

HARMONIZING RECYCLING EDUCATION



Lessons from Rhode Island



KRYSTAL NOISEUX

Education and Outreach Manager

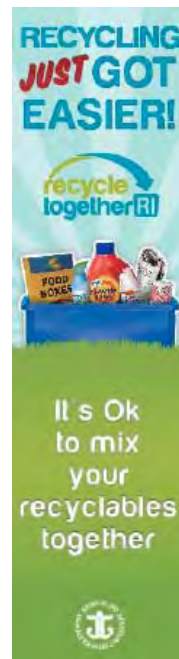
RI Resource Recovery

05/03/2018

Resource Recovery | 65 Shun Pike | www.rirrc.org

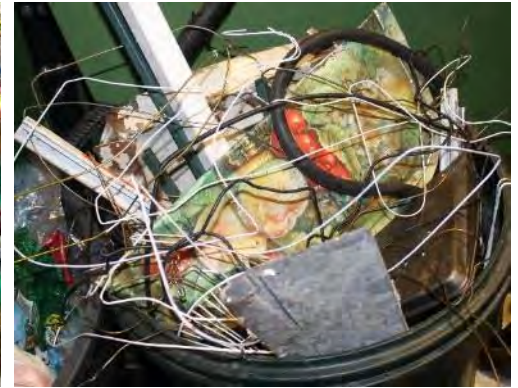
The Lead Up...

- Single-stream MRF opens in June '12
- “Recycle Together RI”



The Lead Up...

- Increase in commercial recycling
- Municipal automated collection jumps from 3 to 20
- Contamination skyrockets



The Lead Up...

- “Anti-contamination” campaign in 2015
- Trash in recycling costs money
- Trash in recycling endangers our workers
- Results in 9% dip



Recycle Across America



The Problem



Lessons from Road Safety



The Problem





For All Your Sorting Needs



For All Your Sorting Needs



RAA: Starting to Display Labels



Most Recently...



National Mixed Recycling Label



Rhode Island Mixed Recycling Label



National Bilingual Label



Rhode Island Bilingual Label



Licensing Agreements

- Public, included:
 - All public (state/muni) bins
 - Any material/any size
 - Local printer
 - 100 labels/public school
 - PSA campaign assets
- Private, included:
 - Private entities
 - Three common sizes

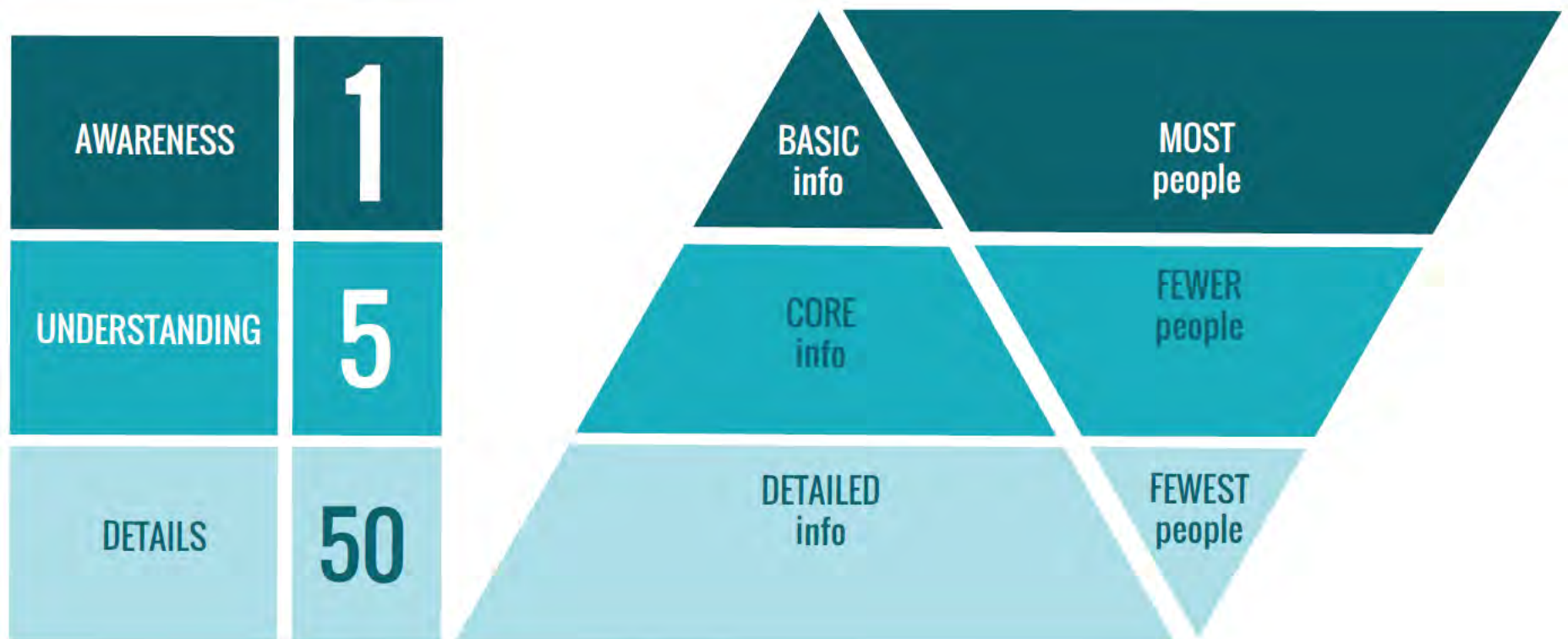


More than labels...

- Handouts
- Direct Mailers
- Presentations / Programs
- Website
- Social Media
- TV
- Radio
- Online advertising
- Billboard
- Bus shelters



The Recycling Partnership



“1”



"5"



mixed recycling



paper, cardboard (flattened) and cartons only



metal cans, lids and foil only



glass bottles and jars only



plastic containers only

empty at a minimum, rinsed whenever possible

NOT FOR USE AS A LABEL: Rhode Island's official mixed recycling container labels are copyright and trademark protected by Recycle Across America®. Public and private entities should contact Resource Recovery for labels.

These items do not belong in your recycling bin or cart

 no plastic bags, bags of bags, or recycling inside of bags	 no more than a trace of food or beverage residue	 no fiber that isn't <u>paper, cardboard or cartons</u> (e.g., textiles or wood)	 no paper shreds, napkins, tissues, or paper towels	 no metal that isn't a <u>cap, lid, or foil</u> (e.g., pans)	 no glass that isn't a <u>bottle or jar</u> (e.g., drinking glasses)	 no plastic that isn't a <u>container</u> (e.g., hangers)	 no foam containers	 no containers from flammable materials or oily chemicals
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Containers for **mixed recycling** in Rhode Island vary in color and size. If you're unsure of which container to use, ask your city or town's Department of Public Works, property owner, or property manager.

Follow these guidelines and you'll be a great recycler! If you want to be a **SUPER** recycler, get more details at RecycleTogetherRI.org.

For information on recycling, composting, or disposal of other items, visit RIRRC.org.

Date of Publication: August 2017

“50”



mixed recycling



paper, cardboard (flattened) and cartons only

metal cans, lids and foil only

glass bottles and jars only

plastic containers only

empty of a minimum, mixed whenever possible

NOT FOR USE AS A LABEL: Rhode Island's official mixed recycling container label has copyright and trademark protection by the state. Avoid, minimize, and please remove about contact. Recycle Together RI logo.

These items do not belong in your recycling bin or cart











Put these items in the trash as well, and your recycling will be SUPERB!

NO wet-strength paper or cardboard:

- fridge or freezer boxes (e.g., six-pack carriers, frozen pizza boxes)
- paper cups (e.g., coffee, soup)
- powdered detergent boxes
- kitty litter boxes
- parchment or wax paper
- sticker, contact, or photo paper

NO paper pieces smaller than a 3" x 5" index card

NO coated foil (e.g., yogurt lids, juice pouches, candy wrappers)

NO plastic containers ≤ 2" in diameter and height, or ≥ 5 gallons

NO plastic containers that crinkle or tear (e.g., seedling trays)

NO plastic containers that shatter or splinter (e.g., CD cases)

NO plastic containers labeled "compostable" or "biodegradable"

NO items made of equal amounts of different materials

Follow these tips and your recycling will be SUPERB!

YES, keep recycling covered to protect from rain/snow

YES, keep recycling loose in bins/carts (i.e., not inside of bags)

YES, flatten boxes and cut down pieces to ≤ 3' x 5'

YES, keep paper flat (i.e., don't bunch up into ball)

YES, keep paper sheets intact (i.e., don't rip up into tiny pieces)

YES, rinse containers whenever possible

YES, scrape out as much peanut butter as you can

YES, store containers like detergent upside down to empty fully

YES, strip tail end off plastic tube containers to empty fully

YES, put plastic tops back on plastic containers before recycling

YES, take metal tops off of glass first, then recycle separately

YES, keep containers shapely (i.e., don't crush flat)

YES, bunch up clean aluminum foil to give it shape

YES, keep broken glass out of recycling that's emptied by hand



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Follow these guidelines and you'll be a SUPER recycler! Download our basic guidelines at RecycleTogetherRI.org

For information on recycling, composting, or disposal of other items, visit RIRRC.org.

Revised Publications August 2017

Enter Item Name



Select Language ▼

A-Z Search Tool — Rhode Island

When you type an item into the A-Z search bar above, you're given all possible options for its reuse, recycling, eligibility for special programs, or proper disposal. You choose. If an option (e.g. "Recycle in your bin or cart") is not listed, that's because it's simply not an option. Oftentimes the final option (and sometimes, the only option) is trash.

If you can't find what you're looking for, you will be prompted to send us an email. We'll get you the information you need, and add the item to the search tool.

You can also browse by your [city/town](#) to find special drop-off/pick-up options offered to city/town residents.



Let's Recycle Right! Nat'l PSA



Let's recycle Right!®

AN EPIC EVENT.
Rhode Island is changing the world...
literally.

JOIN US!

When: Wednesday, April 21, 2015 5:00 PM - 7:00 PM

What: Please join us at the RHC Event and receive information on recycling. Rhode Island's recycling is on the rise, and we want you to be part of the excitement. Join us for the day, and we'll make sure you're ready to recycle right.

Where: Venue Change! Due to the overwhelming response, we have moved the event to the RHC Event Center. The event will now be held at the RHC Event Center.

Who: Let's Recycle Right! is a coalition of local, state, and federal agencies, including the Department of Environmental Management, the Department of Public Works, and the Department of Transportation.

Please RSVP by April 21:
Let's Recycle Right! at www.letsrecycle.org

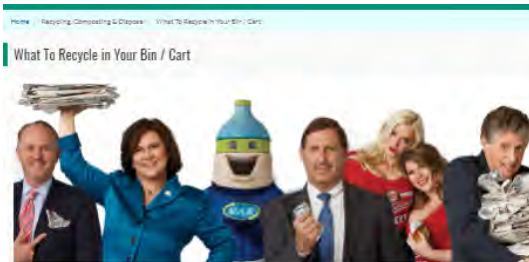
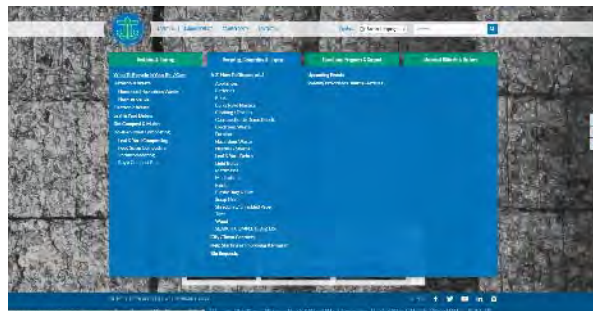
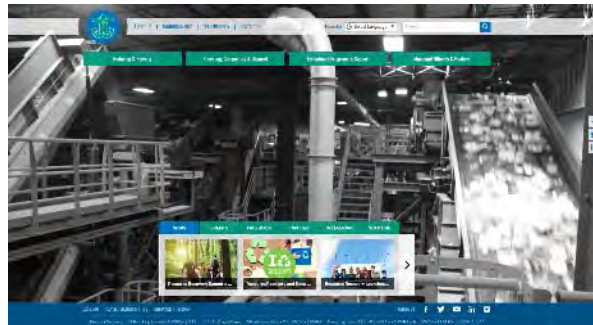
More about the Event: Recycling is the best way to protect our environment. It's also a great way to save money. Recycling helps reduce the amount of waste that ends up in landfills, which helps reduce the amount of greenhouse gases that are released into the atmosphere. Recycling also helps conserve natural resources, such as trees and water. Recycling is a simple way to make a big difference. Join us for the day, and we'll make sure you're ready to recycle right.

#LetsRecycleRight

For more info visit: www.recycleamerica.org/letsrecycle



Website



Let's Recycle Right!

Clic aquí para información en Español

Created in partnership with Recycle Across America®, the "Let's Recycle Right!" campaign promotes proper recycling in the Ocean State. The PSA features prominent Rhode Islanders, including Lt. Governor Dan Meehan, Secretary of State Nellie Gorbea, American Idol finalist Erica van Pelt, RI Foundation CEO Neil Steinberg, dancer Shura Baryshnikov, Ed Tarbox of Tarbox Toyota, Rhody the Ram of URI, and many more noteworthy personalities.

Text Content

Recycle Together RI

Recycle Together is RI's bin/cart recycling program. You can watch, read and/or download our basic guidelines on this page. Stick to these, you'll be a great recycler! Ready to take your recycling to the next level? You can opt to download our detailed guidelines at the bottom of this page. Your efforts to recycle right will keep recycling workers safe, save cities and towns money, provide high-quality raw materials to manufacturers, and preserve space in the Central Landfill.

Please recycle ONLY the following in your bin/cart:

Paper, cardboard, and cartons

That's it—no other fiber products. For example, wood and textiles are made from natural fiber but they aren't paper, cardboard, or cartons, so they don't belong in your bin or cart. Paper and cardboard should be mostly clean and dry (a little grease on a pizza box is OK) and be flattened. Cartons must be empty at a minimum, and rinsed whenever possible. Place plastic tops back on to cartons prior to recycling.

No shredded paper, and no napkins, tissues or paper towels.

Metal cans, lids, and foil

That's it—no other metal. For example, a metal frying pan is not a can, lid, or foil, so it doesn't belong in your bin or cart. Containers must be empty at a minimum, and rinsed whenever possible. Foil should be clean and bunched up.

Glass bottles and jars

That's it—no other glass. For example, a drinking glass is not a bottle or jar, so it doesn't belong in your bin or cart. Containers must be empty at a minimum, and rinsed whenever possible. Remove metal tops from glass bottles and jars first, and recycle separately.

Content Video



Plastic containers

That's it—no other plastic. For example, a plastic coat hanger is not a container, so it doesn't belong in your bin or cart. Containers must be empty at a minimum, and rinsed whenever possible. Place plastic tops back on to containers prior to recycling.

No foam containers, or plastic containers that once held flammable materials or oily chemicals like gasoline, motor oil, antifreeze, pesticides or herbicides.



No plastic bags, bags of bags, or recycling inside of bags!

Recyclables must arrive to our Materials Recycling Facility loose. [Click here](#) to learn more about Rhode Island's special program for recycling plastic bags and film.



Recycle Across America Labels

Rhode Island is the first state in the nation to adopt [Recycle Across America](#) standardized labels. To date, there are more than 58,000 labels in place at over 120 locations. These labels are proven to increase recycling and decrease contamination. Free labels are available to public schools and government agencies, as well as private businesses and institutions who participate in RI's recycling program. Download our Label Info and Placement Guide below for more information. Individual residents who want a label for their bin/cart at home can request one from their Department of Public Works.



Detailed Guidelines

Our goal is to see every Rhode Islander following the basic guidelines above; however, if you are super passionate about recycling 100% right, you can download our detailed guidelines below, too. They are the third level of information and include more "don'ts" and tips for preparation. Following these will take your recycling from great to superb, ensuring that our recyclers are getting exactly what they need. These detailed guidelines live exclusively on the web, so we can update them more regularly as small things change. Still have questions? Our A-Z search tool is perfect for you!



Download Related Files

- Basic Mixed Recycling Guidelines
- Reciclarje Mezclado (en español)
- Detailed Mixed Recycling Guidelines
- RAA Label Distribution Policy
- RAA Label Info and Placement Guide
- Changing Markets and Recycling in RI
- Keeping an Eye on the National Sword

How-to Videos



Online



Paid Social (Facebook)



Billboards



Resource Recovery | 65 Shun Pike | www.rirrc.org



Print



Ed Trabasso
Owner of Subaru Toyota



Let's recycle **Right!**

THESE ITEMS ARE THE **ONLY** THINGS
THAT SHOULD GO IN YOUR RECYCLING BIN/CART:

- ✓ CLEAN PAPER, CARDBOARD (FLATTENED) AND CARTONS
- ✓ EMPTY METAL CANS, LIDS AND FOIL
- ✓ EMPTY GLASS BOTTLES AND JARS
- ✓ EMPTY PLASTIC CONTAINERS



Nelle Garbaro
Rhode Island Secretary of State



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- ✓ EMPTY PLASTIC CONTAINERS



DID YOU KNOW ...

When done properly, recycling is the #1 action we can do to improve the environment, the economy and to prevent waste from going into oceans. This is why RI is leading the way as the first state to begin using Recycle Across America's® standardized labels on recycling bins, to make it easy for people to recycle more and recycle right!



For more tips and information about recycling right in Rhode Island, visit:
www.RecycleTogetherRI.org

PLASTIC BAGS SHOULD **NEVER**
GO IN YOUR RECYCLING BIN/CART.



In other words, no plastic bags,
no bags of bags,
no recycling inside of bags —
recyclables must be loose

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[illegible]



reciclaje mezclado





REVISTAS
PAPEROS, CARTONES
& PUBLICACIONES
& CUCHILLAS



PLÁSTICO
BOTTLES, BOTTLES
& CONTAINERS
& FRASCOS
& BOTTLES



VIDRIO
BOTTLES
& FRASCOS
& BOTTLES

No aceptamos: aerosoles, aceites, juguetes, electrodomésticos, muebles, aparatos electrónicos, herramientas, neumáticos, aceites, pinturas, productos químicos, refrigeradores, estufas, lavadoras, secadoras, congeladores, neveras, etc.

¡Antes de tirarlos, verifique su tipo de contenido de reciclaje!



No aceptamos aerosoles.
Ejemplos: bombas de pintura, bombas de aceite, bombas de agua, etc.



No aceptamos líquidos.
Ejemplos: aceites, jugos, refrescos, etc.



No aceptamos objetos punzantes.
Ejemplos: cuchillos, tijeras, etc.



No aceptamos aparatos electrónicos.
Ejemplos: televisores, computadoras, etc.



No aceptamos herramientas.
Ejemplos: martillos, destornilladores, etc.



No aceptamos neumáticos.
Ejemplos: neumáticos de auto, camioneta, etc.



No aceptamos pinturas.
Ejemplos: pinturas de pared, etc.



No aceptamos productos químicos.
Ejemplos: limpiadores, etc.

Los cambios para el **reciclaje mezclado** en Illinois están en marcha y pronto estarán en su ciudad o pueblo, al municipio de Public Works (Departamento de Obras Públicas) de su ciudad o pueblo, al propietario de la propiedad o al administrador de la propiedad.

Más información sobre el reciclaje mezclado en Illinois puede obtenerse en www.recyclingtogether.org.

Recycling Together es una asociación sin fines de lucro que promueve el reciclaje mezclado en Illinois.

Los bolsos plásticos causan problemas graves en el Centro de Reciclaje de Materiales (Materials Recycling Facility) de Rhode Island. Hay contenedores especiales para bolsos plásticos secos y limpios cerca de la entrada o de la salida de muchas de las grandes tiendas de Rhode Island.

Visite reciclemosjuntos1.org para obtener más información.

Radio

Let's Recycle Right! :30 English

You recycle, right? But are you recycling RIGHT? Use your recycling bin or cart for everything accepted in Rhode Island's mixed recycling program—but nothing more. That means paper, cardboard and cartons (pause) metal cans, lids and foil (pause) glass bottles and jars (pause) and plastic containers. Keep plastic bags out, and never place recyclables in plastic bags. This will make you a great recycler—just like me—Lt. Governor Dan McKee! Learn more at recycletogether-ri.org.

Let's Recycle Right! :30 Spanish

Usted recicla, ¿cierto? ¿Pero está reciclando BIEN? Solo utilice su contenedor de reciclaje para todo lo que es aceptado en el programa de reciclaje mezclado de Rhode Island: papel, cartón y cartones, [pausa] latas, tapas y papel de metal, [pausa] botellas y tarros de vidrio [pausa] y envases de plástico. No incluya bolsas plásticas y nunca coloque material reciclable en bolsas plásticas. Y así es como será un reciclador excelente, como yo, Nellie Gorbea, secretaria de Estado. Para obtener más información, visite reciclemosjuntosri.org



Programs



Statewide Single-Issue Mailer | \$91,834.50

\$1.37 / Household

[illegible]

Results: Reach



Direct Mail
850,000K Pieces



Billboards
15.7M Impressions



Radio
3.1M Impressions



Online Display
5.3M Impressions



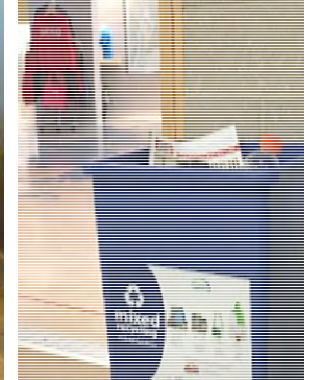
Paid Social
1M Impressions



Print
5M Impressions

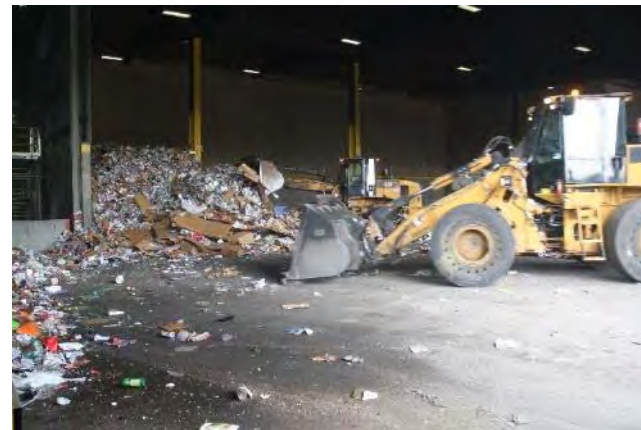


Results: Label Uptake



Results: MRF Rejected Tons

- 18% decrease in tons of rejected mixed recycling
 - Limited timespan: Mar-Nov pre- vs. Mar-Nov during
 - Did not randomly sample loads or attempt to control for extraneous variables



Challenges

- Making a national initiative fit RI
- Campaign fatigue
- **#1 CHALLENGE:**
Getting people to let go of their own design and approach for the greater collective impact.



Next Steps

- Continue to promote and spread labels
- Work specifically with Providence to amplify the campaign and use labels and matching tags with curbside feedback
- Examine other waste streams where standardized labels can be used



Thank you!

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