How Clear Are Your Recycling Outreach Materials?

November 8, 2016
Webinar Overview

- Introductions
- Speaker Presentations
  - Natha Dempsey and Marissa Segundo, Foodservice Packaging Institute
  - Jason Hale, The Recycling Partnership
  - Brenda Pulley, Keep America Beautiful
- Conclusions and Q&A
Today’s Speakers

Moderating:
Lynn Dyer
President, Foodservice Packaging Institute

Natha Dempsey
Vice President, Foodservice Packaging Institute

Marissa Segundo
Communications Consultant, RRS

Jason Hale
Communications, The Recycling Partnership

Brenda Pulley
Senior VP, Recycling, Keep America Beautiful
A few technical details...

You can hear us, we can’t hear you. And that’s OK.

Your control panel to the right allows you to change VOI vs. phone settings.

Questions? Wonderful. Use Q&A feature to ask questions during webinar

A recording of this session will be available after the webinar has ended.
Natha Dempsey
Foodservice Packaging Institute

Marissa Segundo
RRS
Foodservice Packaging Institute

Resident Messaging Survey
Foodservice Packaging Institute

- Established in 1933
- Only industry trade association in North America solely focused on all single-use foodservice packaging products

Members include:
- Converters and their raw material and machinery suppliers (represents about 85% of the industry);
- Foodservice distributors and operators
What is Foodservice Packaging?

Single-use foodservice ware & packaging used by foodservice establishments.

Specifically, our work focuses on:

- Cups (including sleeves)
- Containers, including:
  - Egg Cartons
  - Beverage Carriers
- Boxes
- Paper bags
Resident Messaging Survey

Conducted Summer 2016
Goal of Survey

- Identify language and images that most effectively drive quality recycling
- Find common recycling messaging to increase clarity for acceptable recyclables

Survey Methodology

- Web-based survey using vetted survey panelists
- Sample set: 1,000 survey participants
  - Homeowners 18+, male/female
  - 95% statistically valid national sample
How does the language on outreach material impact curbside behavior?
Effective Recycling Terms

- Plastic container: 61%
- Clamshell container: 19%
- Take-out container: 12%
- Produce container: 4%
- Hinged container: 4%

61% of residents call this a “plastic container”
19% say “clamshell container”

Term Tip: Avoid industry specific terms when referring to recyclables
Effective Recycling Terms

50% of residents call this a “foam container”
35% say “take-out container”

Term Tip: Avoid inaccurate or trademarked terms when referring to recyclables
“No Food Soiled” vs. “Clean”

Box 1: Visible cheese residue & oil

Box 2: Minimal oil

Box 3: Oil on lid and base

Guideline Tip: Use the term “clean” was preferable in achieving acceptable pizza boxes
If recycling guidelines state that "paper" is accepted, which of these paper bags would you recycle?

- Empty Bag: 78%
- Both: 13%
- Neither: 8%
- Bag with food: 2%

Overall, 78% of residents surveyed would correctly recycle the empty paper bag.

Guideline tip: Using terms and/or photos to achieve empty paper bags.
Effective Recycling Instructions

Before

Nearly **40%** of residents said that “cups should be empty & clean” was **clearest**

After

More **clear** than “clean” or “empty” alone

Guideline Tip: Use the terms “empty & clean” are clearest when referring to recycling paper cups
Where do residents go to find out what's recyclable?
Where do residents look **first** to find out if an item is recyclable?

<table>
<thead>
<tr>
<th>Recycling Symbol on Package</th>
<th>City, County, or Recycling Company Website</th>
<th>Recycling Instructions on item's package</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>27%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Outreach Tip: Educate residents on recycling symbols on packaging
Where do Residents Go for Info?

Outreach Tip: Websites should contain current data that is easy to navigate.

First Choice by Age Group

- **City, county or recycling company’s website**
  - Age Group 18-34: 148
  - Age Group 34+: 164

- **Signage on Recycling cart**
  - Age Group 18-34: 94
  - Age Group 34+: 131

- **Magnet with recycling info**
  - Age Group 18-34: 67
  - Age Group 34+: 16

- **Recycling brochure**
  - Age Group 18-34: 51
  - Age Group 34+: 85

- **Social media**
  - Age Group 18-34: 108
  - Age Group 34+: 26

- **None**
  - Age Group 18-34: 46
  - Age Group 34+: 82
Recycling Flyer Format

Which flyer format do residents find clearest?

**Flyer 1**
Images grouped by Recycling, Compost, Garbage

**Flyer 2**
Images grouped by category - paper, plastic, glass and metal

**Flyer 3**
Images appear individually, not sorted by category
Recycling Flyer Format Preference

Overall, 85% of residents said that Flyer 2 was **clearest** in describing how to recycle this container.

Flyer Design Tip: Categorize your recyclables, and use clear images with short text descriptions.
Summary of Best Education Practices

Best practices for reaching and educating your audience

**Flyers**
- Multiple images of recyclables
- Grouped by category (i.e. Plastics)
- General description (i.e. plastic containers)
- Space between groups/images, uncluttered layout
- Additional instructions on “how to prepare recyclables”

**Community Website**
- Preferred source for recycling information
- Keep website updated
- Website should be easy to navigate
- Include FAQs from resident inquiries

**Social Media**
- Primary source of recycling information for **ages 18-34**, not primary for 34+
- Have a plan for regular social media interaction
- Align social media with website content

**Language**
- Use common terms to describe recyclable items
- Keep recycling instructions clear
- Use simple, positive language: clean
- Summarize prohibited items
Visit RecycleFSP.org for more info

Contact:
Natha Dempsey  
FPI  
ndempsey@fpi.org

Marissa Segundo  
FPI/RRS  
msegundo@recycle.com
Jason Hale, 
The Recycling Partnership
MORE BETTER RECYCLING

Boosting participation and fighting contamination through resources and BMPs
WE’RE THE RECYCLING PARTNERSHIP
501(c)3 organization dedicated to transforming recycling in towns all across America
Great City Partners

- COLUMBIA, SC
- FLORENCE, AL
- CUYAHOGA, OH
- GREENVILLE, SC
- EMMET CO., MI
- RICHMOND, VA
- SANTA FE, NM
- ATHENS, OH
- ST PAUL, MN
- OUTAGAMIE, WI
- PORTLAND, ME
- MEMPHIS, TN

106 COMMUNITY PARTNERS

$21 MM TOTAL INVESTMENT

>2 MM HOUSEHOLDS
HOW DO WE CHANGE BEHAVIOR?
What We Know

We can’t only educate

Awareness and knowledge do not change behavior
We can’t only educate

Awareness and knowledge do not change behavior

Operations + Education
What We Know

Confusion on plastics, evolving packaging and rules of what / how to recycle
Confusion on plastics, evolving packaging and rules of what / how to recycle

Thus We Do

Create common lists of materials – simple, clear and consistent
What We Know

Teaching children is good, but doesn’t change recycling behavior in the home by itself.
Though We Do

Teaching children is good, but doesn’t change recycling behavior in the home by itself.

Build universal awareness, understanding, and trigger behavior.
What We Know

Convenience and positive perception must outweigh any barriers
Thus We Do

Convenience and positive perception must outweigh any barriers

Build culture with positive feelings
Save the heavy “no” for immediate problems
Limbic decision making – deeper, instinctive behavior

98% of what the brain does is outside of conscious decision making
Energetic, relatable, “recycling is a part of life”

Program Message & Brand

Brand

Modular Elements

Creative Direction

Component Templates

Operational Elements
THREE KEY ELEMENTS TO BOOST PARTICIPATION AND REDUCE CONTAMINATION

INFORM – BASIC DO’S AND DON’TS

PERSONALIZED FEEDBACK

ISSUE SPECIFIC COMMUNICATIONS

POSTCARD/MAGNET

CART TAGS

MAILERS + MEDIA
COMPLEMENTARY RESIDENT ENGAGEMENT TOOLS

1-1

1 GENERAL ADVERTISING

1 STANDING RESOURCE

measure, measure, measure!
Number of Carts Rejected Notably Dropped
New normal stabilized within eight collection cycles.

LOWELL (poor quality route)

Curbside
Single stream

![Chart showing rejection rates and set-out rates over interventions.](chart.png)
Overall Contamination Trended Downward
Total contamination dropped from 37 to 26 percent (by weight).

LOWELL and W SPRINGFIELD
Curbside
Single stream

- Each of the four pilot routes behaved slightly different.
- Single family routes seemed to have less contamination and better recovery rates than the multi-family routes.

BEFORE
63%
37%

AFTER
74%
26%
Targeted Material Trended Downward
“Stuff in Bags” dropped from 43 to 15 percent of contamination by weight.

LOWELL and W SPRINGFIELD
Curbside
Single stream

- Recyclables in bags and garbage in bags were identified as the most problematic contaminant.
- That material was specifically targeted.

Stuff in Bags
All Other Contamination

BEFORE

AFTER

57%
43%

15%
85%
Carts: Grants, Assistance, Resources

How-to guide and open source tools
Open Source Tools Online

ALWAYS PAIR SOUND OPERATIONS WITH THOUGHTFUL OUTREACH. PROCEED WITH INFORMED DECISION MAKING.

PLAN - ACT - MEASURE

SO RECYCLER, WHAT DO YOU WANT TO DO FIRST?

Delivering robust recycling service means valuable materials are diverted from landfills back into manufacturing, and residents confidently recycle.

- Fight Contamination
- Recycle with Carts
- Boost Participation

RECYCLINGPARTNERSHIP.ORG
TRY THESE TOOLS, JOIN OUR NETWORK, and let's make recycling more & better!
Brenda Pulley,  
Keep America Beautiful
Improving Recycling
• Collaboration for Consistency
• The National Campaign and other tools
• Leveraging Resources
Who We Are

Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment.

We envision a country where every community is a clean, green and beautiful place to live.

We provide the expertise, programs and resources to help people:

– End Littering;
– Improve Recycling;
– Beautify communities in America.

Our collective action champions environmentally healthy, socially connected and economically sound communities.
Strategic Impact Goals (2025)

**End Littering**
Reduce litter by 35% in Keep America Beautiful affiliate service areas

**Improve Recycling in America**
Improve recycling attitudes and behavior by 20% and quality by 15%; Provide 5 million individuals with on the go recycling

** Beautify America’s Communities**
Improve, restore and maintain 1 million public spaces

END LITTERING IN AMERICA

IMPROVE RECYCLING IN AMERICA

BEAUTIFY AMERICA’S COMMUNITIES
Improve Recycling

Educate, motivate, activate individuals to recycle

Individuals & Consumers → Workplace → College → K-12

- America Recycles Day
- “I Want To Be Recycled” PSA
- Recycling on the Go
- Recycling @Work
- Recycle Mania
- Recycle-Bowl
Recycling Habits

- When current recyclers were asked about their behavior, about half (52%) of respondents described themselves as middle-of-the-road recyclers.

Q: Which of these statements best describes your current recycling habits?

- Avid recycler: I recycle nearly everything and will go out of my way to do so
- Middle-of-the-road recycler: I make an effort to recycle but I usually won't go too far beyond what is convenient
- Sometime recycler: I recycle the easy stuff but I don't make too much of an effort

Base: Recyclers, n = 793
Recyclers find it easiest to recycle in their own residence.

- **Residence**: 74%
- **Workplace**: 35%
- **Public places**: 30%
- **Local schools**: 28%
- **Public parks**: 27%

*Base: Recyclers, n=793*
National Recycling PSA Campaign

• **Increase recycling participation** by creating strong **passion** and **reason** to believe in recycling
Campaign Goals

• **Increase** recycling participation
• **Educate** and **motivate** people to recycle more
• **Transform** recycling into a daily social norm
• **Provide** tools to inform people how and where to make recycling happen
Research Results

• Most respondents found “The Potential of Trash” the most eye-opening territory.
  – The strategic concept reframed recycling in a more impactful, imaginative way.

• There was a strong desire for a well-organized, easy-to-access set of recycling tools.
  – People agreed that this information likely already existed, but wanted a more engaging and user-friendly source.

<scribbled note>

everything can become something new and amazing supposed to just sitting in a landfill wasting away.

<scribbled note>

THE IDEA MAKES ME:
THINK: We need more public education on recycling. Start in elementary school and develop the mindset.
FEEL: Like we've got a long way to go still.
DO: Share info and ideas with others.
Call to Action: Give your garbage another life
TV PSAs

Find a Recycling Center Near You:
Enter your zip code to find local recycling information and to locate the nearest recycling centers.

Enter your ZIP Code

TELEVISION PSAs

Journey :60

60 second journey spot

15 second stadium spot
Taking Recycling Beyond the Kitchen
Integrated Campaign

Mobile • Social • Outdoor • Partnership • TV • Online • Radio
Social Media

154,217 Facebook likes

14 M Tumblr Impressions from April - June 2015

57,919 Tumblr followers

5,300 Average daily impressions on Twitter

6,285 Twitter followers
Campaign Extensions

- :30 co-branded PSAs
- Out of home, web banners, print
- Scholastic Learning curriculum
Campaign Results Overview

$125M
Total campaign donated media

38%
Have seen/heard the campaign

3.8M+
Visitors to Website

"I want to be a bike. Recycle me."
Activate the PSAs Locally

- Encourage placement of the ads in **donated** media
  - Reach out to local media. – TV, radio, OOH
  - Run PSAs on TV monitors in your workplace or public buildings, schools etc.
  - Invite other “media” outlets to donate time to run PSA (e.g. movie theaters)
  - Feature PSAs on government-owned recycling trucks or bus stops
  - Run PSAs on government-owned stations

**Guideline: Ads must run in donated media**
To access broadcast-quality TV files, visit iwanttoberecycled.org
• Sponsorship opportunity to run “localized” ads in both donated and paid advertising space.
Unify, Simplify, Amplify

### WHAT CAN I RECYCLE?

**TOP 10 IN THE BIN**
1. CARDBOARD
2. PAPER
3. FOOD BOXES

### RECYCLE!

**TOLEDO CURBSIDE RECYCLING GUIDE**

- **PAPER & CARDBOARD**
  - Newspapers, magazines and unwanted mail

- **METAL**
  - Aluminum and steel containers, clean foil and trays

- **PLASTIC CONTAINERS**
  - Beverage containers, bottles, jugs and tubs, empty with caps on

- **GLASS**
  - Bottles and jars

- **CARTONS**
  - Milk, juice and soup cartons

### HERE IS WHAT NOT TO INCLUDE IN YOUR CURBSIDE RECYCLING BIN:

- **GRASS & YARD WASTE**
  - Mow and match grass clippings or drop off yard trimmings at these centers:
    - www.co.lucas.oh.us

- **PLASTIC BAGS**
  - No recyclables in plastic bags. Take plastic bags and wrap to a retailer near you.

- **GARbage**
  - No food or other kitchen waste.

- **CLOTHING & TEXTILES**

- **ELECTRONICS**
  - * Check for special collection events or places to donate these items

For more information about recycling:
- www.toledo.oh.gov/recycle

### America Recycles Day

**NOVEMBER 16**

- **What can I recycle?**
  - Check these:
    - Bottles & Cans
    - Newspapers, magazines and unwanted mail
    - Plastic bottles and caps
    - Check Locally: Cartons, Jars, and BPA-Free Plastic Bottles

**Keep America Beautiful**

---

68
Recycling Survey Research

Objective:

– What do people associate with recycling: shape, color, wording
  • Partnered with George Washington University
  • 750 participants in on-line survey

– Key take-aways:
  o Color:
    • Blue = recycling – 79%
    • Green or Brown for composting (41%/51%)
  o Shape: Square bin = recycling, round = trash
  o Messaging:
    – “Mixed Recycling” works (77%)
    – “Single Stream” Doesn’t (11%)
    – Icons + words – potential for confusion – in the field study underway
America Recycles Day 2016
Theme: #BeRecycled

– Raise awareness about recycling – what can and cannot be recycled

– “#BeRecycled” invites individuals to actively live a recycled lifestyle.

– Encouraging everyone to commit to the “Reduce. Reuse. Recycle and Buy Recycled,” mantra in every aspect of their lives – at home, at work/school, and on-the-go.
America Recycles Day – Tools & Resources

- AmericaRecyclesDay.org provides event organizers with a wide variety of tools and resources to make event organizing easy and successful.
America Recycles Day: Nov. 15
How Will You?

- **Host an event** – Don’t forget to register!

- **Take the #BeRecycled Pledge**, a promise to actively choose to live a recycled lifestyle by committing to “Reduce. Reuse. Recycle.” in all aspects of daily life.

- **Share** social media posts about America Recycles Day using #BeRecycled

- **Enter** the ARD #BeRecycled sweepstakes on Facebook by sharing how you live a recycled lifestyle for a chance to win a gift card to hayneedle.com!
Conclusions

• Leverage learnings, tools and other resources

• Key Approaches:
  • Convenience
  • Communication
    • Be positive
    • Keep it simple
  • Consistency
Resources

• America Recycles Day - [http://americarecyclesday.org/](http://americarecyclesday.org/)
• Recycling @Work - [http://recycle@work.org](http://recycle@work.org)
• National PSA Campaign - [www.iwanttoberecycled.org](http://www.iwanttoberecycled.org)

Contact:
Brenda Pulley
Senior Vice President, Recycling
202-688-0603
Questions and Answers

Type in your questions in the panel box to the right
Thank you for joining us!

Lynn Dyer  
Foodservice Packaging Institute  
ldyer@fpi.org

Natha Dempsey  
Foodservice Packaging Institute  
ndempsey@fpi.org

Marissa Segundo  
RRS  
msegundo@recycle.com

Jason Hale  
The Recycling Partnership  
Jhale@recyclingpartnership.org

Brenda Pulley  
Keep America Beautiful  
bpulley@kab.org