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**Together, transforming recycling for good.**



# We Work Hand in Hand with Communities and Companies

IMPROVING RECYCLING FOR:  
THE ENVIRONMENT THE ECONOMY AND THRIVING COMMUNITIES



OPERATIONS

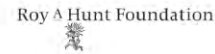


EDUCATION



MEASURABLE  
CHANGE

# Our Supporters



THE RECYCLING  
SYSTEM IS  
LOOSELY  
CONNECTED,  
HIGHLY  
DEPENDENT



# TO DATE



Grown from **6** to almost **40** funding partners and increased revenue fivefold

By end of 2018, will unlock **\$33MM** in new infrastructure, reach more than **750** communities and place **500,000+** carts

Have city data to know where to work to increase recycling & can quantify our impacts in **GHG** and tons

# WHAT FREE TOOLS AND RESOURCES DO WE HAVE FOR COMMUNITIES?



1

Bins to carts



2

Decreasing  
contamination

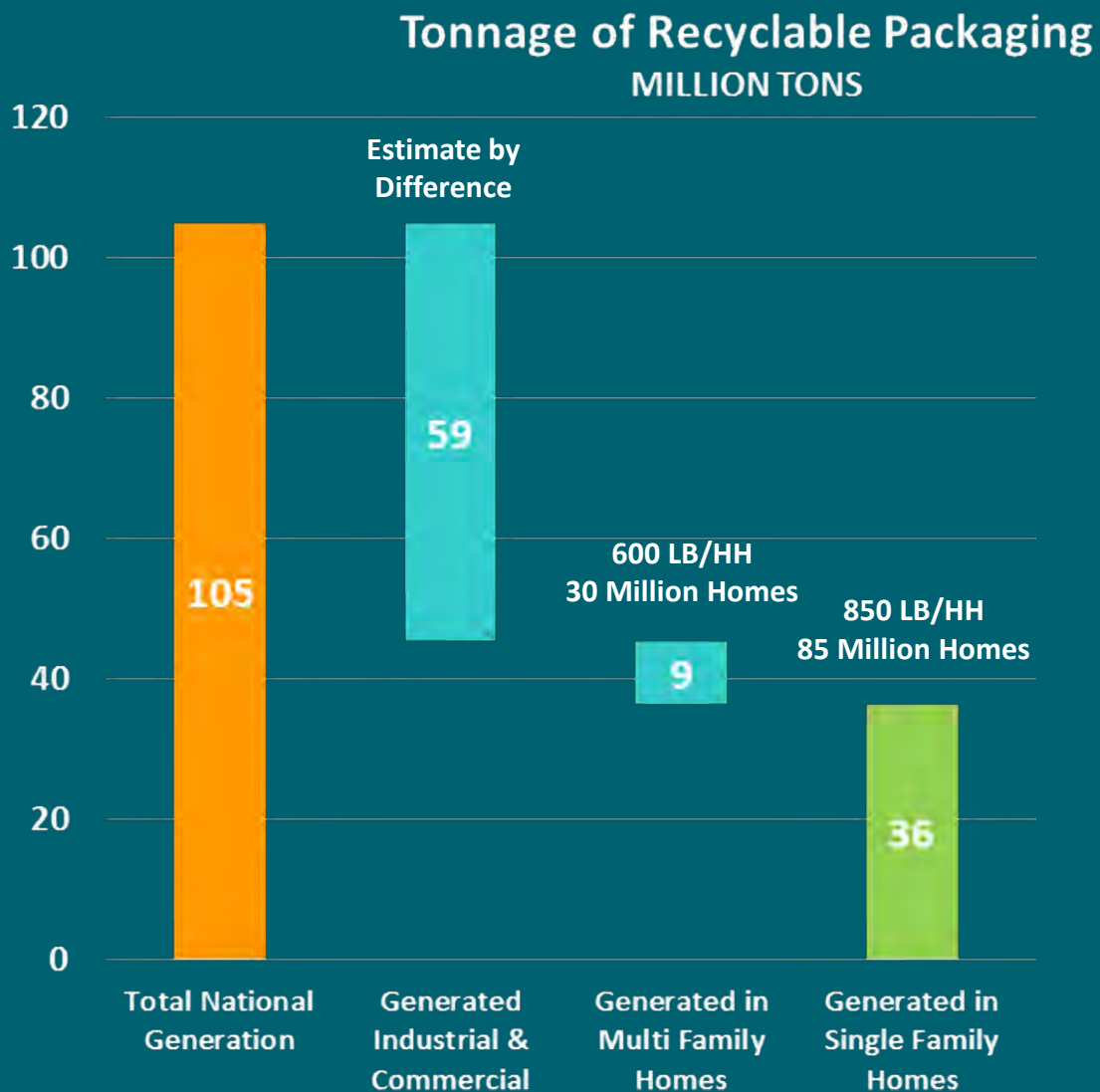


3

Increasing  
capture of  
materials

# Location of Recyclable Packaging Tonnage

(Estimate)



# Tools for contamination

## 1. ANTI-CONTAMINATION KIT

## 2. FREE INFO CARDS, OOPS TAGS, ICONS, MAGNETS, ETC.

### Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program



If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensures the success and sustainability of the recycling system.

To get started, use this [ASSESSMENT TOOL](#) to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this [PRO TIPS PAGE](#).



This Kit was developed in collaboration with Massachusetts Department of Environmental Protection

- This toolkit includes:**
- Guidance to help you broach this subject with your MRF and hauler
  - Visual instructions and tools for targeted messages
  - Tips to help you get the best results
  - Tools to help you track and report results



## OOPS!

PLEASE LEAVE THESE ITEMS OUT!



Do Not Bag Recyclables  
(No garbage)



No Plastic Bags



No Food or Liquid  
(empty all containers)



No Clothing  
or Linens  
(drop-off only)



No Tangles,  
Cords, Hoses  
or Drains



No Stumps, Stumps,  
Plastic Furniture  
or Mats

**CORRECT THIS AND WE WILL COLLECT NEXT TIME.**



SampleUrl.org

Questions about your curbside recycling service?  
**(123) 456-7890**

### RECYCLE

THANK YOU FOR RECYCLING THESE!



**Cans**



Aluminum and  
Steel Cans  
(empty and dry only)



**Cartons**



Food and Beverage  
Cartons  
(empty and recycle top)



**Glass**



Bottles and Jars  
(empty and free)



**Paper**



Household Paper,  
Newspaper, Magazines,  
and Flattened  
Cardboard



**Plastic**



Bottles, Laundry, Bath  
Bottles and Containers  
(empty and recycle top)

NO!



Do Not Bag Recyclables  
(No Garbage)



No Plastic Bags or  
Plastic Bags  
(take them to retail)



No Food or Liquid  
(empty all containers)



No Clothing or Linens  
(take them to donation)



No Tangles  
(No Stumps, wires,  
cords, or electronics)

(123) 456-7890

Hours and appointment

SampleUrl.org



# Prototyping and Deployment

- Tested operations & education tactics in 3 cities
  - Test areas consisted of roughly 4,500 homes
- Started with capture rate baseline
- Implemented strategy over 8 collection cycles
- Completed second capture rate study
- Analyzed behavior change
- Use results to roll out strategy city wide

# ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas - Single-Family - Curbside Service

## OVERALL CAPTURE RATE

- Capture increased from 52% to 66%
- 8 out of 9 categories increased



## The Plan:



## The Execution:

**RECYCLE**

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**NO!**

FOR MORE INFO  
[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)  
 at CHaRM Center,

Graphics provided by The Recycling Partnership

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

General Info



Direct Engagement  
& Cart Rejection



NO PLASTIC BAGS IN THE CART

**DO NOT BAG Recyclables**

Loose and clean recyclables only

RETURN bags and other plastic wrap to retail or CHaRM.

[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

Supporting Campaign

Contaminant Specific

1  
1

## Key Outcomes - Atlanta

- ✓ Overall Capture rate increased **27%**
- ✓ Overall Contamination decreased **57%**
- ✓ Overall Bagged Recyclables decreased **62%**

Homes with bagged  
recyclables fell from  
52% to 22%

BEFORE



AFTER



# RECYCLE

THANK YOU FOR RECYCLING THESE LOOSE IN YOUR CART:

## Cans



### Aluminum and Steel Cans

empty and rinse

## Cartons



### Food and Beverage Cartons

empty and replace cap

## Glass



### Bottles and Jars

empty and rinse

## Paper



### Mixed Paper, Mail, Newspaper, Magazines, and Flattened, Clean Cardboard

## Plastic



### Kitchen, Laundry, Bath: Bottles and Containers

empty and replace cap

# NO!



Do Not Bag Recyclables  
No Garbage



No Plastic Bags



No Food or Liquid  
(empty all containers)



No Tanks



No Tangles  
(no hoses, wires, chains, or electronics)



Mayor Rahm Emanuel



Questions or Service Requests?  
Visit [RecycleByCity.com/Chicago](http://RecycleByCity.com/Chicago) or Call 311

Funded in Part By:



Printed on Recycled Paper

# TRY THESE TOOLS, JOIN OUR NETWORK, and let's make recycling more & better!



## TOOLS

Online  
Library  
Starters  
BMPs



## IDEAS

Webinars  
Newsletters  
E-Books  
Forums



## RESOURCES

Grants  
Campaigns  
Tech  
Assistance