

Recycling Resources to Educate & Engage Residents

July 28, 2021 - 1:00pm

Kathy Boucher, Decker
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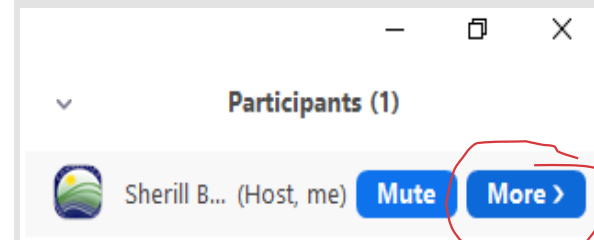


CCSMM

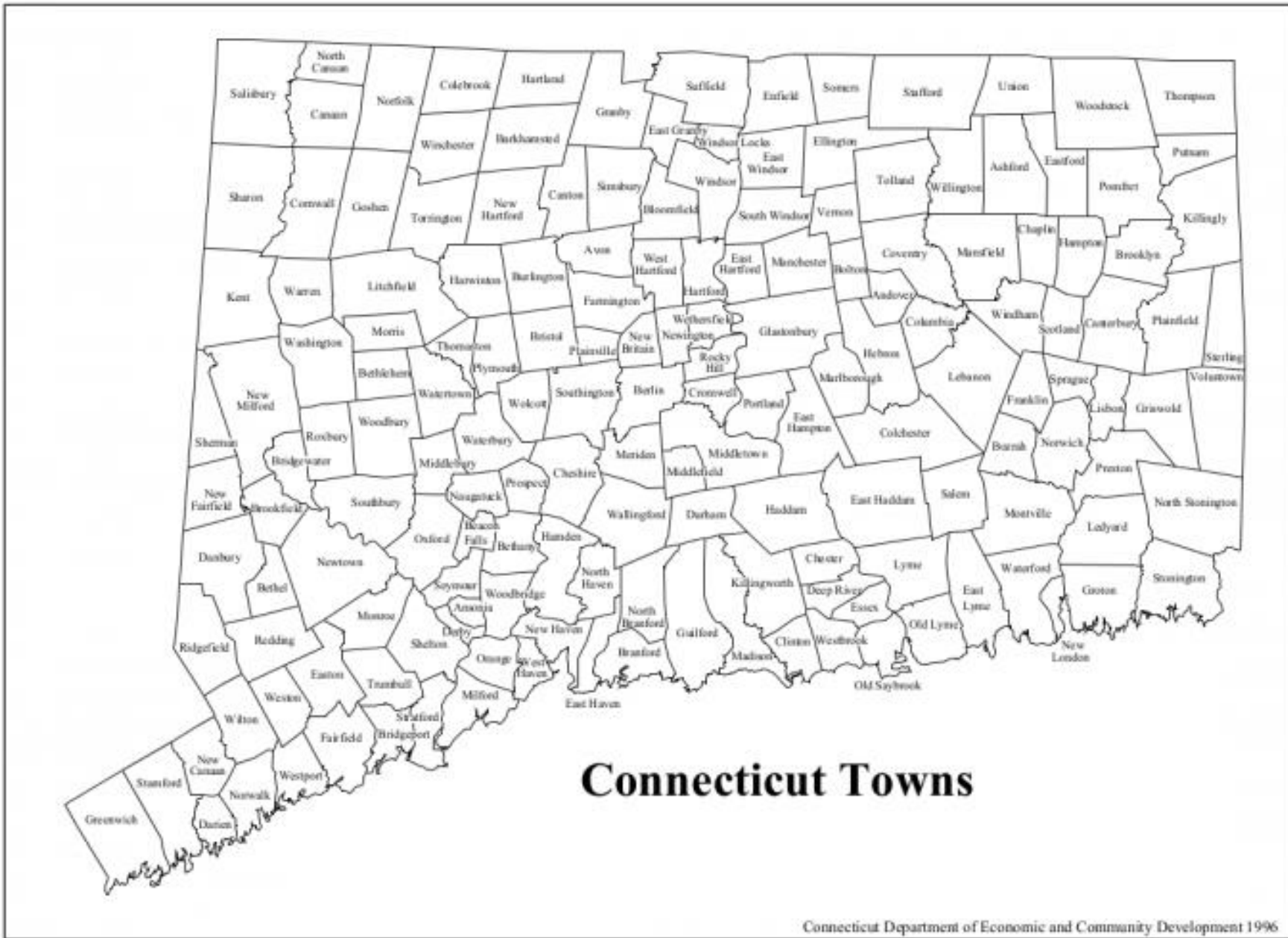
SMM Learning Series

While we're waiting,
Please rename your
"Participant Name" if it's
not clear who you are. Add:

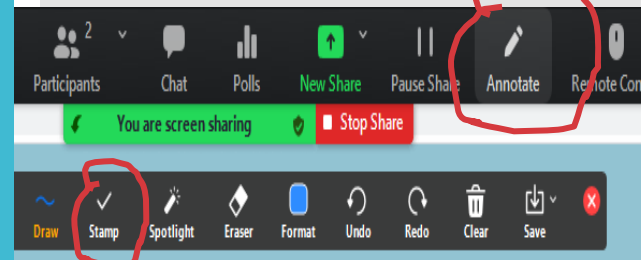
1. Your First & Last name
2. Name of your town or community
3. Your pronouns



Click on participants, find
yourself listed, click on
More button, "Rename"
yourself



Please,
Mark Where you Are
Or
What Town You're
Representing



Look for and click "..."
Then click on "Annotate"
Choose Stamp

(Note, Tablets don't have
Stamp, pick PEN or SHAPE)

CCSMM aka The Coalition

- DEEP and over 80 municipalities from across the state joined together in Sept. 2022 to form the **Connecticut Coalition for Sustainable Materials Management (CCSMM)**.
 - Exploring ways to reduce the amount of waste that is generated in our state, improve reuse, recycling, organics collection, and other innovative solutions.
 - Looking to find preferred ways to reduce and manage the amount of waste produced in Connecticut to provide system reliability, environmental sustainability, and fiscally responsible.

CCSMM Page: <https://portal.ct.gov/DEEP-CCSMM>

Sustainable Materials Management Learning Series

- Topics associated with CCSMM Menu of Options
- Priorities identified in “Survey” for what municipalities want to learn more about
- Connecting with other municipalities – learning from each other.
- Access to resources to help you implement new projects or programs

SMM Learning Series Housekeeping

- This meeting is being recorded.
- Everyone will start muted for presentations.
- Everyone should identify their name and affiliation through participant name.
 - Click on “Participants” button
 - Move mouse up to your login name, click on MORE>
 - Type in your name, affiliation and pronouns
 - Ex. Sherill Baldwin, CT DEEP, she/her/hers
- We’ll unmute /open up audio/video for conversations after formal presentations.

Importance of Increasing Participation and Reducing Contamination

Causes of Recycling Contamination

- Lack of education – including understanding acceptable vs. recyclable
- Different messages; different guidelines from city to city
- Confusing terms and labels on packaging
 - Recyclable
 - Compostable
 - Recycled Content
 - Biodegradable
- Different 'recycling streams' for different materials
 - "Blue Bin" – What's IN, What's OUT
 - Return to Retailer – Plastic film, batteries, CFLs
 - Transfer Stations – Electronics, Glass, Painte

Importance of Increasing Participation and Reducing Contamination

Effects of Recycling Contamination

- Materials (commodities) that could have otherwise been marketed/sold, instead go directly for disposal (WTE)
- Recycling becomes more expensive as money and time are required to separate contaminants at the Materials Recovery Facility (MRF)
- MRFs need to stop sorting machinery to disentangle non-recyclables (tangles), causing delays and additional costs
- Safety issues when improper items can expose recycling workers to hazardous wastes or explosives and cause unsafe conditions
- Quality of recyclable byproduct (commodities) decreases if contaminated, reducing the market value
- Those costs are shared by hauler/MRF and municipalities or fully paid for by municipalities depending on the municipalities contract or arrangement with hauler/MRF

Importance of Increasing Participation and Reducing Contamination

NEWS

Officials: Contamination has turned recycling from a revenue to an expense in Fairfield

Serenity Bishop

June 26, 2021 | Updated: June 26, 2021 7 a.m.



<https://www.fairfieldcitizenonline.com/news/article/Officials-Contamination-has-turned-recycling-16275743.php>

CT's residential mixed recycling program: Universal List

Process for Creating List

- Partnered with all CT MRFs that process residential mixed recyclables
- Reviewed wide range of products:
 - Safety – do materials cause safety concerns for staff
 - Equipment – do materials harm equipment or could become entangled
 - Value – do materials reduce the value of the commodities sold to end-markets

What's IN, What's OUT List

- Paper: newsprint, magazines, junk mail, cereal/pasta/cracker boxes, cardboard boxes
- Metal: aluminum and steel food cans
- Glass: glass food jars and bottles
- Plastic: plastic food jars, bottles, jugs and tubs

CT's residential mixed recycling program: Universal List

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- Reviewed wide range of products:
 - Safety – do materials cause safety concerns for staff
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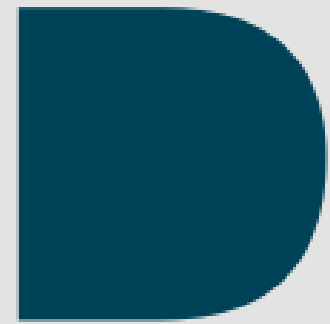
What's IN, What's OUT List

- Paper: newsprint, magazines, junk mail, cereal/pasta/cracker boxes, cardboard boxes
- Metal: aluminum and steel **food** containers (cans, pans)
- Glass: glass **food** jars and bottles
- Plastic: plastic **food** containers (jars, bottles, jugs and tubs)

Education & Outreach

Kathy Boucher,

Partner and President, Decker



**DE
CK
ER**

Education and Outreach

Three-pronged approach to meet objectives

- Educate public on how to recycle right and why it matters – *What's In? What's Out?*
- Drive traffic to recyclect.com
- Drive app downloads



Education and Outreach

1

Social media campaigns



Education and Outreach

2

Enhance website content



Education and Outreach

3

“Campaign in a box” – Resources for key stakeholders

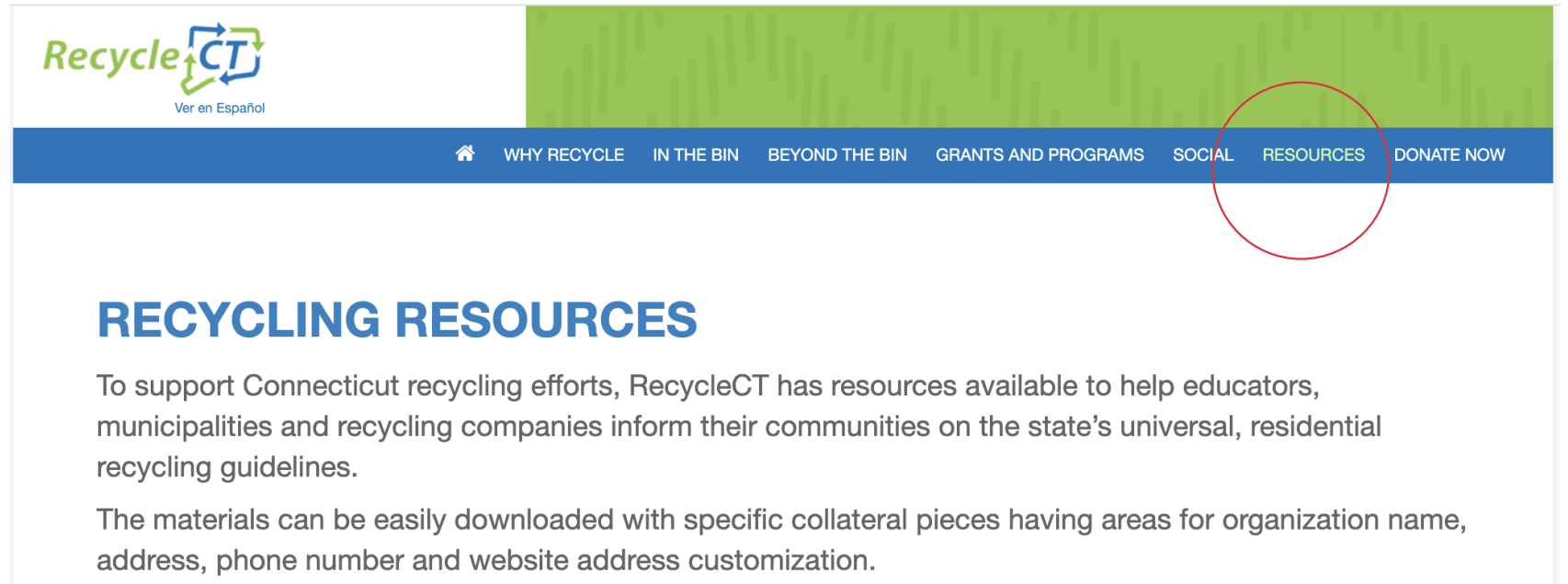
Municipalities

Haulers

Partners

Resources

Recyclelect.com/resources



RecycleCT
Ver en Español

🏠 WHY RECYCLE IN THE BIN BEYOND THE BIN GRANTS AND PROGRAMS SOCIAL **RESOURCES** DONATE NOW

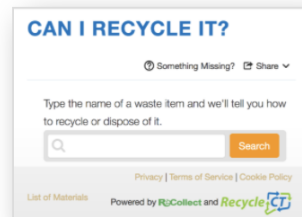
RECYCLING RESOURCES

To support Connecticut recycling efforts, RecycleCT has resources available to help educators, municipalities and recycling companies inform their communities on the state's universal, residential recycling guidelines.

The materials can be easily downloaded with specific collateral pieces having areas for organization name, address, phone number and website address customization.

RecycleCT Wizard

RECYCLECT WIZARD



You can now embed our RecycleCT wizard on your company's website! It's a great resource for your residents, customers and community. For more information on how to use the RecycleCT wizard on your site, please email Sherill Baldwin at Sherill.Baldwin@ct.gov.

Resources – Collateral Available for Download

RECYCLE RIGHT. EVERY TIME.

Use this guide to learn **What's IN** and **What's OUT** of your bin.

What's IN?

Follow these steps before placing acceptable items into your recycling bin.
DO: empty, clean, rinse, and repeat for each item. | **DON'T: shred, box, or bag items.**

 PAPER & CARDBOARD		 GLASS	
Newspapers & magazines, food and beverage cartons, mixed paper and flattened boxes		Bottles and jars	
 METAL		 PLASTIC	
Food and beverage cans, aluminum foil and foil containers		Jugs, tubs and lids	

What's OUT?

 No plastic bags or plastic wrap (Return to retailer)	 No food or liquid (Empty all containers)	 No clothing or linens (use donation programs)	 No tangles (No hoses, wires, chains or electronics)	 No combustibles (No propane tanks, batteries, and non-food grade aerosol cans like spray paint and pesticides)
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To learn more about what goes in your bin and what doesn't, ask the RecycleCT Wizard at recyclect.com.
© 2021 RecycleCT Foundation

logo here | 

One-sided flyer –
Image version

Customized with
your logo!

Resources – Collateral Available for Download

All collateral
available in
Spanish, too!

RECICLA CORRECTAMENTE. SIEMPRE.

Utilice esta guía para aprender **Qué VA** y **Qué NO VA** en el recipiente.

¿Qué VA?

Sigue estos pasos antes de colocar cualquier artículos en el recipiente de reciclaje.

SÍ PUEDES: vaciar, limpiar, enjuagar cada artículo.

NO PUEDES: triturar, empacar, o poner artículos en bolsas.



**PAPEL &
CARTÓN**



Periódicos & revistas, cajas de comida y bebida,
papeles y cajas aplanadas



VIDRIO



Botellas y frascos



METAL



Latas de comida o bebida, contenedores
o papel de aluminio



PLÁSTICO



Jarras, recipientes y tapas

¿Qué NO VA?



**NO bolsas de plástico o
envoltorios plástico
(devuélvalo a la tienda)**



**NO comidas o líquido
(vacíe todos los
contenedores)**



**NO ropa o telas
(haga donaciones)**



**NO enredadores
(no mangueras,
cables, cadenas o
electrónicos)**



**NO combustibles
(no tanques de propano,
baterías, ni aerosoles
no-comestibles como latas
de pintura y pesticidas)**



Para aprender más acerca de lo qué va y lo qué no va
dentro del recipiente de reciclaje, pregúntele al Mago
de RecycleCT en recyclect.com.

© 2021 RecycleCT Foundation

logo aquí



Resources – Collateral Available for Download



DON'T LET YOUR RECYCLING EFFORTS GO TO WASTE.

Recycling right is one small, simple step you can take to help your community and the planet.

Doing your part starts by learning **What's IN** and **What's OUT** of your bin. It's the best way to ensure recyclable items don't end up in the trash and non-recyclable items don't cause contamination or hazards.

Recycling right helps to:

- Conserve natural resources
- Provide raw materials to manufacturers
- Burn less waste
- Keep our recycling workers safe

We'll help you sort it out - Flip over to check out your guide to recycling right.

logo here | 

RECYCLE RIGHT. EVERY TIME.

Learn how to learn **What's IN** and **What's OUT** of your bin.

What's IN?

Follow these steps before placing acceptable items into your recycling bin. **Use, and repeat for each item.** | **DON'T: shred, box, or bag items.**



GLASS



METAL



PLASTIC



Newspapers & magazines, food and beverage cartons, mixed paper and flattened boxes



Bottles and jars



Food and beverage cans, aluminum foil and foil containers



Jugs, tubs and lids

What's OUT?



No plastic bags or plastic wrap
(Return to retailer)



No food or liquid
(Empty all containers)



No clothing or linens
(use donation programs)



No tangles
(No hoses, wires, chains or electronics)



No combustibles
(No propane tanks, batteries, and non-food grade aerosol cans like spray paint and pesticides)



To learn more about what goes in your bin and what doesn't, ask the RecycleCT Wizard at recyclect.com.
© 2021 RecycleCT Foundation

logo here | 

Resources – Collateral Available for Download



Paine's Inc.
P.O. Box 307
Simsbury, CT 06070

What's IN? What's OUT?

Recycling right is important because it helps support a healthy environment, creates essential materials, and reduces the garbage in our landfills.

To make recycling easier for you, check out the back of this card. It has a list of what belongs in your recycling bin and what doesn't.

Thanks for doing your part!

Learn more at recyclect.com.

© 2021 RecycleCT Foundation



Post card mailers –
Sample created for
Paine's

A Guide to Recycling Right. Every Time.

All items should be **empty, rinsed**, and **clean** before they go in the recycling bin. Do **not** shred, box, bag or bundle.


✓ What's IN?

PAPER		GLASS	METAL	PLASTIC
Cardboard & boxboard	Magazines & newspaper inserts	Beverage bottles & jars	Aerosol containers (food grade only)	Plastic bottles (with or without caps attached)
Food & beverage cartons	Newsprint	Food bottles & jars	Aluminum foil	Plastic containers, tubs & lids
Junk mail	Office paper		Cans & bottles	Plastic one-use cups (no lids, no straws)
	Pizza boxes		Foil containers	
			Metal lids from cans & bottles	

X What's OUT?

PAPER		GLASS	METAL	PLASTIC
Gift wrap & gift bags	Ceramic mugs & plates	Aerosol containers (cleaners, pesticides, etc.)	Paint cans	Loose bottle caps
Ice cream containers	Drinking glasses	Foil tops from yogurt containers	Pots & pans	Plastic bags & wrap
Paper cups (hot & cold)			Small pieces of scrap metal	Plastic plates, bowls & utensils
Shredded paper			Spiral wound containers	Prescription bottles
Take-out food containers				Single-use coffee containers
Tissue paper				Styrofoam cups & containers
				Water filters

Learn more at recyclect.com.



Resources – Collateral Available for Download

Haz Magia
aprendiendo LO QUE SÍ VA y LO QUE NO VA en RecycleCT.com

¿Quieres ver un truco de magia? ¡Puedo convertirme en un libro para colorear!

Yo también. ¡Y muchas otras cosas más!

¡Apuesto a que no sabías que puedes hacer magia!
Deposita tus cartones vacíos de leche y cajas de jugo en el contenedor de reciclaje **¡POOF!** Se transformarán en algo nuevo, como papel o el techo de tu casa.
Esa es la magia del reciclaje.
¡Más fácil que sacar un conejo del sombrero de un mago!

Ah, pero debes poner el sorbeto (straw) donde corresponde. En la basura.

Es importante reciclar de forma correcta porque significa que estás ayudando a salvar el planeta. Lo que te hace un superhéroe también.

Aprende más en RecycleCT.com!

CARTON COUNCIL | RecycleCT
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11"x17" Posters &
8.5"x11" Flyers
for Schools

Recycling cartons is IN!

Here's WHAT'S IN!

Toss your empty milk cartons and juice boxes into the recycling bin. Then they'll transform into something new, like paper or even the roof on your house. Pretty cool, huh?

Oh! And toss your straws in the trash.

It's important to recycle the right way every time because it means you're helping save the planet.

Learn **WHAT'S IN and WHAT'S OUT** of the bin at RecycleCT.com!

CARTON COUNCIL | RecycleCT
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Visit our social page to download videos and social media images.

Resources – Videos and Social Media Images

WHY RECYCLE IN THE BIN BEYOND THE BIN GRANTS AND PROGRAMS **SOCIAL** RESOURCES DONATE NOW

RECYCLE. REBLOG. REPEAT.

You can help RecycleCT spread the good word by sharing our posts on your favorite social media platform. Thanks for helping. You're a "binspiration" to us all.

VIDEOS

Check out the list!

00:30

00:31

00:34

00:31

Watch on YouTube

Watch on YouTube

Watch on YouTube

Visit our social page to download videos and social media images.

Resources – Videos and Social Media Images

SOCIAL IMAGES



Currently 42 to choose from!

Help us spread the word – Go to recyclect.com today!

Video and collateral downloads on recyclect.com June 2017 – July 22, 2021

Primary Dimension: **Event Category** Event Action Event Label

Plot Rows Secondary dimension Sort Type: Default

<input type="checkbox"/>	Event Category ?	Total Events ?
		42,668 % of Total: 100.00% (42,668)
<input type="checkbox"/>	1. Videos	23,699 (55.54%)
<input type="checkbox"/>	2. Download	18,767 (43.98%)
<input type="checkbox"/>	3. category	202 (0.47%)

Resources –
Collateral
available for
download

POLL

Social Media

(And why you should be using it)

Amanda Ardel

Account Executive, Decker





Social Media

(And why you should be using it!)

Amanda Ardel
Account Executive, Decker

Social Media

Why it's important

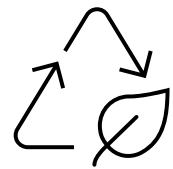
Social media is an essential piece of business marketing and is one of, if not the quickest way to reach your audience.

Social platforms help you connect with your audience, increase awareness about your business and boost leads and sales.

Over **31%** of Americans use social media to do research on brands

- This figure is considerably higher in younger age groups (54% of people age 16-24)

Industry Trends:



- Since the beginning of 2020, "Sustainability" searches have seen a **37%** increase.
- **2/3 of Americans** say that after "liking" or "following" a nonprofit or corporate social responsibility program online, they are more inclined to support the cause by **volunteering, donating and sharing information.**

Social Media

Why it's important



Some Social Media Stats:

- Over **240 million** Americans are active social media users (That's over **72%** of the population!)
- Americans spend on average **2 hours and 7 minutes** on social media platforms **per day**.
- There is significant overlap between social media platforms:
 - Over **70%** of Facebook users also use Instagram & YouTube
 - Over **60%** of Instagram users also use Facebook, YouTube & Twitter
 - What does this mean? **If you focus on one or two of the larger social platforms (FB & IG), you can pretty much reach anyone.**

Social Media

How Do I Start?

Starting a Facebook or Instagram Business page is easy.

You will first need a personal Facebook & Instagram profile to create a business page. These personal profiles will act as administrators to the page. More than one profile can be granted admin access.

Be sure to include all the relevant information for your business (Website URL, Phone Number, Email Address, Location Address, Hours of Operation, Social Media Handle, etc.)

Both Facebook and Instagram require a profile picture. Most businesses use their logo.



Social Media Best Practices

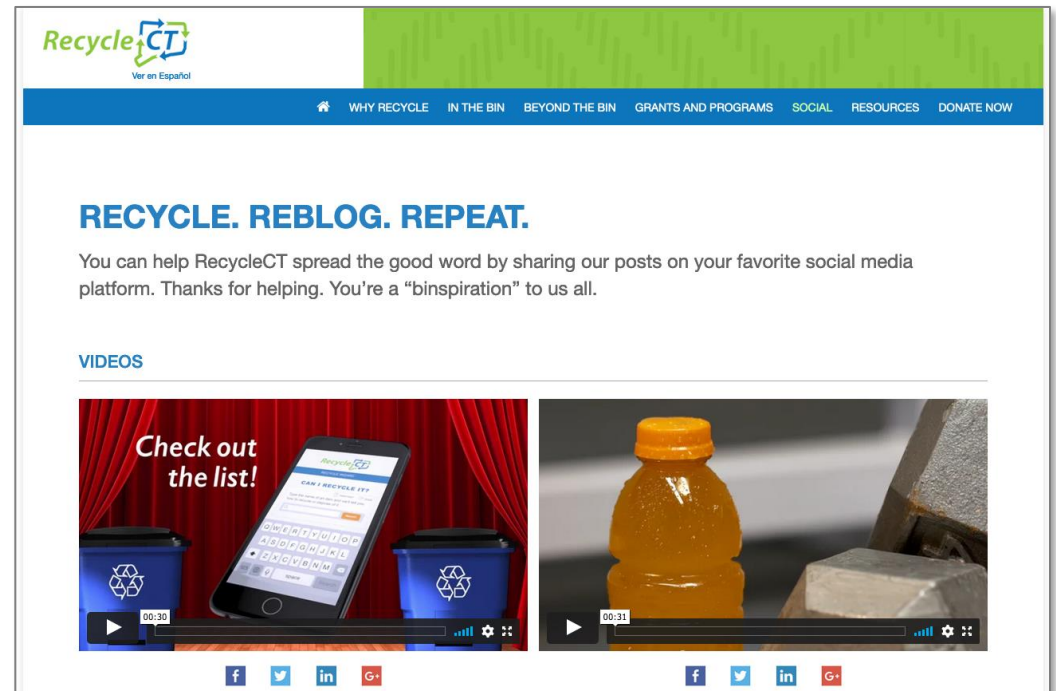
Social Posts & Content

It's no secret that the more content you post to your social media pages, the more engagement you'll get from followers. However, for businesses that may not have the capacity to post daily, once or twice a week is a good rule of thumb.

Social media content doesn't always have to be organically made by the business. Sharing other page's content is a great way to extend messages to your followers.

- *Be sure to always credit who the content is from!*

The RecycleCT.com social page tab and the social pages contain some great content you can share with your followers!



The screenshot shows the RecycleCT.com website. At the top left is the logo "RecycleCT Ver en Español". A blue navigation bar contains links: "WHY RECYCLE", "IN THE BIN", "BEYOND THE BIN", "GRANTS AND PROGRAMS", "SOCIAL", "RESOURCES", and "DONATE NOW". The main content area features the heading "RECYCLE. REBLOG. REPEAT." followed by the text: "You can help RecycleCT spread the good word by sharing our posts on your favorite social media platform. Thanks for helping. You're a 'binspiration' to us all." Below this is a "VIDEOS" section with two video thumbnails. The first video shows a smartphone displaying the RecycleCT app with the text "Check out the list!". The second video shows a close-up of a yellow plastic bottle being crushed. At the bottom of the page are social media sharing icons for Facebook, Twitter, LinkedIn, and Google+.

Social Media Best Practices

Post Content Ideas

It's important that you only post content that is relevant to the industry or the company. Examples include:



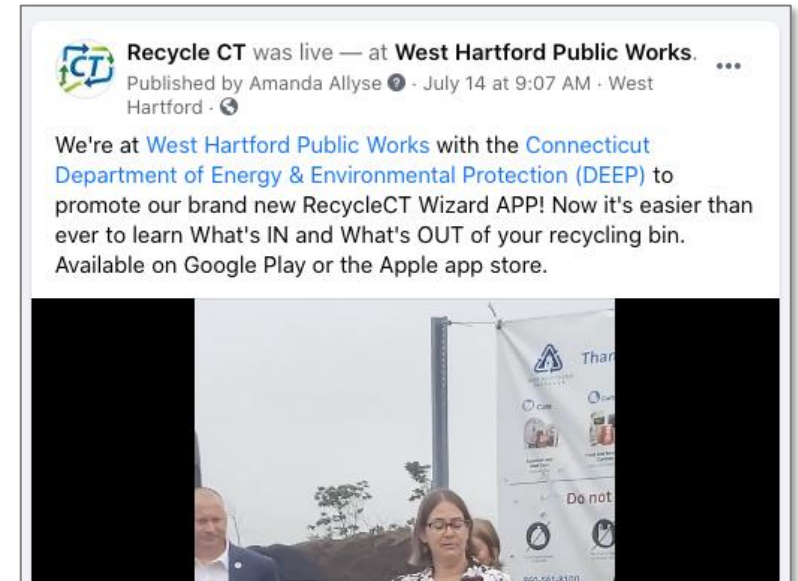
Social Media Best Practices

Tagging

Hosting an event with another business, or sharing another company's content? Be sure to **tag them** in your social post copy. You'll get your message out your followers ... *and theirs too!*

You can tag a person or business by including their social media handle (i.e. "@CTRecycles") in your post copy.

This will notify them that you have mentioned them in a social post and acts as a link to their social page.



Social Media Best Practices

Hashtags

Hashtags (#) are another great way to organically extend your message reach.

Using a hashtag in your post acts as a link to all the other social posts that are using the same hashtag (which means more visibility!)

Be sure to only use hashtags that are relevant to the content being posted.



Social Media Best Practices

Additional Tips & Tricks



Most social media users view these platforms via smartphones.
Keep this in mind when creating your content.

Video posts tend to get more engagement than static images.

- Although there is no limit to how long your video can be, short videos under **15 seconds** perform best.

Have an event coming up? Live stream it! Users can comment in real-time and you'll see the number of live viewers as you're recording.

Social Media

Analytics

As an admin, you have access to analytics for your social posts and for the page itself (likes, follows, comments, shares, etc.).

Analytics can really help to see where the engagement is happening and what areas could use some more attention.

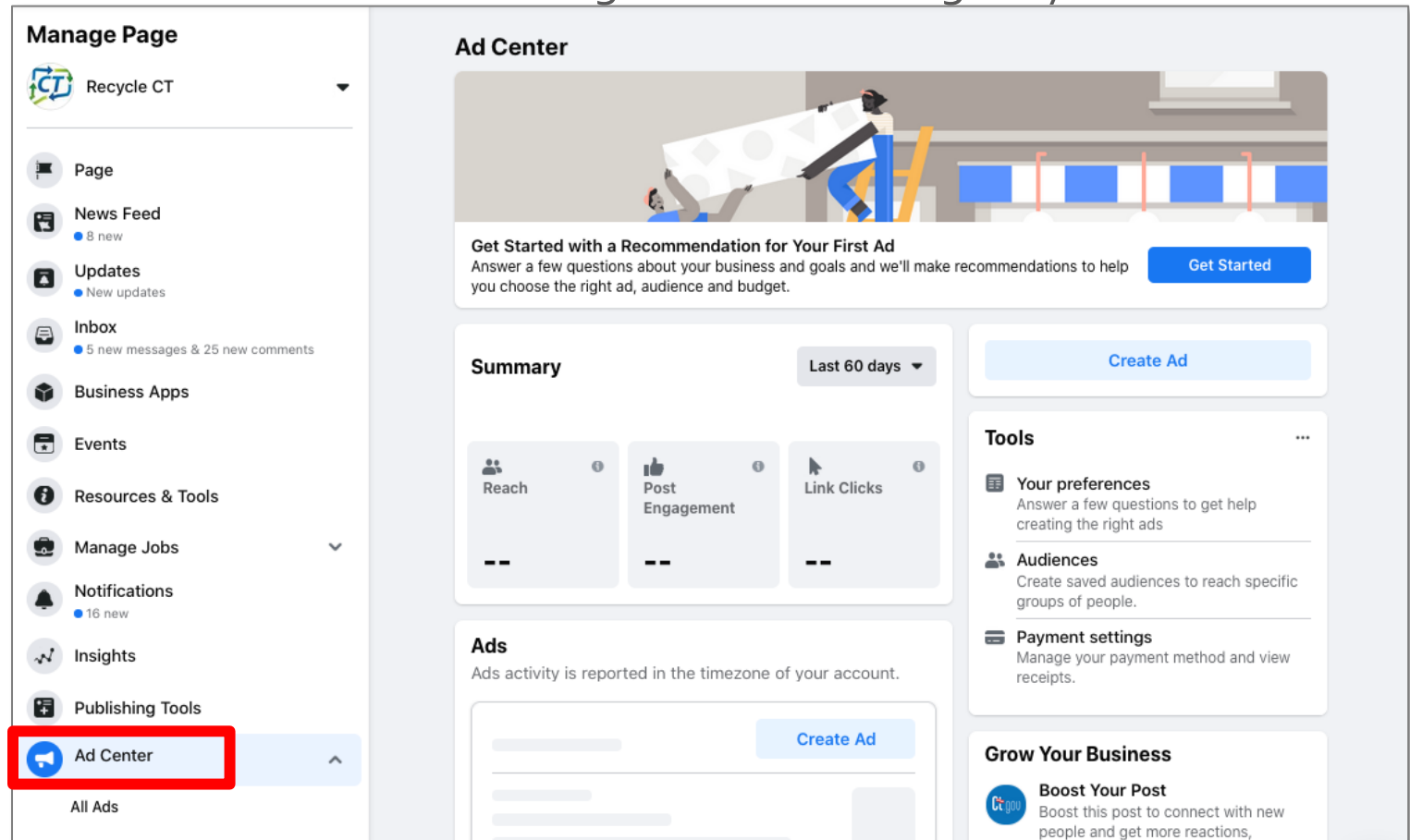
The screenshot shows the Facebook 'Manage Page' interface for 'Recycle CT'. On the left is a navigation menu with the following items: Page, News Feed (8 new), Updates (New updates), Inbox (5 new messages & 25 new comments), Business Apps, Events, Resources & Tools, Manage Jobs, Notifications (16 new), Insights (highlighted with a red box), Publishing Tools, and Ad Center. The main content area displays a large banner image with the text 'THERE'S A NEW WAY TO RECYCLE RIGHT'. Below the banner is the page profile for 'Recycle CT' (@CTRecycles · Nonprofit Organization) with an 'Edit Learn More' button. A navigation bar includes 'Home', 'RecycleCT Wizard', 'About', 'Photos', 'More', a 'Promote' button, a search icon, and a dropdown menu. Below this is a 'Your Memories' section with a 'See All >' link. The 'Create Post' section offers options for 'Photo/Video', 'Get Messages', and 'Feeling/Activity'. At the bottom, there are buttons for 'Create', 'Live', 'Event', 'Job', and a three-dot menu.

Social Media

Paid Media

One of the best ways to extend your post's reach is to put some money behind it. You can set up social advertisements on Facebook and Instagram through Facebook's Ad Center.

Using the ad center, you can target specific locations, demos & audience behaviors to get the most bang for your buck.



The screenshot displays the Facebook Ad Center interface. On the left is a 'Manage Page' sidebar for 'Recycle CT' with various navigation options. The 'Ad Center' section is highlighted with a red box. The main content area includes a 'Get Started' banner, a 'Summary' section with metrics for Reach, Post Engagement, and Link Clicks, and a 'Tools' section with options for preferences, audiences, and payment settings. A 'Create Ad' button is visible in the bottom right of the main content area.

Manage Page
Recycle CT

- Page
- News Feed
8 new
- Updates
New updates
- Inbox
5 new messages & 25 new comments
- Business Apps
- Events
- Resources & Tools
- Manage Jobs
- Notifications
16 new
- Insights
- Publishing Tools
- Ad Center**

Ad Center

Get Started with a Recommendation for Your First Ad
Answer a few questions about your business and goals and we'll make recommendations to help you choose the right ad, audience and budget. [Get Started](#)

Summary Last 60 days

- Reach
- Post Engagement
- Link Clicks

Tools

- Your preferences
Answer a few questions to get help creating the right ads
- Audiences
Create saved audiences to reach specific groups of people.
- Payment settings
Manage your payment method and view receipts.

Ads
Ads activity is reported in the timezone of your account.

[Create Ad](#)

Grow Your Business

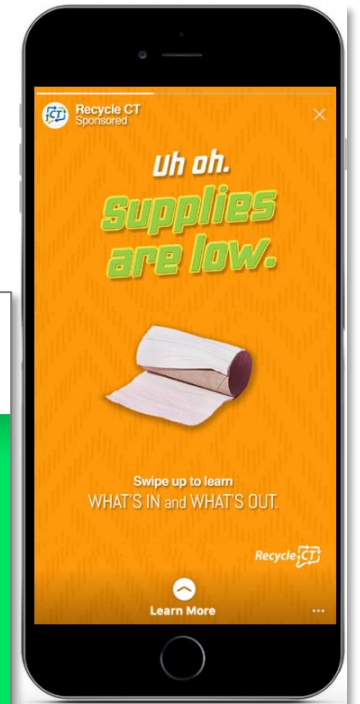
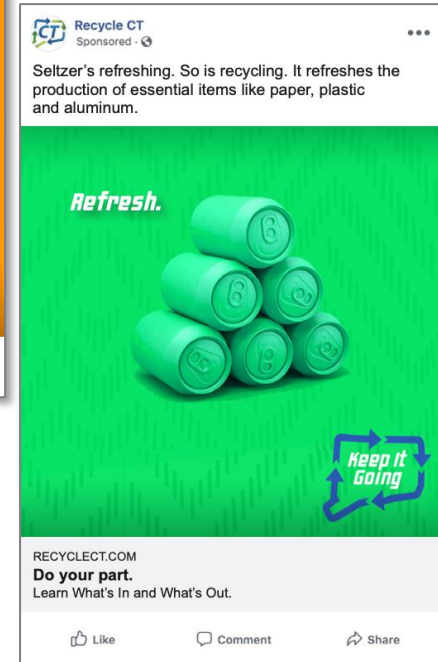
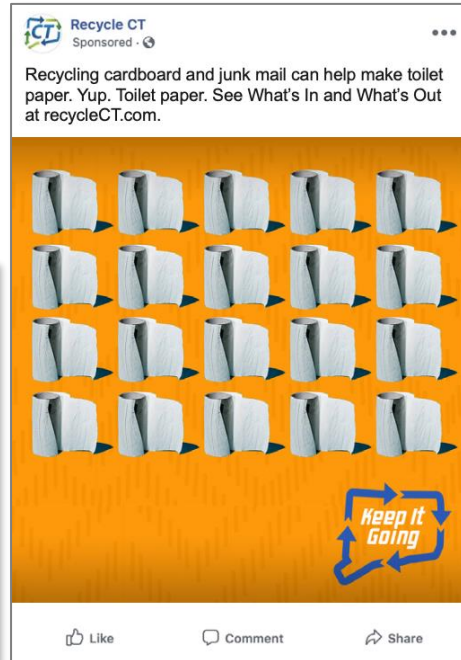
- Boost Your Post
Boost this post to connect with new people and get more reactions,

RecycleCT

Successful Campaigns:

Public Awareness & Education

Theme: "Second Life"



RecycleCT

Successful Campaigns:

Public Awareness & Education

Theme: "Keep 'Em Safe"

Recycle CT
Sponsored · 🌐

Pressurized items like aerosol cans are a risk to recycling crews. How? One word: explosions. Do your part and #RecycleRight.

*Does it go
IN THE BIN?*



NO can do.

*Keep Them
SAFE*

RECYLECT.COM
Keep them safe.
Learn What's In and What's Out.

Like Comment Share

Recycle CT
Sponsored · 🌐

Combustibles like lithium batteries can cause fires at recycling centers. Yeah. Really. Do your part and #RecycleRight.

*Does it go
IN THE BIN?*



*NO.
Shocking!*

*Keep Them
SAFE*


RECYLECT.COM
Keep them safe.
Learn What's In and What's Out.

Like Comment Share

Recycle CT
Sponsored · 🌐

The only place to throw a bowling ball is down a lane. Heavy items put recycling crews at risk. Help them do their part safely.

*Does it go
IN THE BIN?*



NO. Strike them from your bin.

*Keep Them
SAFE*

RECYLECT.COM
Keep them safe.
Learn What's In and What's Out.

Like Comment Share

RecycleCT

Successful Campaigns:

Public Awareness & Education

The Results:

“Second Life” and “Keep ‘Em Safe” ran for just six weeks and generated:

- **8,585** visits to RecycleCT.com
- **3,818** post reactions, likes, comments and shares

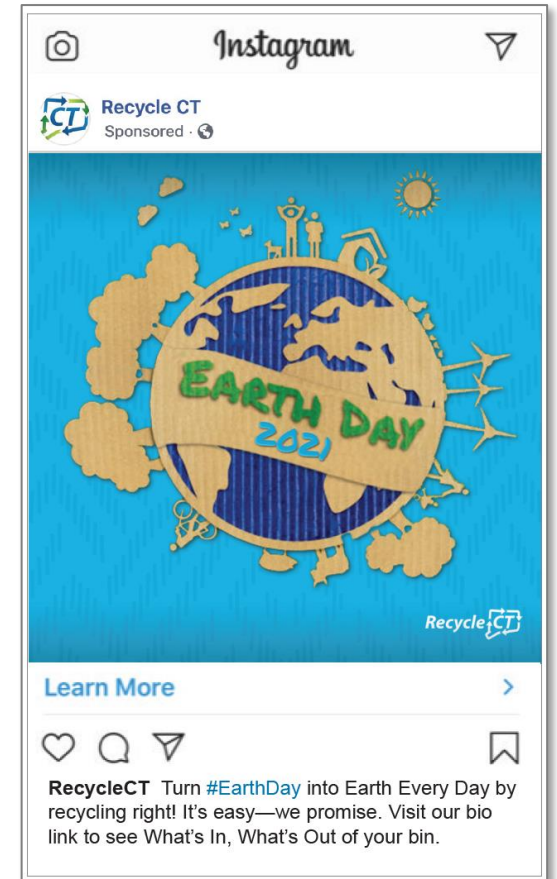
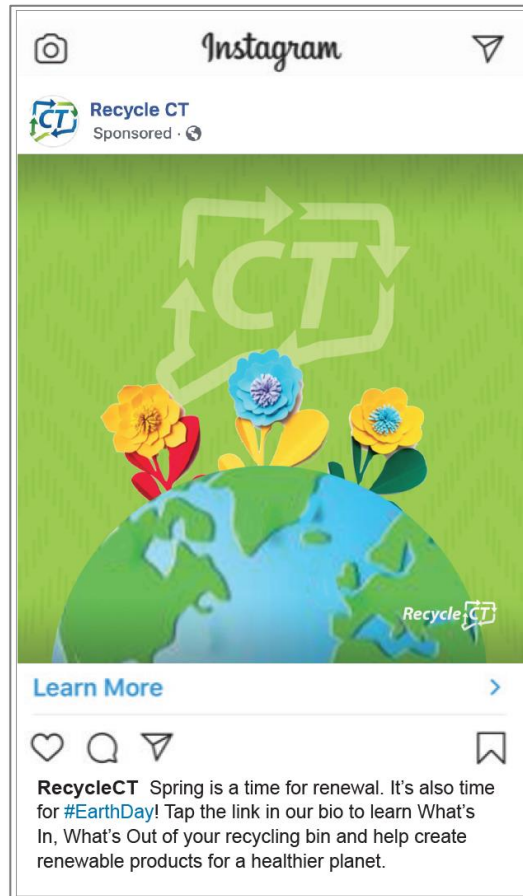
RecycleCT

Successful Campaigns:

Public Awareness & Education

Theme: Earth Day

After only two short weeks in market, these posts delivered over **4,300** post reactions, likes, comments and shares.



Recycling Education: Tips and insights from starting West Hartford's recycling education social media campaign...from scratch

Katherine Breer Bruns,
Recycling Coordinator, Town of West Hartford



POLL

Social Media Throughout the Year

Emily Welch,

Summer Intern, CT DEEP



Broken glass is
OUT



Say no to recycling broken glass or mirrors; throw them in the trash. For more information on what can and can't be recycled, go to [RecycleCT.com](https://www.RecycleCT.com). Thanks for #RecyclingRight.

National
Smore's Day
(August 10th)



Happy National Smore's Day! To care for the Earth a little s'more please #RecycleRight Plastic wrappers belong in the trash (OUT) & graham cracker boxes are acceptable (IN). For more information on what can and can't be recycled, go to [RecycleCT.com](https://www.RecycleCT.com).

Talk Like A
Pirate Day.
(September
19th)



**HAPPY TALK
LIKE A PIRATE
DAY!**

ARRR' you
recycling bottles
and cans?



Ahoy there, matey! Make sure yerr recycling them bottles n' cans today n' every day! For more information on what can and can't be recycled, go to RecycleCT.com.

National
Bubblegum
Day
(February 5th)



Happy National Bubblegum Day! Blow a bubble, then toss those wrappers in the trash can. Thanks for #RecyclingRight. For more information on what can and can't be recycled, go to RecycleCT.com.

Valentine's Day (February 14th)



Happy Valentine's Day! Candy wrappers from secret admirers or friends go in the trash. Ask the Wizard about #WhatsINWhatsOUT at RecycleCT.com. Thanks for #RecyclingRight.

Mario Day
(March 10th)



Happy Mario Day! Be like #Mario and do your best to recycle today. For more information on what can and can't be recycled, go to RecycleCT.com.

National Pet
Day
(April 11th)



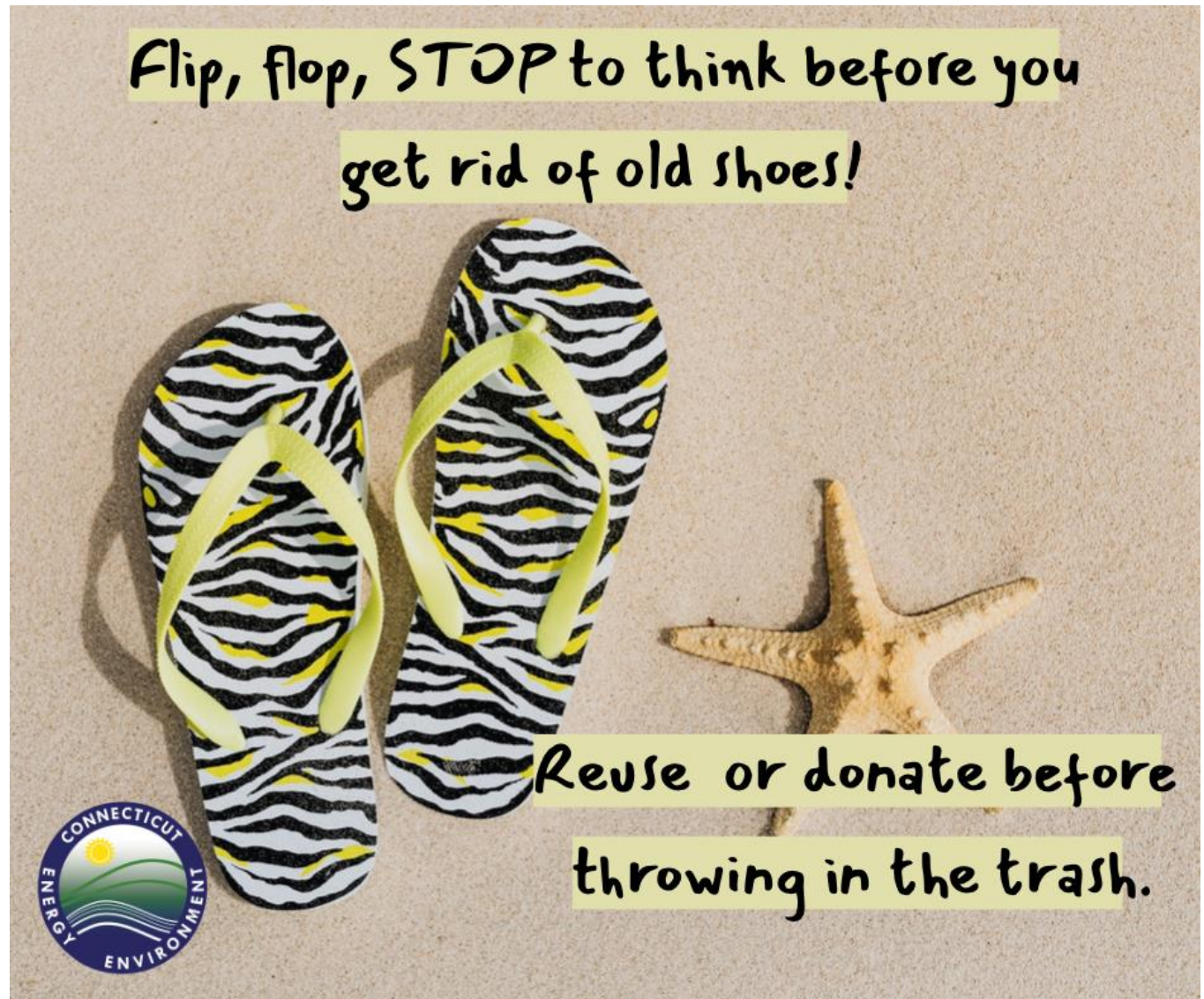
How could you disappoint these adorable faces? Make sure to properly collect and throw their waste in the trash. For more information on what can and can't be recycled, go to RecycleCT.com.

Star Wars Day
(May 4th)



All the cosmic forces, and baby Yoda, point to recycling today. Make sure to check what you can recycle before you put it in the bin! For more information on what can and can't be recycled, go to [RecycleCT.com](https://www.RecycleCT.com).

National Flip
Flop Day
(June 18th)



Happy National Flip Flop Day! When retiring old footwear, first try to #reuse or #donate. If you can't, then put them in the trash. For more information on what can and can't be recycled, go to RecycleCT.com.

National Bomb Pop Day (June 30th)



Nothing like a refreshing bomb pop on a hot summer's day! Enjoy a popsicle, then throw the stick in the trash. #Summer #RecycleRight For more information on what can and can't be recycled, go to RecycleCT.com.

#RecycleRight

the Earth needs to breathe, too.



Let's not suffocate the Earth with our trash- recycle whenever you can. #RecycleMore but #RecycleRight. For more information on what can and can't be recycled, go to RecycleCT.com.

Additional Resources

Sherill Baldwin

EA₃, CT DEEP



www.recyclingpartnership.org

RECYCLING COORDINATORS+ INITIATIVES+ FUNDERS+ RESOURCES+ ABOUT+



Create customized collateral to help educate about the proper disposal methods of batteries and personal electronics.



Plastic Film Education for Coordinators

Home > Recycling in Your Community > Plastic Film Education for Coordinators

Educate Your Community about Recycling Plastic Film

Plastic film needs to be clean and dry in order to be recycled. Plastic film is recycled at drop-off locations, not in curbside bins, in almost every community in the U.S. There are also some flexible plastic packaging that cannot be recycled.

Make sure your community members have the information they need to recycle plastic film – from knowing what’s recyclable to how and where to recycle it.



LOOKING FOR EDUCATIONAL MATERIALS?

From posters to tip cards, bookmarks to magnets, we have a wide range of materials for you to use in your education efforts. They’re free to use – just download and print!

BROWSE AND DOWNLOAD THEM HERE

www.plasticfilmrecycling.org

Can I Recycle That?

Find out what plastic bags, wraps and film can be recycled.

CLICK HERE



Drop-Off Directory

Learn where to recycle your plastic bags, wraps and film!

SEARCH HERE



BE A CARTON CHAMPION

We need your help to spread the word about how easy it is to recycle your cartons and why it matters.

LEARN

ACT

- Residents
- Schools
- Government
- Facilities

WATCH

BLOG

ABOUT

QUIZ

Find out if your community recycles cartons:



RESIDENT

SCHOOL PERSONNEL

LOCAL GOVERNMENT

FACILITIES

1. BRING Carton Recycling to YOUR COMMUNITY

Cartons are now as common as cans or bottles in the grocery store, so they should be as easy to recycle too. By adding cartons to your curbside program, you not only help to divert more waste from landfills, you also create another source of revenue on the sale of recyclables for your community. The addition of cartons also provides the opportunity to reinvigorate your municipality's recycling efforts.

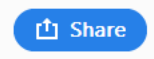
Think of the Carton Council as a trusted partner in helping you bring carton recycling to your community.

The Carton Council can offer:

- Technical assistance to add carton recycling to your local program
- Free communications toolkits and assistance with carton recycling education and promotion
- An overview of the steps you will need to take to bring carton recycling to your residents or staff

2. RESOURCES

THESE RESOURCES WILL HELP YOU GET STARTED:



Facebook

Note: When posting links on Facebook, please ensure that the full URL is deleted after the link box populates below the text field. In addition, feel free to replace the link image with the following creative assets.

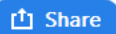
Facebook:

- All cartons on a [yellow background with text](#)
- All cartons on a [white background with text](#)
- Camping [with cartons](#)
- All cartons on a [yellow background with no text](#)
- All carton on a [white background with no text](#)
- All cartons on a [kitchen background](#)
- Cooking [with cartons](#)
- Dad [recycling cartons](#)
- Family [recycling](#)
- Daughter [pouring recycling into a recycling bin](#)
- Steps on how to [recycle cartons](#)

Search tools

- Export PDF
- Create PDF
- Edit PDF
- Comment
- Combine Files
- Organize Pages
- Redact
- Protect
- Optimize PDF
- Fill & Sign
- Send for Review
- More Tools

Create, edit and sign PDF forms & agreements
Start Free Trial



Facebook

Note: When posting links on Facebook, please ensure that the image populates below the text field. In addition, feel free to replace the assets.

Facebook:

- [All cartons on a yellow background with text](#)
- [All cartons on a white background with text](#)
- [Camping with cartons](#)
- [All cartons on a yellow background with no text](#)
- [All carton on a white background with no text](#)
- [All cartons on a kitchen background](#)
- [Cooking with cartons](#)
- [Dad recycling cartons](#)
- [Family recycling](#)
- [Daughter pouring recycling into a recycling bin](#)
- [Steps on how to recycle cartons](#)



Search tools

Export PDF

Create PDF

Create, edit and sign PDF forms & agreements

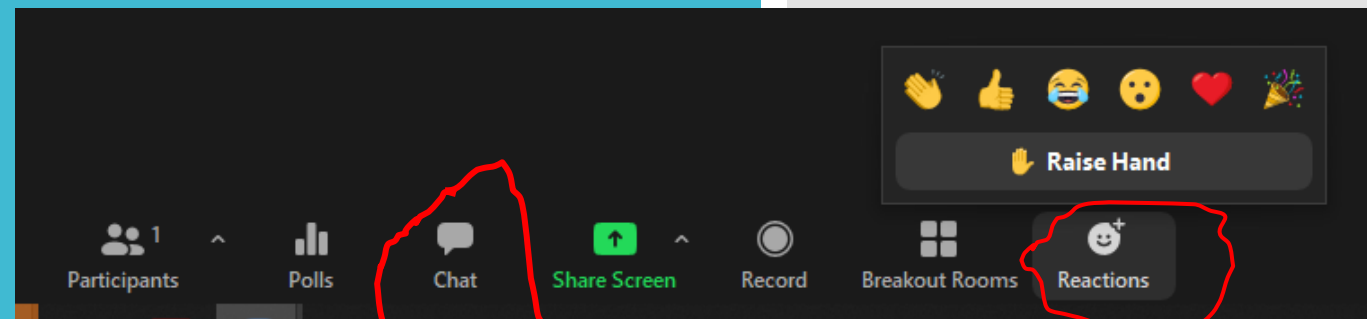
Start Free Trial

Questions/Discussion

Please feel free to show your video.

Please use "raise hand" function if you have a question and unmute yourself.

You can also type your question in the "Chat Box"



Be in the Know

Municipal representatives should sign up for the **CTRecyclers listserv** and/or the **CT Municipal Recycling Coordinator Newsletter**

Contact sherill.baldwin@ct.gov for more details

CONNECTICUT ENERGY ENVIRONMENT

CT Municipal Recycling Coordinator News

E-newsletter highlighting grant deadlines, upcoming workshops and available resources for municipal recycling and solid waste leaders.

[Link to Comprehensive Materials Management Strategy](#)

Doing Business with DEEP during the COVID-19 Pandemic
DEEP is continuing to carry out its mission and provide services while keeping both the public and our workforce safe during the COVID-19 pandemic. Click on link for the latest updates on DEEP's [COVID-19 Response](#).
Find more information on the [Materials Management Response to COVID-19 webpage](#).
[Stay informed about coronavirus \(COVID-19\)](#)
For the latest information and guidance, visit ct.gov/coronavirus

CCSMM
CT Coalition for Sustainable Materials Management

NEW: Full Coalition Meeting Save the Date
April 1, 2021
1:30pm - 3:00pm
Agenda TBA soon, focus will include legislative updates.
[Register here](#)

WASTED
SMALL EFFORTS FOR BIG CHANGE

WASTED: Small Efforts for Big Change
March 18 - May 6, 2021
6:00pm
[Register Here](#)

Join The Rockfall Foundation, RiverCOG, City of Middletown, and Wesleyan Sustainability Office for a seven-part series of conversations about waste, environmental justice, and how we all play a part in the future of sustainability.

All sessions will be held online via Zoom.

Municipal SMM Learning Series
Another outcome of CCSMM is a series of workshops and programs designed to help municipalities implement new or expand existing projects and programs. Topics are based on priorities in the CCSMM survey results and the Menu of Options.
These Learning Series programs will be educational, engaging and provide needed resources to implement programs and are engaging.

March 18: Environmental Justice of Waste
- Sherill Baldwin, CT DEEP Source Reduction & Recycling
- Sharon Lewis, Executive Director, CT Coalition for Environmental Justice
- Kevin Budris, Attorney, Zero Waste Project, Conservation Law Foundation
- Alex Rodriguez, Climate Advocate, Save the Sound

March 25: What Happens to Your Trash?
- Sherill Baldwin, CT DEEP Source Reduction & Recycling
- Janice Ehlemeyer, Community Resource

Upcoming Events

Bottle Bill Implementation Stakeholder Engagement Kick-Off meeting Hosted by CT DEEP

**August 9, 2021
2:00pm – 4:00pm**

Registration Required:

https://ctdeep.zoom.us/meeting/register/tJEvf-ipqj4oGdGJGIUOEzhw-2FMZqh_GvpH

TBS: Fall 2021 School Recycling: Cafeteria Waste Hosted by CT DEEP

Email Sherill.Baldwin@ct.gov if you're working on these issues and have BMP or pilot project to share from experiences in your school/district, including conducting school cafeteria waste audit, food sharing table, switching to reusable trays, on-site composting, collecting food scraps, etc.

Follow-Up

Presentations, handouts & additional information from these events will
be posted

<https://portal.ct.gov/DEEP-CCSMM>

Archived Municipal Recycling Coordinators E-News and Webinars
(part of Municipal Recycling Resources Center)

<https://portal.ct.gov/DEEP/Reduce-Reuse-Recycle/Municipal-Recycling-Resource-Center/Archived-Municipal-Recycling-Coordinators-E-News-and-Webinars>

Look for Links in Chat Box