



Statewide Recycling Promotion & Education

CCSMM-Increase Recycling Working Group
December 7, 2020
Sherill Baldwin
CT DEEP, Sustainable Materials Management

Diversion Programs



Mandatory Recycling

1987 – (1991) glass & metal food & beverage containers, cardboard, newspaper, WHGOP, scrap metal (white goods); leaves

2010 – (2012) HDPE and PET plastic containers; box board, magazines, white & colored ledger paper

2013 – (2014/2020) commercially generated source separated organic materials —



Bottle Bill

1978 – (1980) carbonated beverages

2009 – (2009) water bottles



EPR Programs

2007 – (2009) Electronics

2011 – (2013) Paint

2012 – (2013) Mercury

Thermostats

2013 – (2015) Mattresses



Other Programs

Organics Recycling

Large organics waste generators;
municipal transfer stations; farms;
community composting



Unit-Based Pricing (aka SMART aka
PAYT)

Technical assistance for
municipalities, including grant funds



Other

CT WRAP/Plastic Film Recycling,
Textiles, CT Green LEAF Schools,
Facilitating Excellence in
Environmental Education (FE3)



RecycleCT Foundation

What's IN, What's
OUT campaign

Grant Programs

Research



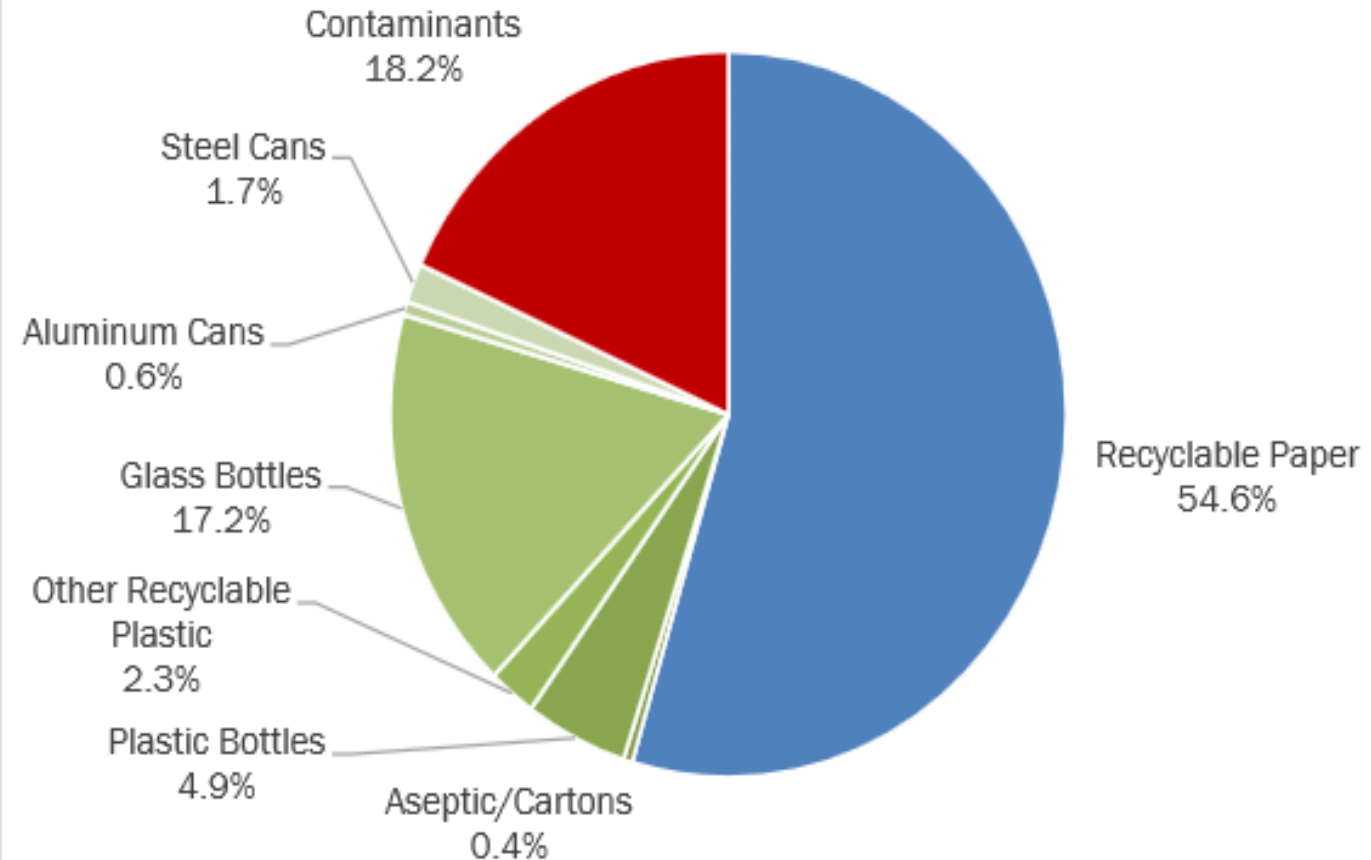
Characterization of CT's Single Stream aka Mixed Recycling

#1 Contaminant Found

= Plastic bags and bagged material

Bagged material =
½ clean recyclables, ½ trash

CT Municipal Solid Waste
Characterization Study, 2015



The Telephone Game

Recycling Guidelines were like playing The Telephone Game

Players form a line or circle, and the first player comes up with a message and whispers it to the ear of the second person in the line.

By the end, the original message has changed completely.



Creating Universal List of “What is Acceptable” in Blue Bin

It's not about “what is recyclable”

The Problem

- 2015 MSW Characterization found 14-19% of incoming materials at MRFs was “contamination”
- Every town had their own recycling guidelines, differing from town to town, even if they were contracted with same MRF

Harmonization

- Brought together 5 companies that represent 8 MRFs that process residential mixed recyclables in 2016

What is Detrimental...

- To your staff. What puts them in harm's way or is dangerous;
- To your system and your equipment;
- To your commodities. What materials decrease the value of commodities you need to market.



Building Trust

“Sure, we’ll take that.”

“But we really don’t want it...”

**LISTENING MEANS
TAKING A SECOND TO
CONSIDER WHAT
THEY'RE SAYING, NOT
JUST HEARING
THEIR WORDS.**

MADE BY
THEGOODVIBE.CO



What they really don't want...

- No bags
- No bagged materials
- All pizza boxes IN
- All expanded polystyrene OUT
- No loose bottle caps
- No shredded paper
- No scrap metal; including no pots and pans
- Only food-grade aerosol cans



What's IN, What's OUT

Promoted the Universal List

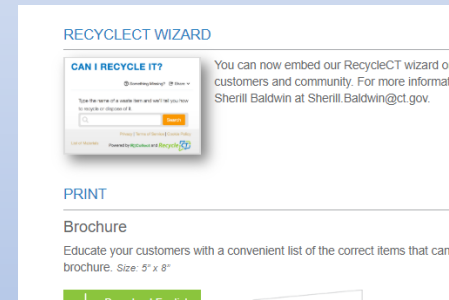
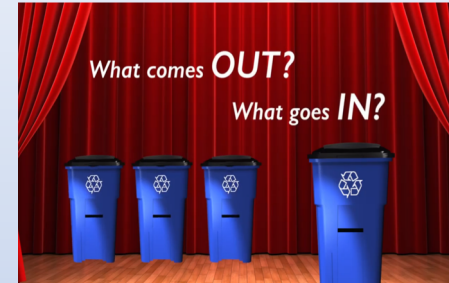
Audience: Residents, municipal recycling coordinators, community leaders, haulers, facility operators

Webpage, Social Media Campaign, Collateral

Audience Municipal recycling coordinators, DPW staff, general public

Provide Webinars and Public Presentations

Webinars for municipal recycling coordinators, DPW staff and environmental educators; presentations for general public in partnership with communities



Archived Municipal Recycling Coordinators E-News and Webinars

Monthly online newsletters began in 2017 in an effort to increase communication with municipal recycling coordinators and voluntary recycling and sustainability committees about important information and resources. Around the same time, DEEP began to recognize the need for more professional development as well as sharing of local programs and initiatives between towns. Initially webinars were not recorded, so there are no recordings. Where possible, audio recordings with audio transcripts are provided. Archived E-Newsletters often are topical, and provide resources and information of interest to local municipalities.

Past webinars/workshops

2020

- **Composting: Feedstocks, Equipment, Siting, Infrastructure & Management**
CT Compost Conference Webinar Series (Partnership of CRC&D, CT NOFA, CT DEEP and others)
October 7, 2020
Speakers: Andrew Carpenter, Northern Tith
Peter Moon, O2 Composting
Jim Hyde, USDA NRCS
- **Advanced Composting: Building Quality with Recipes, Testing, Nutrient Management & Environmental Planning**
CT Compost Conference Webinar Series (Partnership of CRC&D, CT NOFA, CT DEEP and others)
September 23, 2020
Speakers: Domingo Medina, CT NOFA/Peels and Wheels Composting
Dawn Pettinelli, UCONN

What's IN, What's OUT

Phase 1

\$213,147.00

2016-2018



Phase 2

\$183,621

2018-Feb 2019



Phase 3

\$85, 855

April 2020 – April 2021



Leverage Unpaid Channels

Spreading the Word

Municipalities

- Monthly newsletter highlighting “WIWO”
- RecycleCT Wizard (ReCollect widget)
- Social media images
- Collateral
- Review their printed material using “the list”
- Review new webpages using “the list”

MRFs/Haulers

- RecycleCT Wizard (ReCollect widget)
- Social media images
- Collateral
- Review their printed material using “the list”
- Review new webpages using “the list”

Schools/Environmental Groups

- RecycleCT Wizard, social media, collateral
- “WIWO” public presentations (2019)
 - Public Library
 - DPW/Recycling Coordinator
 - Environmental group



What's IN, What's OUT



- Sung to *Carmen Suite*, linked to the What's IN, What's OUT state-wide recycling campaign.
- While originally designed for additional videos, there are eight additional "Acts", which could be sung/acted out by children and/or adults to promote #RecyclingRight





<https://www.youtube.com/watch?v=L4Qk-e3brgA>

2017 & 2018 campaign tactics

OUTBOUND MARKETING

PUSH

PAID MEDIA

-  Online Radio
-  Digital Display/Video
-  Collateral and Multi-Media Support



INBOUND MARKETING

PULL

EARNED MEDIA

Social Media: Facebook



Twitter



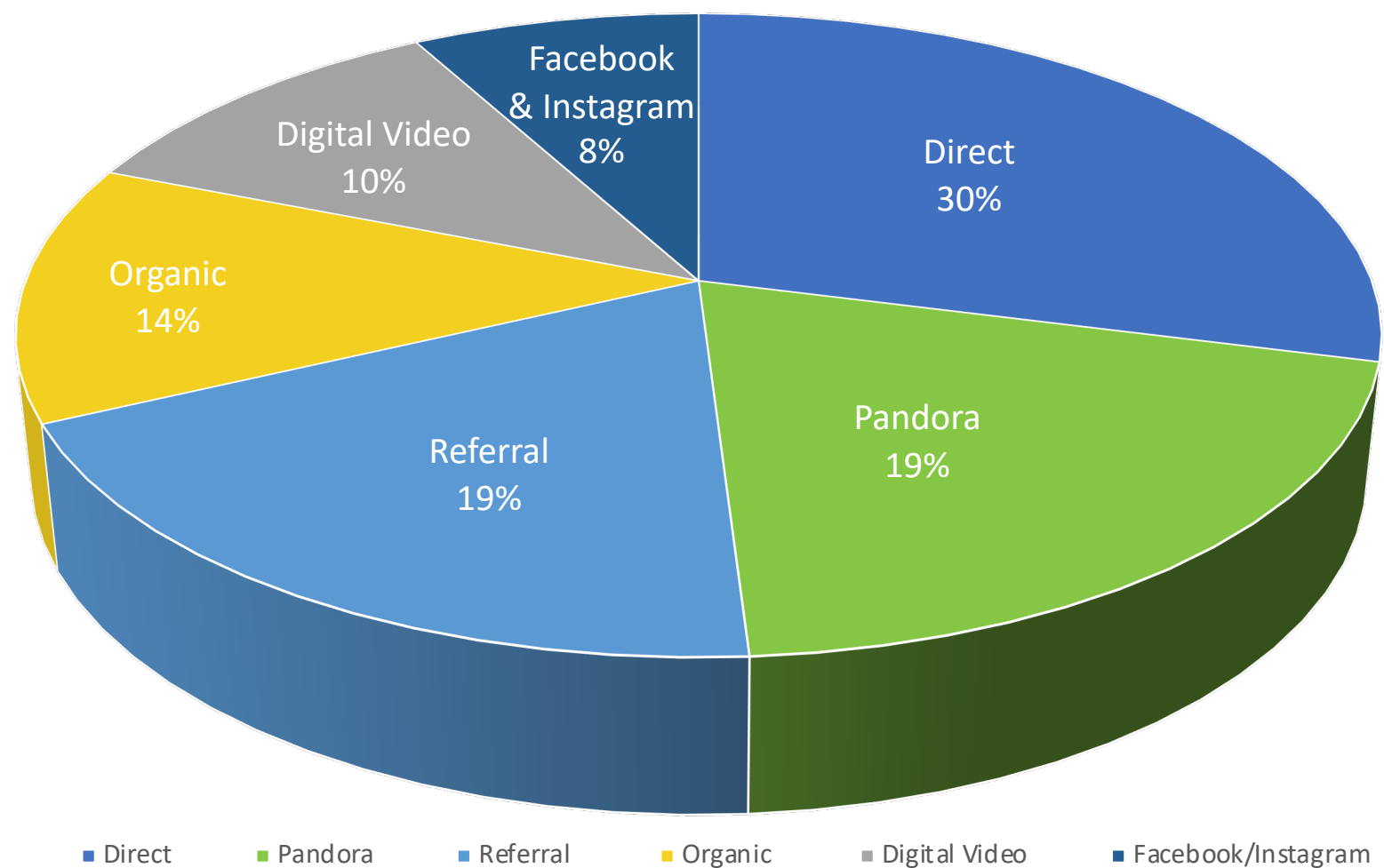
YouTube



Public Relations



2017 & 2018 campaigns – site visits by source



2017 & 2018 campaigns – Paid media performance

Digital Video	
Impressions	4,637,590
Link Clicks	12,594
Click through rate	.27%
100% Video views	3,152,656
Video completion rate	68%

Pandora	
Impressions	6,446,077
Link Clicks	23,703
Click through rate	.37%



2017 & 2018 campaigns

– Facebook paid and organic performance

Impressions	1,008,515
Link clicks	9,817
Post reactions, comments and shares	27,573
Page likes	1,639
Video views	172,585
TOTAL ACTIONS	211,614



2017 & 2018 campaigns

– website events

Event	Event engagement
Video views/downloads	16,925
Collateral downloads	3,542
Wizard searches	178,562
TOTAL	199,029



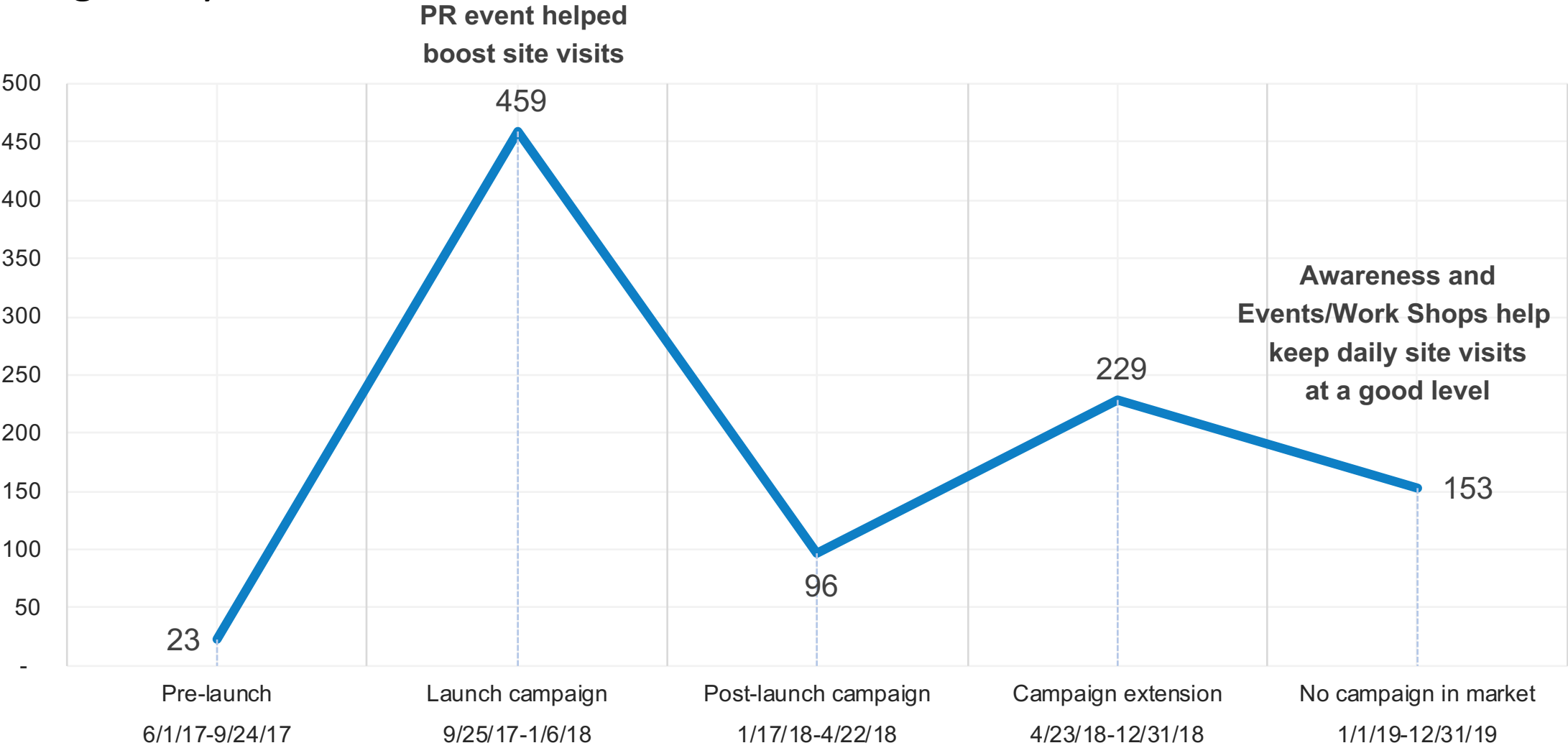
The screenshot shows the 'RecycleCT' logo at the top with the text 'Ver en Español' below it. A blue banner reads 'RECYCLECT WIZARD'. Below this is the heading 'CAN I RECYCLE IT?' with links for 'Something Missing?' and 'Share'. A text prompt asks the user to 'Type the name of a waste item and we'll tell you how to recycle or dispose of it.' Below the prompt is a search bar with a magnifying glass icon and an orange 'Search' button. At the bottom, there are links for 'Privacy', 'Terms of Service', and 'Cookie Policy', along with 'List of Materials' and a note 'Powered by ReCollect and RecycleCT'.

Top 5 Widget Searches:

1. Styrofoam
2. Plastic bags
3. Shredded paper
4. Pizza boxes
5. Battery (non-rechargeable)



Average daily site visits



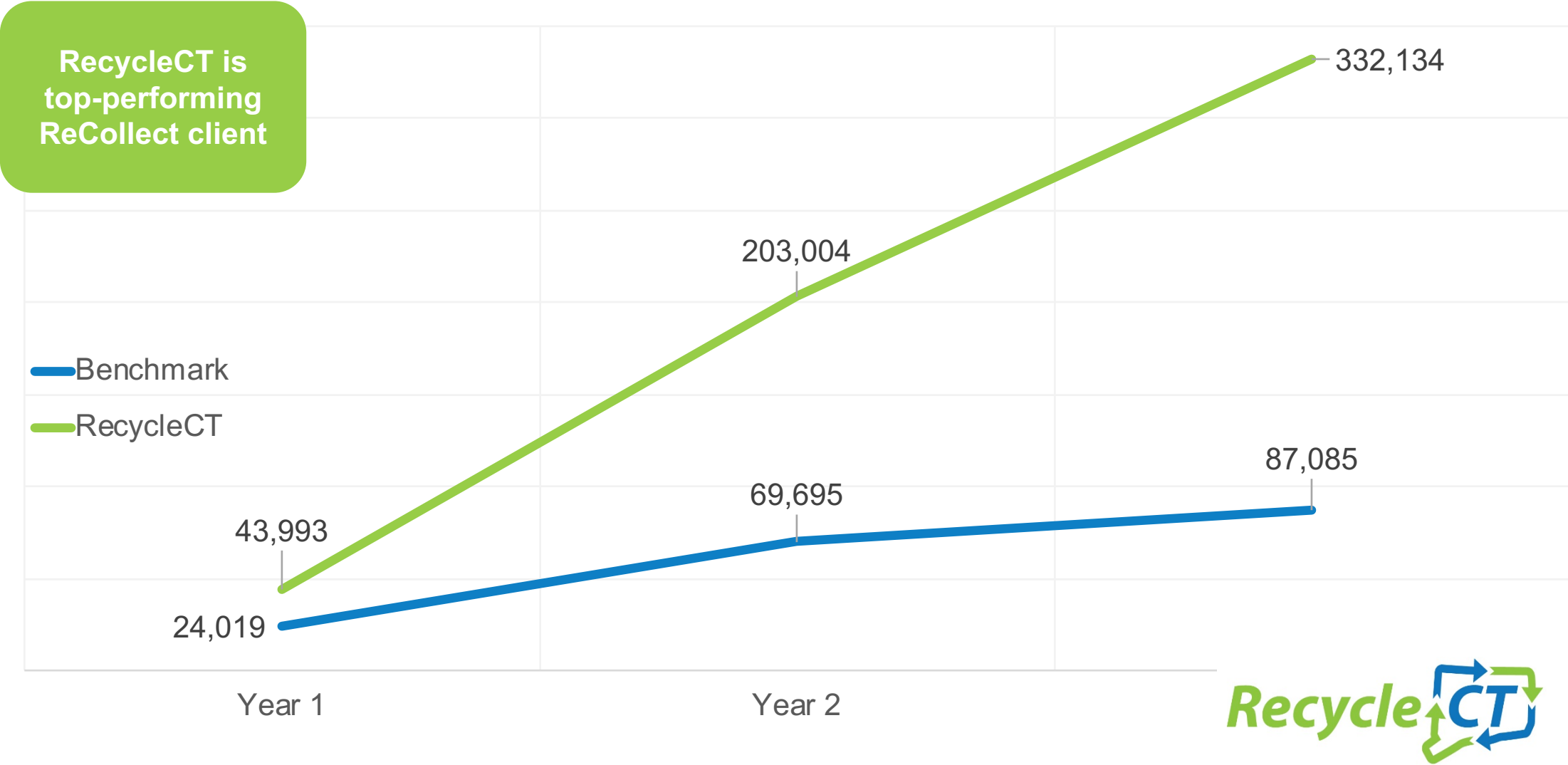
Recyclelect.com activity over time: 2017 through 2019

Event	Event engagement
Video views	20,584
Collateral downloads	8,355
Wizard searches	332,134
TOTAL	361,073

Top 10 Materials Searched			
Styrofoam	6,882	Popsicle sticks	2,627
Plastic bag	4,842	Battery (non-rechargeable)	2,609
Shredded paper	3,908	Milk, juice carton	2,452
Pizza box	3,671	Plastic take-out container	2,439
Plastic bottle caps	2,717	Aluminum foil	2,350



RecycleCT Wizard searches



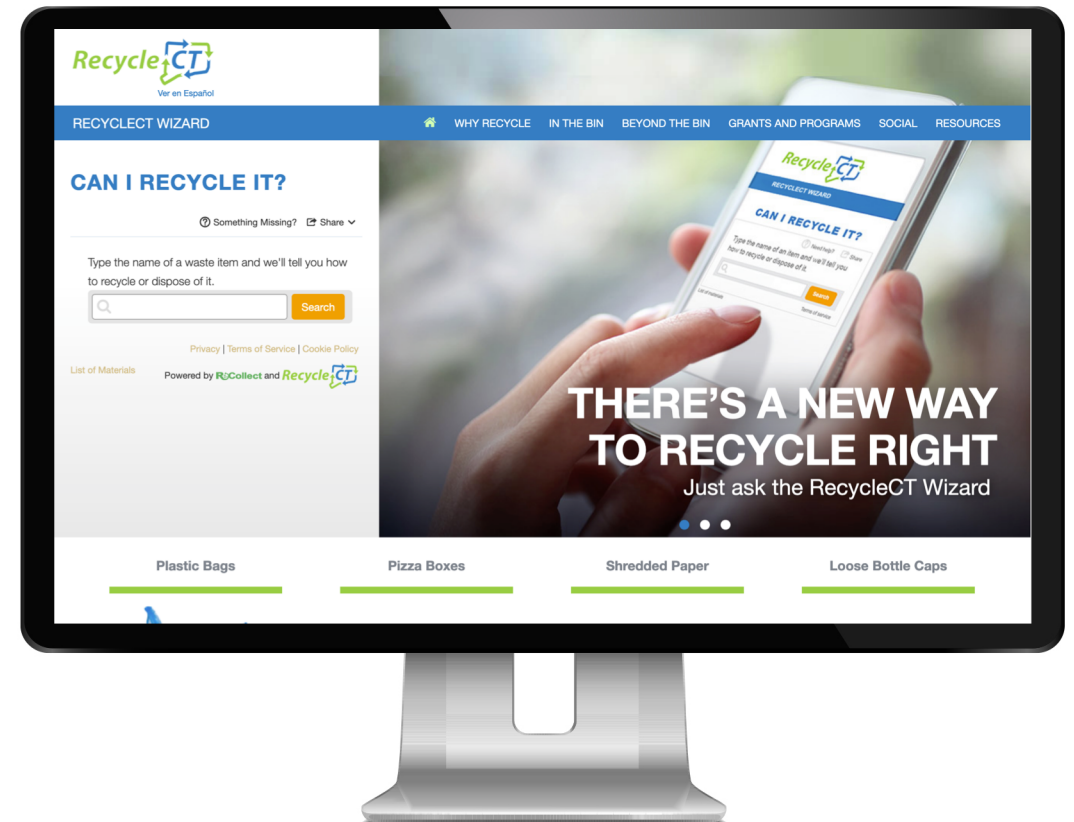
WIWO Phase III 2020 Marketing



Three-pronged approach

Objectives

- Continue to educate public on how to recycle right – What's In? What's Out?
- Drive traffic to recyclect.com



1

Leverage unpaid channels

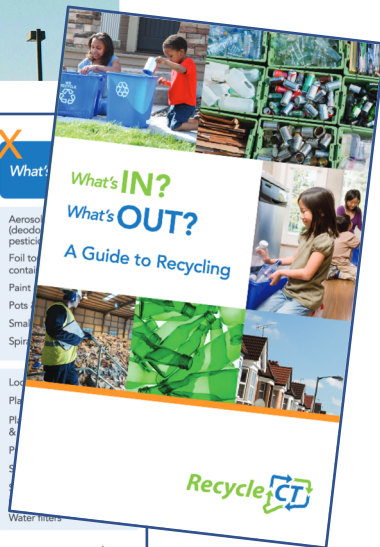
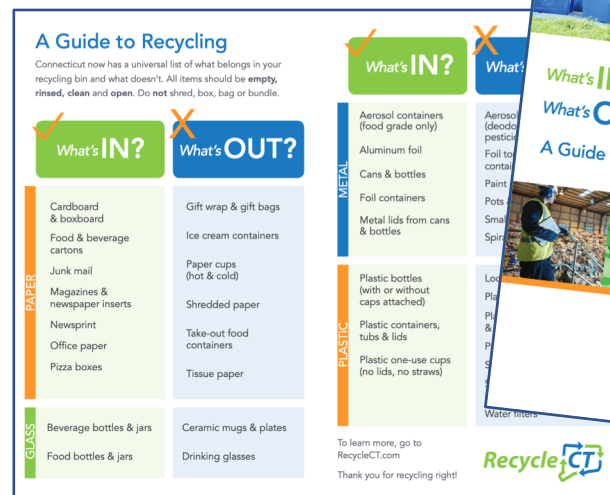
Municipalities

Haulers

Partners

“Campaign in a box”

- Billboards
- Program ads
- Social media posts
- Digital banners
- Updated collateral
 - Flyers
 - Brochures
 - Bill stuffers



2

Aggressive social media campaign

- 9-month campaign – develop editorial calendar with topics per month.

(Sample topics: safe recycling, clean recyclables, the merits of recycling right, etc.)
Four paid & two organic posts per month.
- Investigate partner companies for cobranding opportunities



3

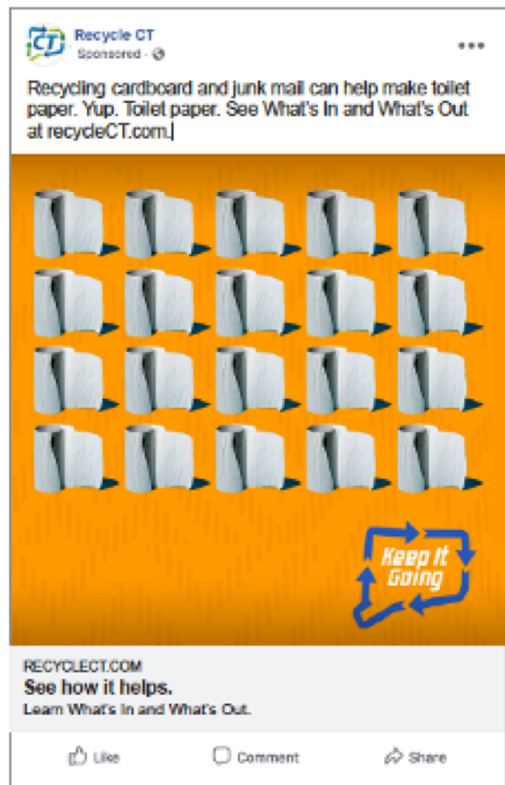
Enhance website content

Enhance content to align with editorial calendar topics – e.g. the merits of recycling right



2020 Social media campaign: July "Second life" theme

During the pandemic, as people work from home, there's less large-scale recycling at businesses. Educate CT residents on the heightened importance of recycling right to offset production shortages of the goods they need.



1080X1080

FACEBOOK STORY

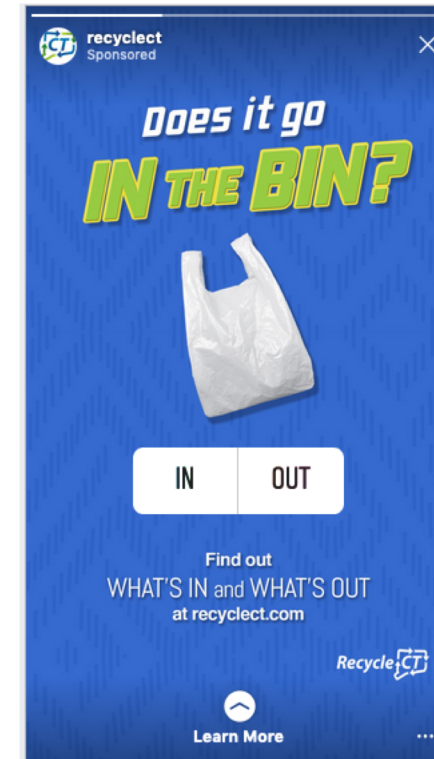
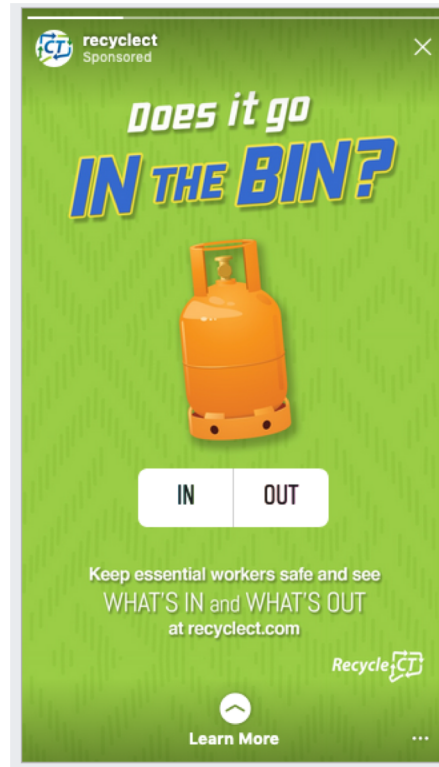
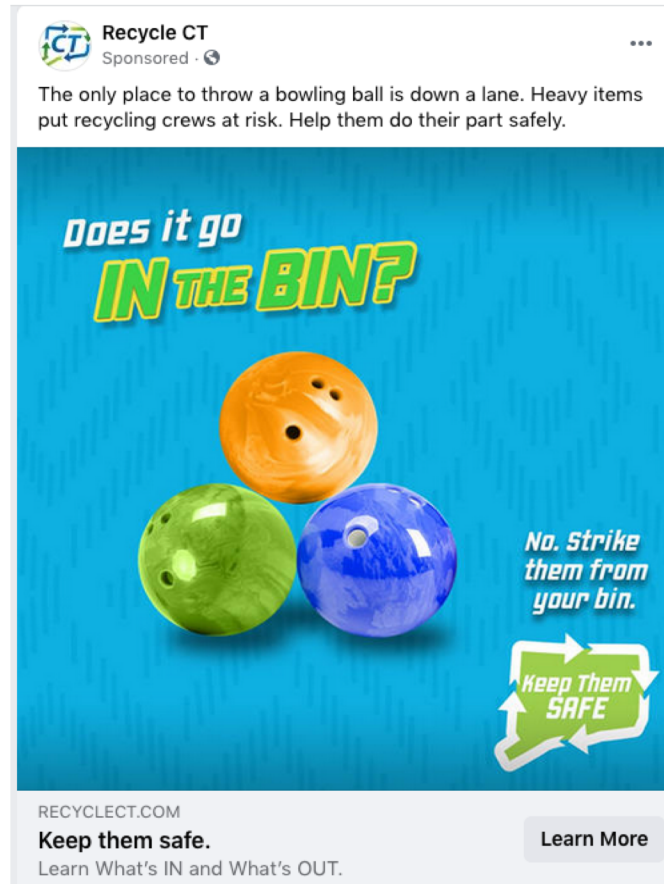


1080X1920



2020 Social media campaign - August "Keep 'em safe" theme

Educate CT residents on the importance of recycling right to keep recycling workers safe .



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Recycle CT

Sponsored · 🌐

Thank you to the indispensable people who are critical to the recycling process. Learn What's In and What's Out to help them.



Thank you

RECYCLECT.COM

Help them out.
Become a better recycler today.

👍 Like

💬 Comment

➦ Share



Recycle CT

Sponsored · 🌐

Recycling right at home helps essential workers do their job safely. It's true. See What's In and What's Out at recycleCT.com.

Do your part.

So they can do theirs.



Keep Them SAFE

👍 Like

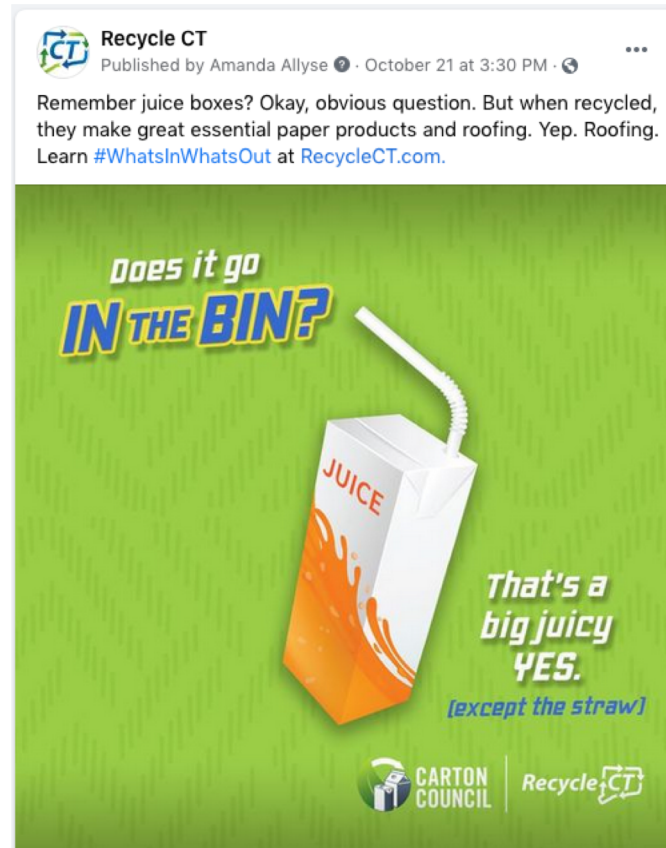
💬 Comment

➦ Share



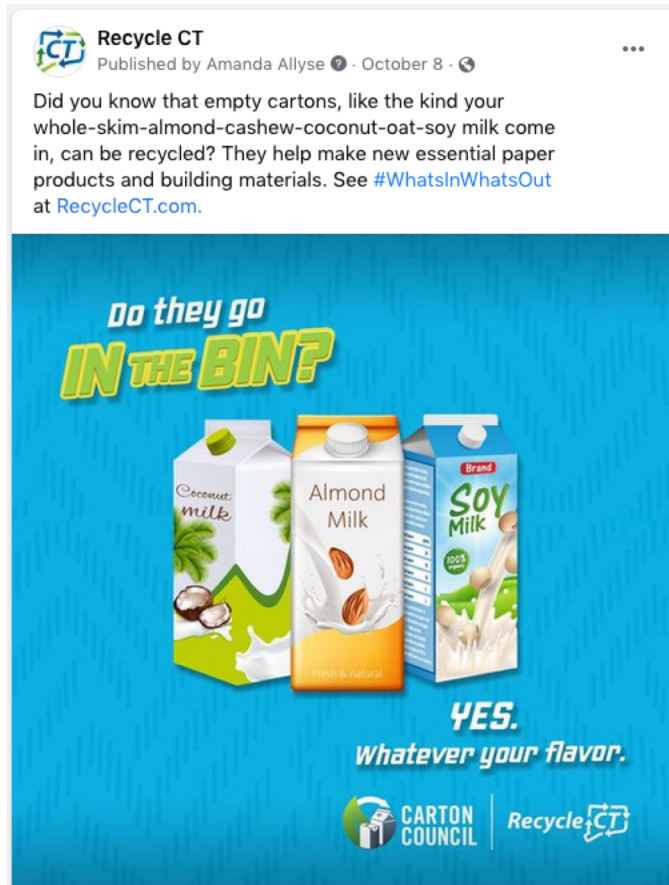
2020 Social media campaign – Sept/Oct “Cartons” theme

With remote learning at schools during the pandemic, there has been a big decrease in milk carton and juice box recycling. Working together with The Carton Council, this campaign educated CT residents on the importance of recycling cartons – milk, juice, soup, etc. – to create new products and support local economies.



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2020 Website updates – new “Carton” resources at recyclect.com/resources



Recycling cartons is IN!

Here's WHAT'S IN and WHAT'S OUT at RecycleCT.com!

Toss your empty milk and juice boxes into the recycling bin. Then they'll transform into something new, like a 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 you're helping save the planet.

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

Tipos aceptados de cartón:

- Leche
- Frijoles
- Jugo
- Vegetales
- Sopa
- Vino
- Caldo
- Agua

¡Los Cartones de Reciclaje SÍ VAN!

Cómo reciclar tus cajas de cartón:

- Asegúrate que estén vacías – sin líquidos, sin comida.
- Pónle sus tapas.
- Tira los sorbetes (straws) a la basura.
- Pónlas en tu contenedor de reciclaje regularmente.
- Haz lo mismo con cada caja de cartón.

Reciclar tus cartones vacíos crea nuevos productos esenciales de papel, materiales de construcción y ayuda a proteger los recursos naturales.

RecycleCT

CARTON COUNCIL

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Make some Magic

by learning WHAT'S IN and WHAT'S OUT at RecycleCT.com!

Want to see a magic trick? I can change into a coloring book!

So can I! And lots of other things.

¡Bet you didn't know you're a magician!

Toss your empty milk cartons and juice boxes into the recycling bin and **POOF!** They're amazingly transformed into something new, like paper or the roof on your house.

That's the magic of recycling. Easier than pulling a rabbit out of a hat!

Oh, but put your straw in the trash where it belongs.

It's important to recycle the right way every time because it means you're helping save the planet. Which kind of makes you a superhero.

Consejo: Reciclar ayuda a que los cartones vacíos tengan una segunda vida. **¡Llámalos re-encarton-ción.**

Cómo reciclar tus cajas de cartón:

- Asegúrate que estén vacías – sin líquidos, sin comida.
- Pónle sus tapas.
- Tira los sorbetes (straws) a la basura.
- Pónlas en tu contenedor de reciclaje regularmente.
- Haz lo mismo con cada caja de cartón vacía.

Tipos aceptados de cartón:

- Leche
- Jugo
- Sopa
- Caldo
- Frijoles
- Vegetales
- Vino
- Agua

Reciclar tus cartones vacíos crea nuevos productos esenciales de papel, materiales de construcción y ayuda a proteger los recursos naturales.

RecycleCT

CARTON COUNCIL

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Learn more at RecycleCT.com!

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Tuesday Trash Talk at Ten

Facebook Live Events

Different topics every week, ask for questions & ideas from the Facebook community

The screenshot shows a Facebook Live event page for 'Tuesday Trash Talk at Ten'. The page is divided into several sections:

- Performance Metrics:**
 - People Reached: 48,499 (▲308%)
 - Post Engagements: 2,831 (▲235%)
 - Page Likes: 23 (▲44%)
- About:**
 - Enter location
 - RecycleCT, is a 501c3 non-profit, which works in partnership with CT DEEP to promote the importance of recycling and encourages people to adopt good habits of waste reduction, reuse, recycling and composting.
 - The Recycling Program is a division of the DEEP Bureau of Materials Management and Compliance Assurance. Our "official" program title is "CT DEEP Sou... See More
 - 2,620 people like this
 - 2,989 people follow this
 - <http://www.recyclect.com/>
 - Promote Website
- Live Video:**
 - Video title: 'Find Out What's IN? What's OUT? at RecycleCT.com' with a subtitle 'Recycling Made Easier'.
 - Video content: A woman in a red jacket and a blue party hat is holding a bag of 'Santitas' chips. In the background, there are signs and a display of various items.
 - 27 People Reached, 16 Engagements
 - Boost Post button
- Interactions:**
 - 2 Likes, 4 Comments
 - Like, Comment, Share buttons
 - Most Relevant comment filter
 - Comment as Recycle CT
 - Comments:
 - Cindy Ringer · 3:50: how about cereal bags for plastic film recycling? (1 Like)
 - Recycle CT · 0:00: Cindy Ringer most cereal bag liners are part of the plastic film recycling program. If it stretches, it's good. I have found that granola bag liners are crinkly (OUT) and there may be others. Thanks for #RecyclingRight

Tuesday Trash Talk at Ten

www.facebook.com/ctrecycles

<https://www.youtube.com/user/recyclect>



Video Title	Views	Engagement
Compost In a Bag: Rotten Fun for Home or Classroom	239 Views	9 likes
Carton Recycling! Including school resources.	467 Views	22 likes
Reducing, Reusing and Recycling Textiles	656 Views	11 likes
Lids, caps and corks.	399 Views	17 likes
Is it Compostable?	486 Views	10 likes
Who's Responsible? Introduction to Product Stewardship.	312 Views	11 likes
Tanglers are OUT! Learn how to keep essential recycling workers safe.	447 Views	14 likes
Sweating the Small Stuff: Why Small Things Are Not Acceptable In CT's...	3.2K Views	24 likes
Take-out and Curbside Pick-up Food Packaging	878 Views	21 likes
How Can I Recycle My Electronics?	176 Views	11 likes
Can We Grow Vegetables From Food Scraps? Part 2	394 Views	8 likes
I Got My Package, Can I Recycle It? Part 2.	570 Views	6 likes

RecycleCT Grant Programs

School Grants

Over \$55,000 distributed

2017-2020; 5 cycles

CT Green LEAF Schools



Innovation Grant (under renovation)

Over \$165,000 distributed

2018-2019; 2 cycles



Other

Conference sponsorships; teacher professional development; REI Study (due out December 2020)



RecycleCT REI Study

Residential Recycling

Residential fixed (single stream) recycling programs; bottle bill and 3 EPR programs

Goals

Number of direct, indirect and induced jobs; tax revenue; percent of CT's economy

Outputs

Executive summary with methodology/citations; slide deck with results, graphs, methodology; infographic



MEASURE DIRECT, INDIRECT, AND INDUCED EFFECTS



Direct Effects are the initial effects to a local industry or industries due to the activity or policy being analyzed

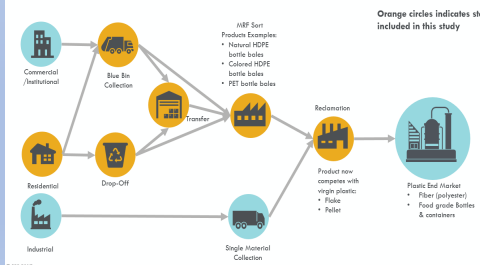


Indirect Effects are the effects stemming from business to business purchases in the supply chain taking place in the region



Induced Effects are the effects in the region stemming from household spending of labor income, after removal of taxes, savings, and commuters

EXAMPLE SUPPLY CHAIN DIAGRAM: CURBSIDE PLASTIC BOTTLES AND JUGS



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www.recyclect.com

You can mix
business
with pleasure.

But, don't mix
trash with
recyclables.

