

Recycling Outreach Strategies

Tuesday, September 26, 2023



**The Recycling
Partnership**
Solving for Circularity

We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits.



Strategic Grantmaking






1.3 Million New Carts Placed

770 Million+ Incremental Tons Diverted

- ✓ Recycle Carts plus Education (Access)
- ✓ Drop-off Centers (Access)
- ✓ Multi-Family (Access)
- ✓ MRF Improvements (Access & Capture)
- ✓ Optimization & Contamination Reduction (Capture)
- ✓ Data



Improving Access Improves Capture, *and* Improving Education, Engagement, Behaviors Is Needed for Maximum Capture

	 Drop-Off Only	 Curbside Opt-In	 Curbside in Bins	 Curbside in Carts, No Education	 Curbside in Carts, Good Education
Avg Pounds per HH Captured Annually	Minimal	100	200	375	400+
Stepped Change	Add Access or Drop-Off	Universal Access	Cart Access	Basic Education	Evidence-Based Tailored Engagement

On average, single-family households generate ~750-800lbs of recyclables each year. Access needs to be equal to trash.

Considerations for funding

Site Development

- Construction and planning
- Concrete Pads
- Grading work / electrical

Infrastructure

- Compactors preferred
- Roll-offs
- Bunkers

Hub and Spoke

- Soft shell Transfer Station
- Hard shell Transfer Station
- Transfer Station retrofit

Education

- Signage
- Mailers to promote recycling



Multi-family Grants

Collection

- Enclosure development
- Trucks
- Carts
- Dumpsters
- In-unit totes

Service Provision

- Valet service recycling
- Staffing

Education

- Signage
- Mailers to promote recycling



MRF Assistance & Material Specific Grants

- General Technical Assistance
- Controlling Contamination
- Partnering in Measurement

Potential Grant Opportunities

- Polypropylene Recycling Coalition
- PET Recycling Coalition
- UBC Grant Program
- Film and Flexibles Recycling Coalition



Our Partners



For more information:

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We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.