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# YOUR RECYCLING COMMUNICATIONS



Curbside Value Partnership  
is now  
The Recycling Partnership

Committed to  
stronger recycling solutions  
since 2003



# FUNDERS

## Board of Directors



## Partnership Funders



## Associate Members



# Six Aspects of Healthy Recovery



**1 Committed Communities**  
provide ample access and  
opportunity for expansion

**2 Public-Private Partnerships**  
coordinate across sectors

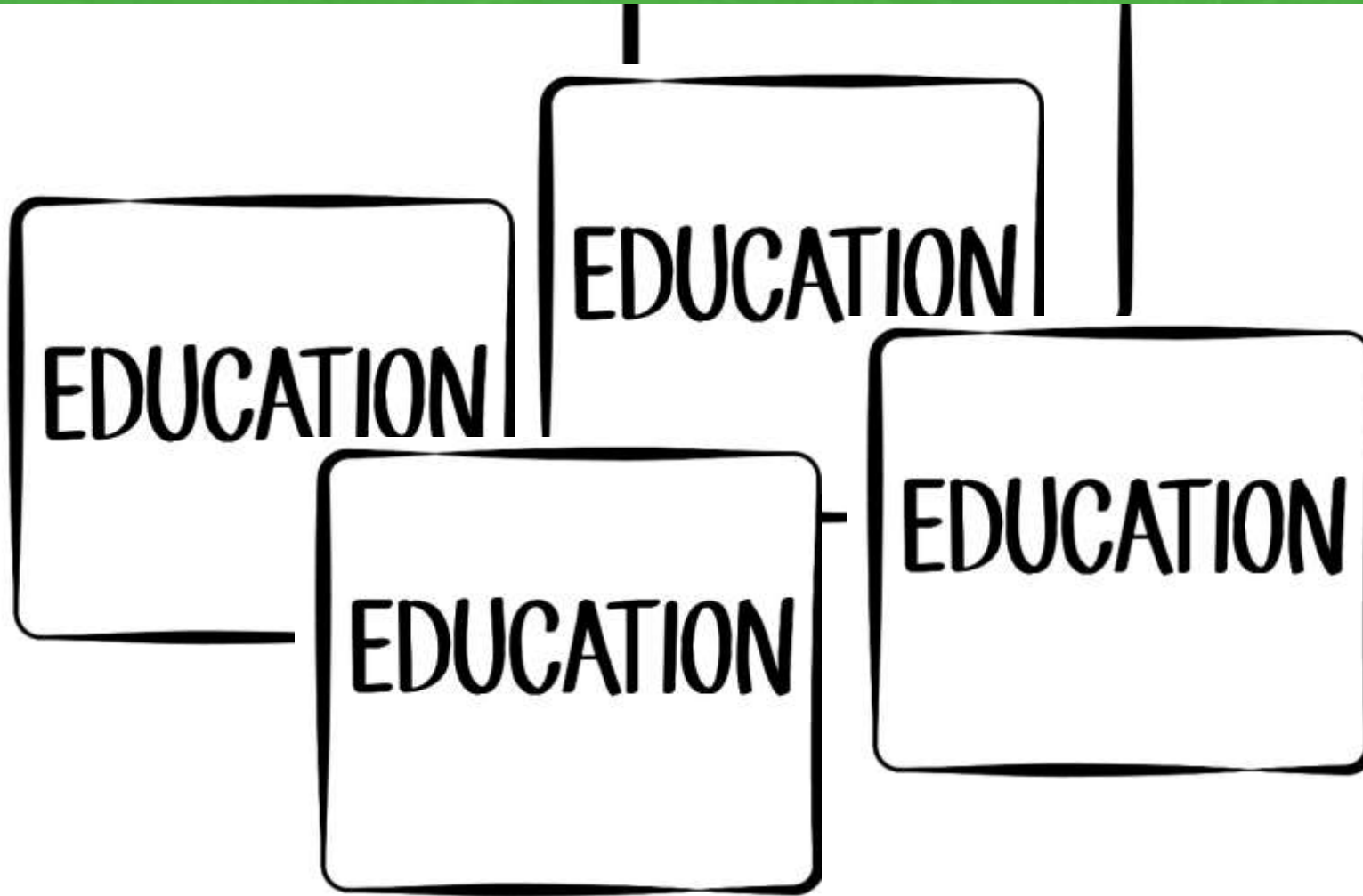
**3 Supportive Policy**  
recognizes the value of the  
recovery supply chain

**4 Robust MRF Processing**  
creates quality bales through  
dependable flow of clean material

**5 Strong End Markets**  
drive demand and appealing price

**6 Thoughtful Outreach**  
boosts participation, reduces  
contamination

# What is THOUGHTFUL OUTREACH?



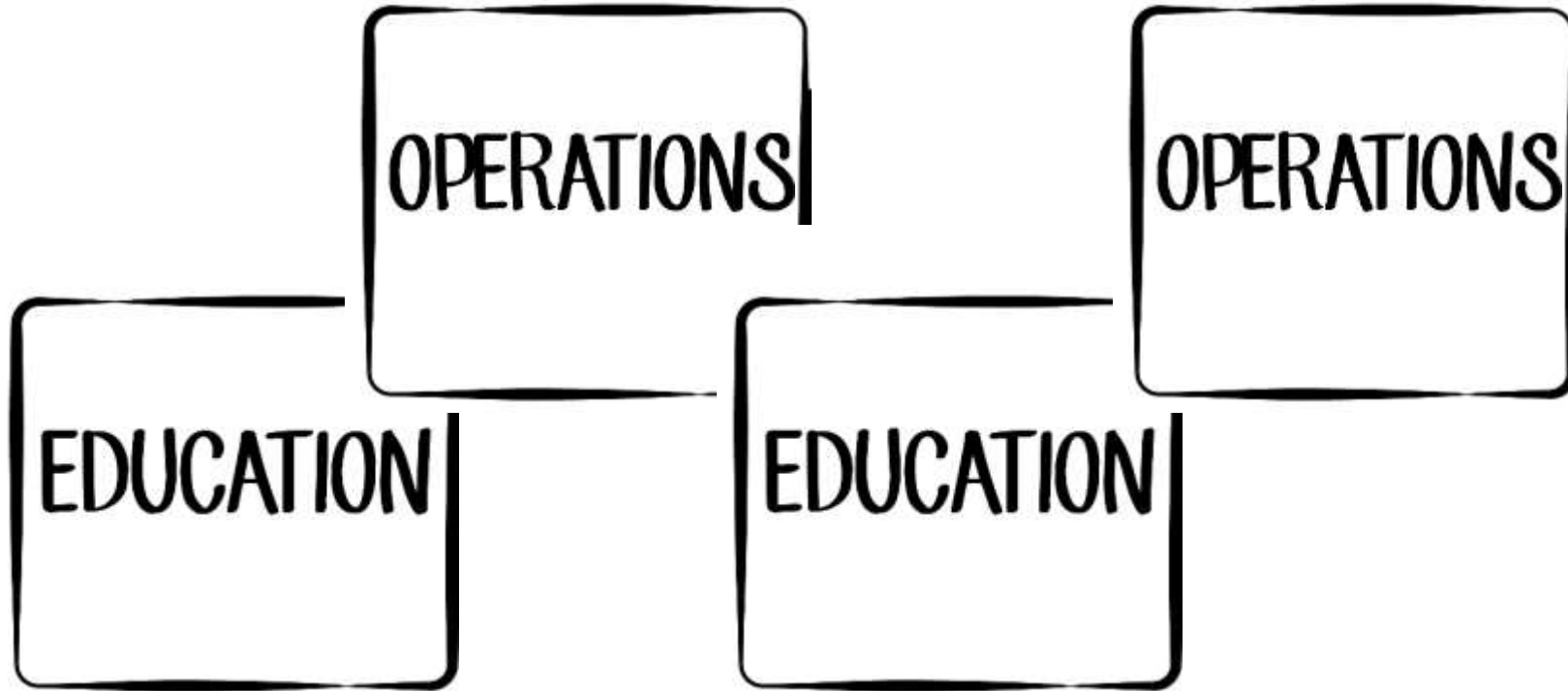


# What is THOUGHTFUL OUTREACH?



Social  
Marketing  
for  
Behavior  
Change

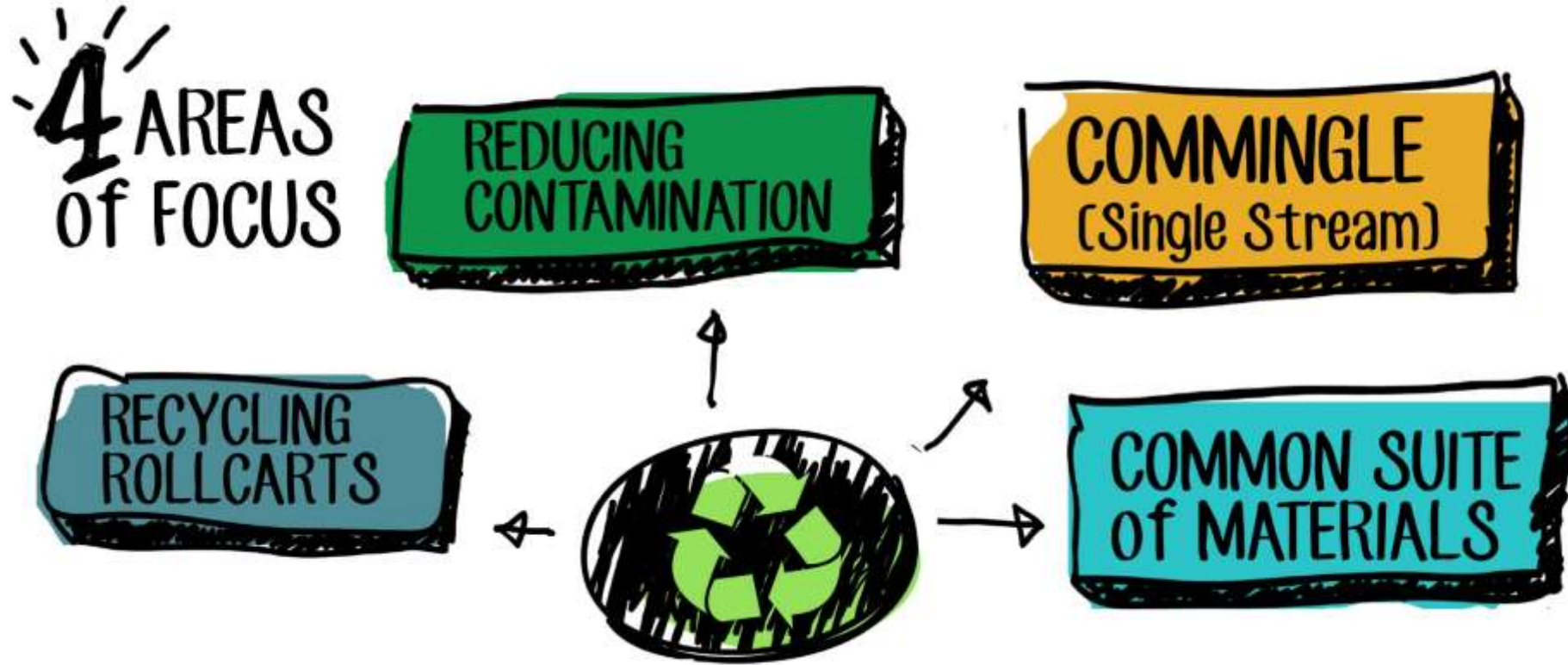
# Systems Approach



Technical Assistance

Messaging

# Common Themes



BMPs

Planning

Communications

# BMPs- Strategic Planning, Resources and Tools

Web-based learning, e-news, webinars, workshops

Open-source graphics and downloadable outreach tools and worksheets

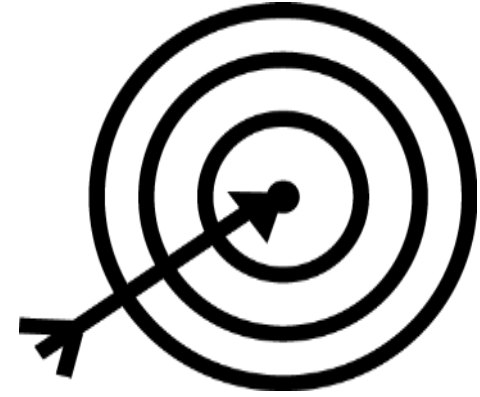
Grants and customized campaign components





Let's Put It To Work

# Thoughtful Outreach



# Classic Marketing 101

**Create**

**Build**

**Execute**

**Assess**

# Breaking Down “Create” (aka making the plan)



Goal   Objective   Budget

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Target Audience

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Strategy   Tactics   Key Messages   Timeline

Connection. Connection. Connection.

**WHO ARE YOU TALKING TO?**

**WHAT DO THEY WANT TO KNOW FROM YOU?**



# Time to Grow

Carts hold more valuable recyclables. Wheels make it easier to take recyclables to the curb. They have a lid to keep contents intact.



# Modeling Behavior

This classic campaign shows the act of rolling to the curb, and preloads the concept so new carts are clearly intended for recycling.





# Multiple Channels

It takes clear, compelling, and constant communications to raise participation rates and decrease contamination rates.



Basics First.  
And Always.  
What.  
When.  
Where.

1ST and 3RD MONDAYS

JULY	6	20
AUGUST	3	17
SEPTEMBER	7*	21
OCTOBER	5	19
NOVEMBER	2	16
DECEMBER	7	21
JANUARY	4	18
FEBRUARY	1	15
MARCH	7	21
APRIL	4	18
MAY	2	16
JUNE	6	20

\*Labor Day. Please check with the City of Columbia for the holiday schedule changes.

Roll Out Schedule  
Collection Schedule  
Accepted Materials  
Set Out Instructions

Phone number  
Website

WE'RE  
ON A  
ROLL



HEY, CITY OF FLORENCE!  
MEET YOUR NEW RECYCLING CART.

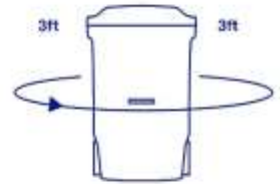


Soon, you'll be getting an upgrade! The new 95-Gallon recycling cart has two wheels for easy maneuvering and a lid to keep things tidy. It's going to make recycling so much easier and help you recycle more items, which is good for everyone.

For more information visit: [www.FlorenceAL.org/FlorenceRecycles](http://www.FlorenceAL.org/FlorenceRecycles)

AUTOMATED COLLECTION REQUIRES ACCESS

Place your cart at the curb with at least 3ft open space to allow for pickup access.



	Paper & Cardboard	KEEP OUT
	<ul style="list-style-type: none"> <li>Newspaper &amp; Junk Mail</li> <li>Flattened Cardboard</li> <li>Cereal &amp; Tissue Boxes</li> </ul>	<ul style="list-style-type: none"> <li>Plastic Bags</li> <li>Food Waste</li> </ul>
	<p>Empty, Rinse &amp; Replace Cap</p> <ul style="list-style-type: none"> <li>Plastic Bottles</li> <li>Glass Bottles &amp; Jars</li> <li>Plastic Containers</li> </ul>	<ul style="list-style-type: none"> <li>Cords &amp; Wires</li> <li>Yard Waste</li> </ul>
<p>RECYCLING PARTNERSHIP </p>	<p>ALUMINUM CANS &amp; FOL</p> <ul style="list-style-type: none"> <li>Metal Cans</li> <li>Food &amp; Juice Cartons</li> </ul>	<p>My pickup day is:</p> <p><b>Tues.</b></p>



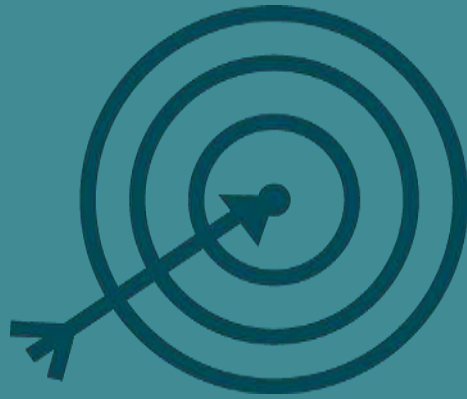


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# TIPS and TRICKS

# Pick a Topic

Choose what you'll use...



**Add a Material**



**Special Collection**



**Service Change  
(bins to carts)**



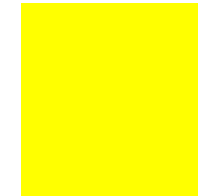
**New Drop-off Site**



**Reduce  
Contamination**



**General Awareness**



**Boost Participation**

# Parameters

Budget: \$20,000

Population: 100,000

# Assignment

Answer: WHAT, WHO, HOW

Justify your choices



**Add a Material**



**Reduce Contamination**



**Special Collection**



**General Awareness**



**Service Change  
(bins to carts)**



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**New Drop-off Site**

# Breaking Down “Create” (aka making the plan)



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AND THEN...  
Things change.



1. Outreach Budget cut by 50%
2. Community Event (fly a kite day)
3. Outreach Budget cut by 75%
4. Education Grant (extra \$10,000)
5. Outreach Budget cut by 25%
6. Municipality just doubled down on Instagram

## AND THEN...

Things keep  
changing.



1. Outreach Budget cut by 50%
2. Free space for either a regular ad or column in local newspaper
3. Outreach Budget cut by 75%
4. Marketing Intern
5. Outreach budget cut by 25%
6. Your MRF now accepts rigid plastics

# #RealHeroesRecycle

Celebrating The Many  
Everyday Heroes Who Make  
A Difference by Recycling

Act locally. Connect socially.



## RECYCLING MAKES BEING A SUPERHERO SUPER EASY!



Recycle



Snap



Share recycling hero photos  
**#RealHeroesRecycle**



# Thank You!



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Senior Consultant

[Recycle.com](http://Recycle.com)