



# RecycleCT Foundation Update

June 23, 2020

Solid Waste Advisory Committee

Sherill Baldwin, CT DEEP



- Annual Report, 2019
- Distributed RFP for a “Connecticut Residential Recycling Economics Study”
- Tuesday Trash Talks at Ten – Facebook Live
- Starting Phase III of What’s IN, What’s OUT (WIWO) with Decker Creative, Inc.

# Annual Report, 2019

RecycleCT.com

- “About Us”

- WIWO Phase II ended
- Innovation and School Grants – including case studies
- New Leadership

<http://www.recyclect.com/assets/downloads/RecycleCTAnnualReport2019.pdf>

RecycleCT Foundation, Inc.

Annual Report 2019



# Connecticut Residential Recycling Economics Study

- RFP Distributed starting May 4, 2020.
- Purpose: “to evaluate the economic impact of residential “blue bin” mixed recycling (single stream) programs on the state’s economy, including the number of jobs provided, and direct, indirect and induced economic impact. For the purposes of this study, the “recycling sector” includes businesses and municipalities engaged in the collection and transportation of “blue bin” mixed recyclable materials, businesses that sort and refine recyclables into sellable commodities, and intermediate or end-users that use recycled materials in manufacturing.”
- Board should make a decision about proposals received by the end of July 2020







Recycle CT

@CTRecycles

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RecycleCT Wizard

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I Got My Package, Can I Recycle It?  
Tuesday Trash Talk at Ten

6 days ago · 229 Views



Can you grow vegetables from food scraps?  
Part 1.

a week ago · 130 Views



How to Recycle Your Leftover Paint

2 weeks ago · 212 Views



Worm Composting

3 weeks ago · 316 Views



Tuesday Trash Talk at Ten: Reducing  
Your Waste

4 weeks ago · 420 Views



Tuesday Trash Talk at Ten: Junk Mail

5 weeks ago · 726 Views



COVID-19 and the CT "Bottle Bill" on  
Tuesday Trash Talk at Ten



Why tissue paper is not acceptable in  
CT's mixed recycling (single stream)...



How to Wash Your Reusable Grocery  
Bags

# Tuesday Trash Talk at Ten

Facebook LIVE

[www.facebook.com/ctrecycles](http://www.facebook.com/ctrecycles)

## Phase III – What’s IN, What’s OUT

- Social Media campaign
- “Campaign in a Box” reorg of materials
  - Refresh to flyers and brochures – incl. addition of images – Span/Engl
  - Adding downloadable templates for Transfer Station Signage
- Webpage “refresh”
  - More information on “why” items are IN or OUT
- Expand Partnerships – with municipalities, industry groups

FACEBOOK - BOOSTED POST

 Recycle CT  
Sponsored ·  ...

From curb to facility, thank you to our essential recycling crews. Help them by learning What's In and What's Out of your bin.



 Like  Comment  Share

1080X1080

# Phase III – What's IN, What's OUT

*Social Media Campaign*

*begins this week!*

June: Second Life

June-July: Thank You

July: Keep 'em Safe

July-August: Recycle Right Sweepstakes

FACEBOOK - NEWSFEED AD

 Recycle CT  
Sponsored · 

Working from home has led to a shortage of essential items as businesses recycle less. Solution: recycling more from home.



RECYCLECT.COM  
See how it helps.  
Learn What's In and What's Out.

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