

Recycle Often. Recycle Right.SM

The recycling industry is changing. Stagnating recycling rates, end-market depression, packaging changes and material processing inefficiencies are all causing confusion over what is acceptable in curbside bins, high contamination levels and increasing costs. These factors threaten the sustainability of recycling programs everywhere. The solution: Recycle Often. Recycle Right.SM This simple, fully integrated education partnership provides all the materials, tools and messages to help your city's recycling program succeed in this ever-changing waste stream.



The longevity of any city's recycling program is dependent on public education and enforcement strategies. Simply put, recycling "right" can be confusing. With nearly 26 percent of people recycling items despite being unsure if they are recyclable, it's no surprise 16 percent of loads entering the recycling plant are contaminated. As more communities move to single-stream recycling and more complex plastics make their way onto store shelves, residents' confusion of what goes in and what stays out of the cart will be a growing challenge for your community.

Recycle Often. Recycle Right.SM is the solution. Recognizing that residents want to do the right thing and recycle correctly, but are often confused, Waste Management created Recycle Often. Recycle Right.SM This program is a national effort for municipal partners to educate their residents about recycling and the basic rules of sustainable recycling.

Recycle Often. Recycle Right.SM is a research-based education and outreach program that's flexible, adaptable and customizable. Whether your community is just getting started or you're in a mature market, Recycle Often. Recycle Right.SM provides municipal partners with all the right education tools – messaging, artwork, newsletters, welcome packets, bill inserts, and promotional ideas. By using targeted and standardized messaging focused on three simple recycling behaviors that will have a big impact, your community can maximize the value of the education and outreach investment, while leveraging a nationally promoted campaign.

Recycle Often. Recycle Right.SM is different from traditional recycling education efforts. The campaign is based on social marketing strategies that organizations in the energy, health and water industries are using successfully to change behavior. Working together to understand your city, its neighborhoods, its residents, their habits, and how they like to communicate is the foundation. This local knowledge is supplemented with nationally conducted surveys, focus groups, tested, targeted messages and extensive demographic research. And by simplifying and repeating recycling messaging, Recycle Often. Recycle Right.SM allows residents to focus on making the recycling decisions that will make the most difference.

www.RecycleOftenRecycleRight.com

Maybe it's time to rethink recycling.

Make the promise. Doing just these three things will make a huge difference.



Recycle all my empty bottles, cans and paper.



Keep food and liquids out of my recycling.



Keep plastic bags out of my recycling.