

The Carrot and The Cart

Recycling Right

Tactics and Tools for Effective Residential Outreach

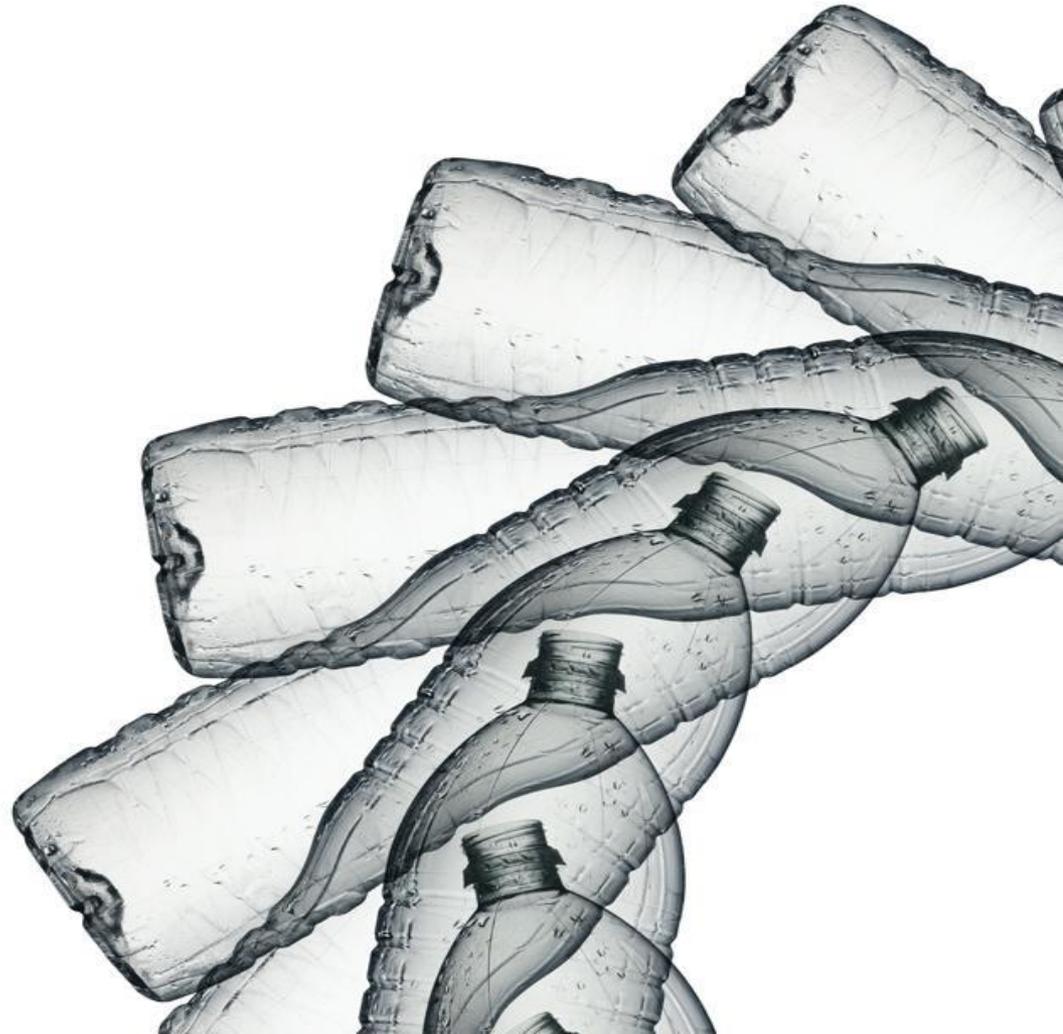
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Overview

Tactics and Tools for Effective Residential Outreach

Background

Research

Pilots and
Programs

Lessons
Learned



Program Design Evolution

Using Social Marketing for effective outreach

- Applying the scientific method to recycling education
- We want to change what people *do*, not what they *think*
- Understand the barriers and motivators
- Peer-to-peer engagement
- Measure results, not outputs

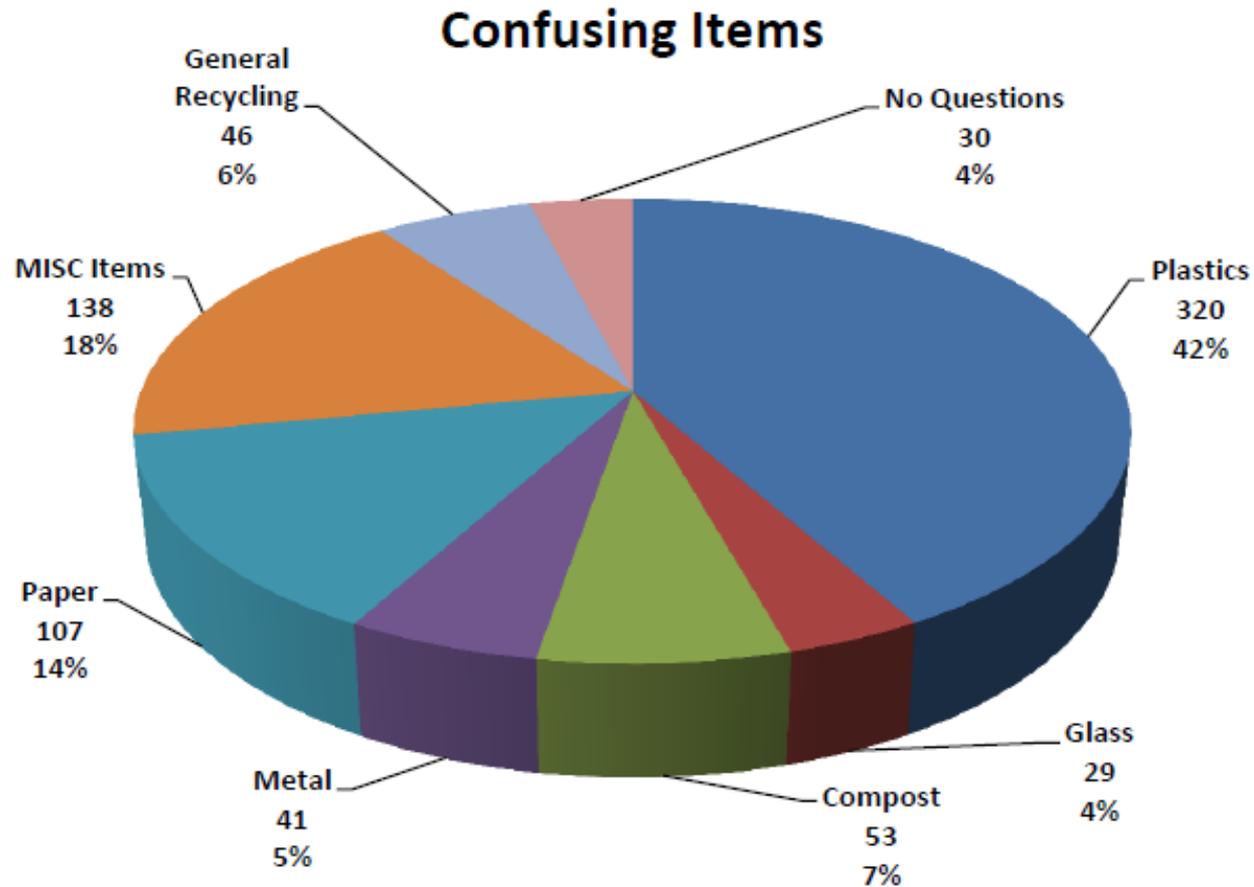
WM Customer Recycling Survey

Understanding residential recycling



WM Customer Recycling Survey

Improving Recycling Education Tools



Applying Survey Learnings

Inspiring questions at events



Applying Survey Learnings

Addressing specific questions

RECYCLING MYTH BUSTERS

MYTH: All plastics can be recycled.

FACT: Not all plastics can be successfully recycled. At this time only some plastics can be made into new things. **Recycle plastics by shape - bottles, jugs, dairy tubs and cups.**



MYTH: A recycling symbol stamped on plastic means it is recyclable.

FACT:

- There are **thousands** of plastic products and packaging, and each one has its own unique chemical recipe.
- The number only tells us what the primary ingredient is in the plastic recipe. Many plastics cannot be made into new products at this time.



MYTH: It doesn't matter if something belongs in the recycling — the recycling center will sort everything anyway.

FACT: False.

- There is a lot of garbage sent to the recycling center, and each non-recyclable item is removed by hand by trained staff.
- Garbage placed in the recycling increases the cost of the recycling process and will increase the cost of garbage and recycling service.

Garbage and Other Things We Find in the in Recycling

- loose plastic bags
- hoses
- light bulbs
- needles
- toys
- hangers
- straws
- snack wrappers
- cleaning wipes
- food-soiled containers and paper
- non-recyclable plastic

We're here to help!

When in doubt, check your Recycling Guide, call the Waste Management Customer Service Center or email recycling experts at recyclenw@wm.com.



OUR FUTURE
MAXIMIZING
VALUE
FROM WASTE

WM Incentive-Based Programs

Presentation Overview

- Goals
- Target Audience
- Metrics
- Results
- Lessons Learned



Think Green Recycling Challenge

Goal: Increase residential waste diversion and community engagement

WM
WASTE MANAGEMENT

THINK GREEN.

Take The **THINK GREEN** Reuse & Recycling Challenge!

October 2012—March 2013

WIN BIG
for your community.

Reduce, Reuse, Recycle—
and win up to **\$50,000**
for your community!

Think green and win green!
Waste Management is challenging
10 Seattle communities to
reduce waste.

WM
WASTE MANAGEMENT

THINK GREEN.

Team up with your neighbors To reduce waste and win a \$50,000 MAIN STREET MAKEOVER!

Think Green and Win Green! Waste Management is working with neighborhood organizations to challenge 10 Seattle communities to reduce the most waste by March 2012. The neighborhood that reduces the most waste will win a \$50,000 grant to give their community a Main Street Makeover!

How the Think Green Recycling Challenge Works
Every Seattle community in Waste Management's collection area is eligible to participate in this competition, through March 2012. The collection area that reduces the most waste during this time period, year over year, will win the Main Street Makeover grant. Grant money will be spent on improvement projects within the winning community – which may include:

- Bike racks
- Public place recycling containers
- Hanging flower baskets
- Park benches
- And more!

Which Community is in the Lead?
For six months, Waste Management will monitor and record the tonnage of waste, recyclables and compostables generated in your area. Each month, we will release an updated progress report; visit www.wmnorthwest.com/seattle frequently to see if your neighborhood is in the lead!

How Can I Help My Community Win?
It's simple:

1. Reduce the amount of material that you need to dispose of each day.
2. What you can't eliminate can likely be either recycled or composted. Review the recycling guidelines on the back of this fact sheet for more information on what you can put in your recycling and yard and food waste carts.

Waste Prevention is Even Better Than Recycling
Before you buy, use or discard an item, ask yourself:
Reduce: Can I buy this product with less packaging?
Reuse: Can I or someone else use this again?
Recycle: Can I recycle this after I use it?
Buy Recycled: Can I get this item with recycled content?

Follow your community's recycling and composting success at www.wmnorthwest.com/seattle.

Think Green Recycling Challenge

The metrics

- Initially measured improvement in diversion rate
- Adjusted metrics to:
 - reduction in garbage tons
 - community outreach activities



Think Green Recycling Challenge

Engaging Community

“I love recycling, because...

- *it fulfills an ancient wisdom.”*
- *it helps me remember that we're all part of an interconnected whole.”*
- *it helps our children learn how to be better inhabitants.”*
- *it keeps us connected to what we make things out of!”*
- *even "trash" can have a second chance at life on this planet.”*
- *it makes garbage day classier & more sophisticated.”*



Think Green Recycling Challenge

Engaging Community



Think Green Recycling Challenge

Engaging Community



Think Green Recycling Challenge

Engaging Community



Think Green Recycling Challenge

Rewarding Diversion and Outreach



Improved diversion by 1.65%
Engaged 8 of 10 communities
Donated money to 37 non-profits
Completed 127 outreach activities

	Year 1	Year 2	Year 3	Year 4
Diversion Rate	64.76%	64.77%	65.84%	66.41%
Outreach Activities	-	15	21	127
Active Partners	-	1 or 2	4	8

Think Green Recycling Challenge

Lessons learned

- Look for opportunities to collaborate
- Adjust metrics based on feedback
- Use incentives wisely



Waste Watchers

Goal: Increase residential waste diversion



- Home
- Get the Kit
- Learn More
- About Waste Watchers

GET YOUR KIT

Reduce your family's waste.

To make a positive impact on the environment, I pledge to pack my family's lunches in reusable containers. Waste Watchers is providing a reusable lunch kit to support my commitment.

YES! I will use my lunch kit to reduce waste, eat healthier, and save money.

We can't send you a kit if we don't have your contact information, so please provide it. We may contact you later to see how you like your kit. (We cannot mail to PO boxes.)

First Name:

Last Name:

Phone: (area)

Street Address:

City: ▼



Waste Watchers

Increasing engagement

Year 1

Target Audience: residential families, less engaged recyclers

Outreach Strategy: collect pledges at events and online (through city promotion)

Incentive: save on garbage bill

Actual Audience: engaged recyclers

Number of Pledges: 129

Downsized Carts: 17

Waste Reduced: 14,000 gal/week

Year 2

Target Audience: residential families with kids

Outreach Strategy: collect pledges online (through city promotion)

Incentive: receiving a lunch kit

Actual Audience: residential families with kids

Number of pledges: over 1200

Number of kits used: still coming

Waste Reduced: still coming

Waste Watchers

Lessons learned

- Collaboration always strengthens a program
- Adjust the metrics based on results and feedback
- Match the incentive to target audience



RecyclePalooza

Goal: Reduce non-recyclables and engage community

CITY OF Federal Way

Recycle Palooza 2011

Oct. 22, 2011 • 9am–1pm
Federal Way Community Center
876 S 333rd St • Federal Way, WA

Win up to **\$1,000** for Recycling Right!

Here's how it works:

1. Sign up by Sept. 30: 253.835.2771 or cityoffederalway.com/recyclepalooza (Federal Way residential garbage customers only)
2. 50 recycling carts will be randomly selected from sign up list
3. If your cart is chosen, attend Recycle Palooza on Oct. 22 (must be present to win)
4. Cart contents will be individually judged—Residents with the cleanest recyclables (no garbage or wrong items) are eligible to win one of over 20 prizes

For full details, visit cityoffederalway.com/recyclepalooza

Prizes courtesy of **WM WASTE MANAGEMENT**

- (1) **\$1,000** Grand Prize
- (10) **\$200** Garbage Bill Credits
- (10) **\$50** Gift Cards
- (1) 3-month Community Center Family Pass

See reverse for current recycling guidelines.

Did you know? When recycling plastics, don't look at the number, look at the shape! The only shapes of plastic that are recyclable are bottles, jugs, tubs and cups. Learn more recycling tips at cityoffederalway.com/recycling

WM WASTE MANAGEMENT Sign up by Sept. 30 for your chance to win \$1,000!
cityoffederalway.com/recyclepalooza • 253.835.2771

CITY OF Federal Way

Questions? Contact City of Federal Way Recycling at 253.835.2771 or recycle@cityoffederalway.com

Recycle Palooza 2011

Congratulations!

Your cart has been selected for the 2011 Recycle Palooza.

Here is your replacement cart.

In order to be eligible to win any of the 21 prizes, please attend Recycle Palooza on

Saturday, October 22, 2011 • 9am–1pm
Federal Way Community Center
876 S 333rd St • Federal Way, WA

If you have questions or are no longer eligible to participate, please contact City of Federal Way Recycling at 253.835.2771 or recycle@cityoffederalway.com.

WM WASTE MANAGEMENT **CITY OF Federal Way** **THINK GREEN.**

Recycle Palooza & Family Green Fest

What do 10,000 pounds of confidential documents, a \$1,000 grand prize, 550 people and 18 vendors all have in common? The second annual Family Green Fest and Recycle Palooza Event, which took place April 28 at the Federal Way Community Center.

Over 5 tons of confidential documents were shredded courtesy of Woodstone Credit Union. WestSide Baby collected nearly 60 car seats for recycling and reuse by the needy. Styro Recycle bagged 20 cubic yards of Styrofoam to recycle. Federal Way Police collected over 160 pounds of unwanted medications in conjunction with DEA's secure drug take-back efforts.

The Family Green Fest featured info on a variety of trendy topics including composting, green remodeling, green gardening, energy conservation, green cleaning options, organic foods and more.

The 2012 Recycle Palooza contest winners were declared from 45 Federal Way competing residences. Prizes courtesy of Waste Management:

- \$1,000 grand prize: Brad Blunci
- \$200 garbage service credit: Myra Aho, Dan Ayers, Peggy Beck, Chris Buchanan, Joanne Harrell, John Houde, Rose Jacobi, Peter Johnson, George Torratba & Donald Viele
- \$50 gift card: Helena Cho, Janice Cockerham-Twigg, Teddie Cummings, Dianne Ferguson, Jessica Ganduín, John Howard, Kandi Kimberling, Michele Peterson, Marco Sauri & Phil Sell

Plans are already underway for Recycle Palooza 2013. Subscribe to cityoffederalway.com/notifyme for updates.



RecyclePalooza

The metrics

- Event registration
- Workshop attendance
- Event attendance
- Pounds of recyclables collected



RecyclePalooza

The 2013 results

- More than 450 residents attended
- 50 families received \$3,000 in prizes
- Residents dropped materials to be recycled:
 - 9,200 pounds of documents to be shredded
 - 103 pounds of unwanted or expired prescription drugs
 - 11 cubic yards (210 pounds) of foam blocks
 - 6 car seats (reused) and 22 car seats (recycled)



RecyclePalooza

Lessons learned

- Most people want to do the right thing and appreciate the opportunity to learn
- Direct feedback to customers on their recyclables is a strong teaching tool
- People want to share their experience with others
- Very effective program. We would add a follow up random audit of their recycling at the curb



Zero Waste Partnership Kits

Goal: Increase participation for residential curbside composting service

WM
WASTE MANAGEMENT
720 4th Ave, Suite 400
Kirkland, WA 98033

Do you have a New Year's resolution? We do!

Waste Management's goal is to help customers recycle more and send less recyclables, food scraps and yard waste to King County's Cedar Hills Regional Landfill.

In an effort to help our customers and communities reduce waste, we have launched a special program to reward customers for signing up for curbside recycling service or curbside food scraps & yard waste service.

The first 1,000 customers who call our Customer Service Center to order recycling or food/yard service will receive their choice of A or B:

A) Food Scrap Collection Kit

1. King County Recycling Guide
2. Kitchen scrap collection pail
3. Bag of 25 compostable pail liners

or

B) Curbside Recycling Kit

1. King County Recycling Guide
2. Reusable and washable WM Recycling Tote
This is an easy way to store and transport recyclables from your home to your blue recycling bin!
There's even a handle on the bottom to hold while you empty your paper, plastic, metal and glass into your recycling cart!



Sign up today by visiting www.wmnorthwest.com/kingcounty or call our Customer Service Center, Monday through Friday 7 a.m. - 5 p.m. at 1-866-949-7764. Hurry! These special WM Zero Waste Partnership gifts are only available on a first-come, first-serve basis.

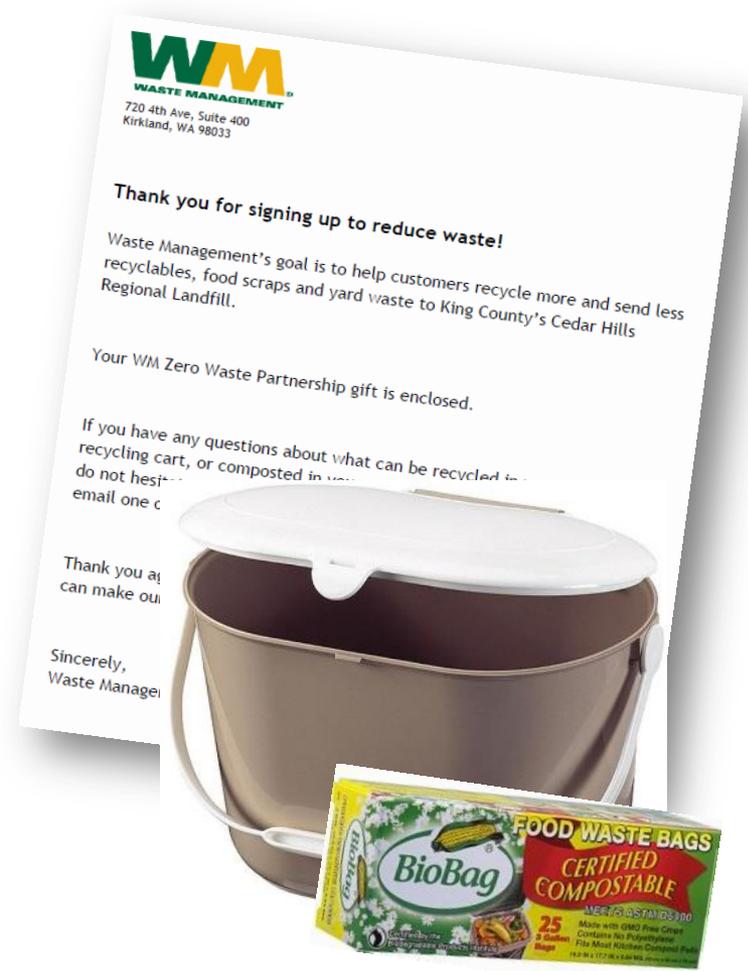
Thank you for your efforts to reduce waste. Working together we can make our shared community a better place to live, work and play!

Sincerely,
Waste Management

Zero Waste Partnership Kits

The metrics and results

- Customers without compost service: 21,761 out of 42,682
- Customers who sign-up for a new compost service receive a Compost Kit
- 500 new compost service sign-ups



Zero Waste Partnership Kits

Lessons learned

Providing tools that directly incentivize the intended behavior increases participation



Foodcycler Pledge

Goal: Increase diversion through composting



Pledge to be a Foodcycler and receive a **FREE** kitchen food scrap container...

DETAILS INSIDE!

Foodcycler Pledge

Engaging community



Foodcycler Pledge

Engaging community



Foodcycler Pledge

Engaging community



KEEP
Compost O' Natural!



PRODUCE STICKER TRADING CARD
Remove produce stickers and place on this trading card.
Once card is full, trade in for a FREE bag of Cedar Grove compost.
Trading post locations are on the back.

55 cards shown here are examples only. You do not need to match the exact sticker to the

Compost O'Natural ©2014 Waste Management of Washington, Inc. WMCompostONatural2014-15



Love Food, Be Scrap Happy!



GET COMPOSTING! CHECK OUT THE WASTE MANAGEMENT BOOTH AT THREE COMMUNITY EVENTS THIS SUMMER

Local chefs will be sharing delicious snacks and helpful tips on the best ways to create a "Scrap Happy Kitchen"

Foodcycler Pledge

Lessons learned



- Build momentum into your program - plan to keep community engaged
- For scaling, test out the best mechanism for tool delivery
- Be aware of what you promise

Recycle Often. Recycle Right.SM

National campaign

RECYCLE OFTEN. RECYCLE RIGHT.SM

ABOUT VIDEO RESOURCES NEWSROOM SOCIAL CONTACT

45% of aluminum cans end up in the garbage

SOURCE: U.S. ENVIRONMENTAL PROTECTION AGENCY

Maybe it's time to rethink recycling.

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

- 1 Recycle all my empty bottles, cans and paper.
- 2 Keep food and liquids out of my recycling.
- 3 Keep loose plastic bags out of my recycling.

First Name * Last Name *

Email * Zip/Postal Code *

Sign me up to receive news, updates and information about Recycle Often. Recycle Right.SM to help me keep my promise.

SUBMIT

6190 Others have made the promise. Will you?

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Recycle Often. Recycle Right.SM

Key messages



**RECYCLE OFTEN.
RECYCLE RIGHT.SM**

WHY recycle?



Plastic bottles
can turn into clothing



Aluminum cans
can turn into new ones in 60 days



Today's news
can become a new cereal box

How to recycle:



Recycle all bottles, cans
and paper



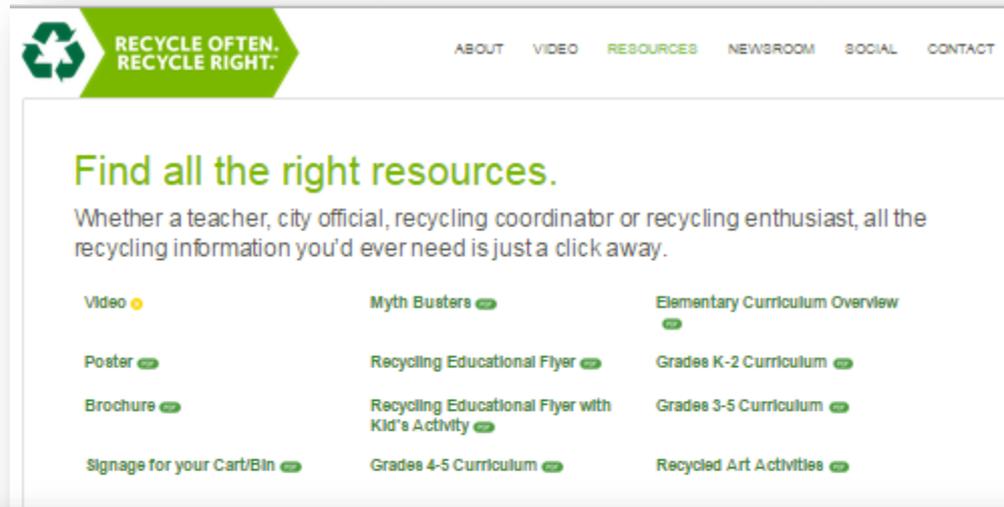
Keep items clean and dry



No plastic bags

Recycle Often. Recycle Right.SM

WM open-source resources



The screenshot shows the top navigation bar with a green recycling symbol and the slogan "RECYCLE OFTEN. RECYCLE RIGHT." followed by menu items: ABOUT, VIDEO, RESOURCES, NEWSROOM, SOCIAL, and CONTACT. Below the navigation is a section titled "Find all the right resources." with a subtext: "Whether a teacher, city official, recycling coordinator or recycling enthusiast, all the recycling information you'd ever need is just a click away." A grid of resource links is displayed, each with a small green arrow icon:

Video	Myth Busters	Elementary Curriculum Overview
Poster	Recycling Educational Flyer	Grades K-2 Curriculum
Brochure	Recycling Educational Flyer with Kid's Activity	Grades 3-5 Curriculum
Signage for your Cart/Bin	Grades 4-5 Curriculum	Recycled Art Activities

SUBMIT

6192 Others have made the promise. Will you?



More Resources

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