank

**Thomas DeVivo**, Vice President  
Willimantic Waste Paper Co.

**Jennifer Heaton-Jones**, Executive Director  
HRRRA

**Robert J. Klee**, Commissioner  
CT DEEP

**Kim O'Rourke**, Recycling Coordinator  
City of Middletown

**Brian Paganini**, Vice President & Managing  
Director, Quantum Biopower



## RecycleCT Foundation, Inc.

- FE3: Facilitator Training (CT Forest & Park Assoc.)
- School Grant Program
  - 2016 – 2018 over \$41,000 to 33 schools
- Innovation Grant Program
  - 2017 – 2018 over \$170,000 to 24 projects and programs (NGOs, Municipalities, collaborations)
- What's IN, What's OUT campaign



# What's IN, What's OUT

- GOAL: Increase participation and decrease contamination

Objective: Make it easier for residents understand “What's IN and What's OUT” of the mixed recycling cart, bin or barrel.






# Harmonization

In partnership with USA Hauling, Willimantic Waste, Winters Brothers, City Carting and MIRA ... developed “Universal List” of acceptable materials.



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- Survey – emailed to CT MRFs
  - In-person meetings, conference calls
  - Follow-up emails and phone conversations







- What is Detrimental?

- Item, material or product that:

- could be harmful to employees or safety concern
- can shut down or harm equipment
- reduces the value of commodities

*\*Glass, while being detrimental to many facilities, is a category that was put in the “parking lot” to be discussed more deeply in the future.*



- Also identified
  - When material has market, but not when it is mixed with other curbside recyclables (led us to identify it as “out”; ex. Plastic film)
  - If municipal contract requires it, even though detrimental (some facilities identified they are required to accept polystyrene (Styrofoam) or plastic bags)





Linked with national efforts to standardize  
language

The Recycling Partnership

Vermont, Massachusetts

American Chemistry Council/More

Recycling (formerly Moore Recycling)



Connecticut Department of Energy and Environmental Protection

- Terms – importance of word choice
  - Mixed Recycling; mixed recyclables
  - Ex. Plastic Containers (less reliance on #'s)
    - Tubs & Lids
    - Food Storage Containers
    - Cups
    - Deli Containers
    - Take out food containers
    - Berry/cherry tomato containers





- Plastic Terms

- Bulky Rigid Plastics

- Laundry Basket
- Milk crate/crates
- Plastic boxes/crates/bins
- Little Tyke/children's slides, outdoor toys
- Broken plastic lawn furniture, chairs

- May reference #'s, but will not rely on them





# CLEAN, NO FOOD



Connecticut Department of Energy and Environmental Protection



## Some Changes

- IN: Pizza boxes (clean, no food) for all
- IN: Black plastic containers, nursery pots/planter pots
- OUT: No loose bottle caps
- OUT: No shredded paper
- OUT: No plastic bags, plastic wrap/film





**What's IN? What's OUT?**

**AIMED AT  
RESIDENTS**

**(not businesses)**



Connecticut Department of Energy and Environmental Protection



What's **IN**?

What's **OUT**?

Learn about the new, universal list for recycling.

Recycle  The logo features the word "Recycle" in green, followed by "CT" in blue. The letters "C" and "T" are enclosed in a blue recycling symbol consisting of three arrows forming a triangle. A green arrow also points upwards from the "C".

*Tools available to CT municipalities, haulers with residential recycling clients, facilities that process residential recyclables (and others that agree to use CT's new universal list).*

- Webpage
- Recycle Wizard Search tool
- Social media graphics/images
- Videos
- Templates (ie collateral)



**Launched November 2017**

As of April 30, 2018:

**Widget Views: 127,763**

(number of times it is viewed on a webpage,  
does not equal number of times used)

**Item Views: 60296**

(number of times an item is searched)



# What's IN, What's OUT



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