

Recycling 2.0 – Changing Consumer Behavior Amid Changing Waste Streams

Presented by GreenBiz.com

December 9, 2014

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Today's Speakers

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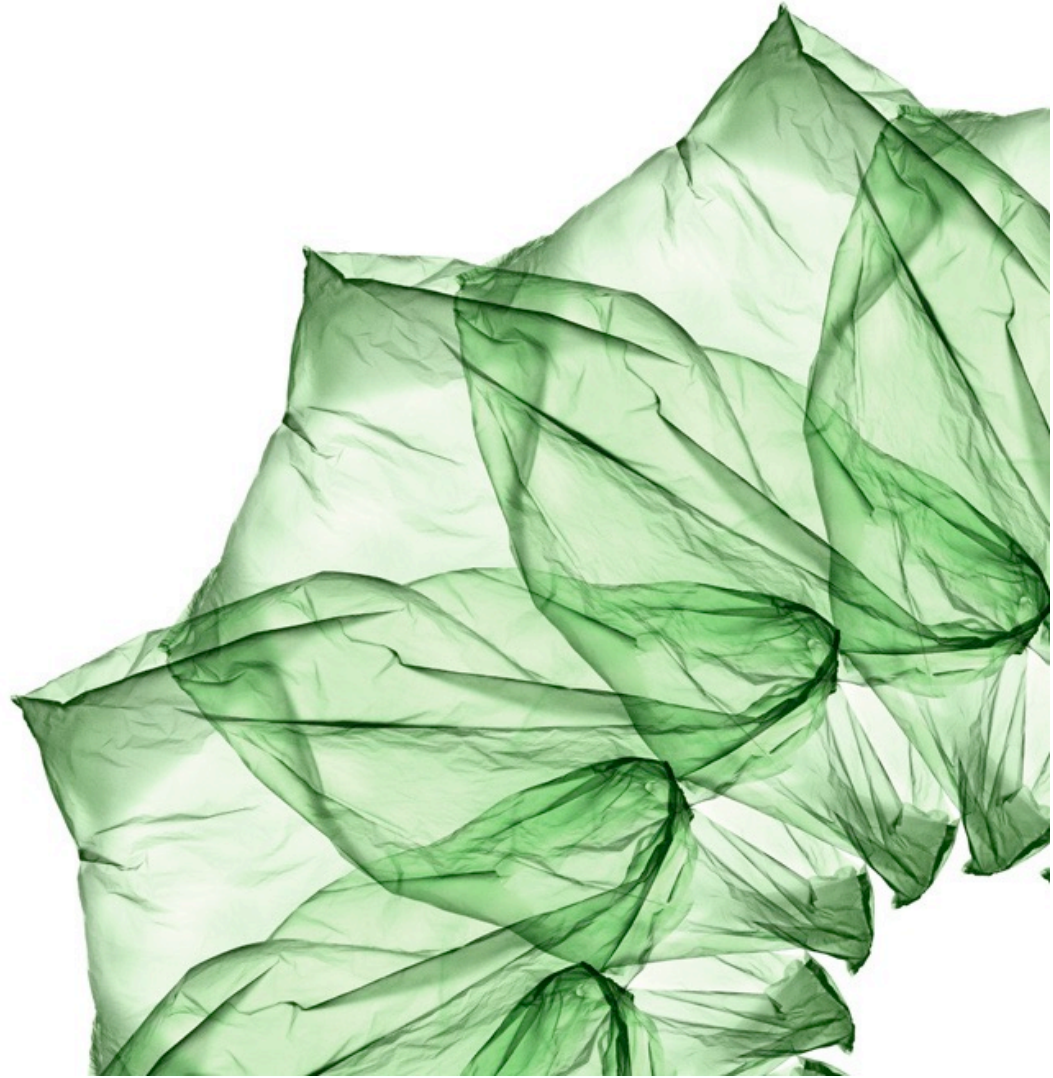


Recycling 2.0: Changing Consumer Behavior amid Changing Waste Streams

Greenbiz Webinar Series

Susan Robinson
Federal Public Affairs Director
Waste Management

December 9, 2014

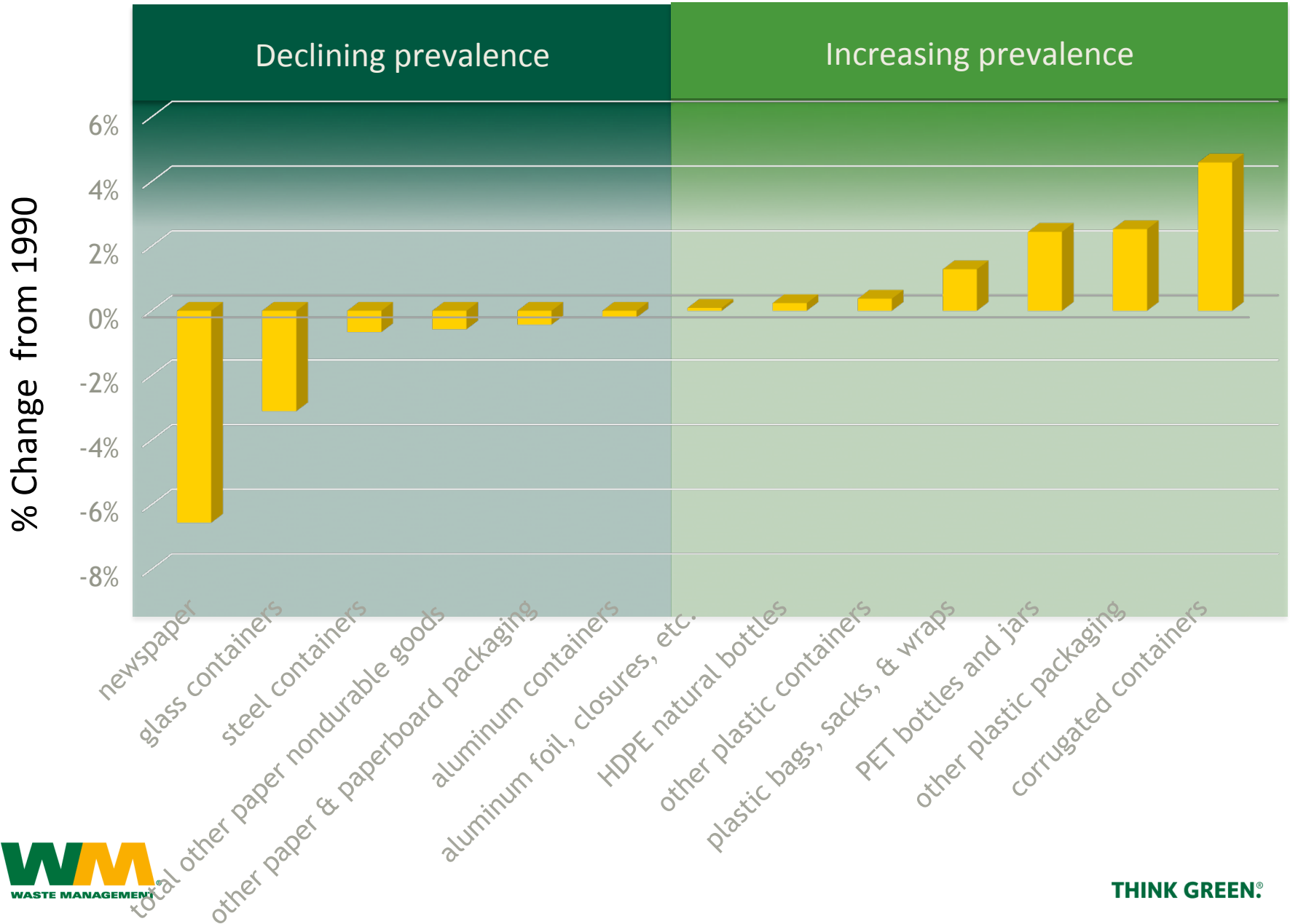


The Evolving Ton

- The materials and products we use in our daily lives have evolved
- Per capita waste generation is down 8% since 2000, affecting recycling, landfilling and waste-to-energy
- We are seeing less paper, more plastic and no growth in metal



Change in Paper and Packaging in 2012 since 1990



Paper

A changing industry

- Newspaper historically made up 60% of recyclables collected
- All types of paper made up 80% of the material we received for recycling
- A 50% reduction in newspaper readership in last 10-years
- An increase in residential single stream material has led to a new grade of paper called Curbside Mixed Paper

Plastics

Impact of changing market conditions

- Plastics made up 12.7% of the waste stream in 2012, up from 10.5% in 2010
- Plastic makes up over 25% of the waste stream by volume
- Use of single serve containers and plastic packaging is up
- Plastic bottles have “light weighted”

The changing waste stream means we process more volume with less weight which increases recycling costs

What Makes Something Recyclable?

All of these are necessary for sustainable recycling



Collection

- Convenience
- Size/shape
- Public education



Processing

- Identification
- Sorting
- Size



End-Market

- Demand
- Volume
- Value

Evolution of Product Design

Many new products offer great overall GHG emission reductions, yet they are not recyclable



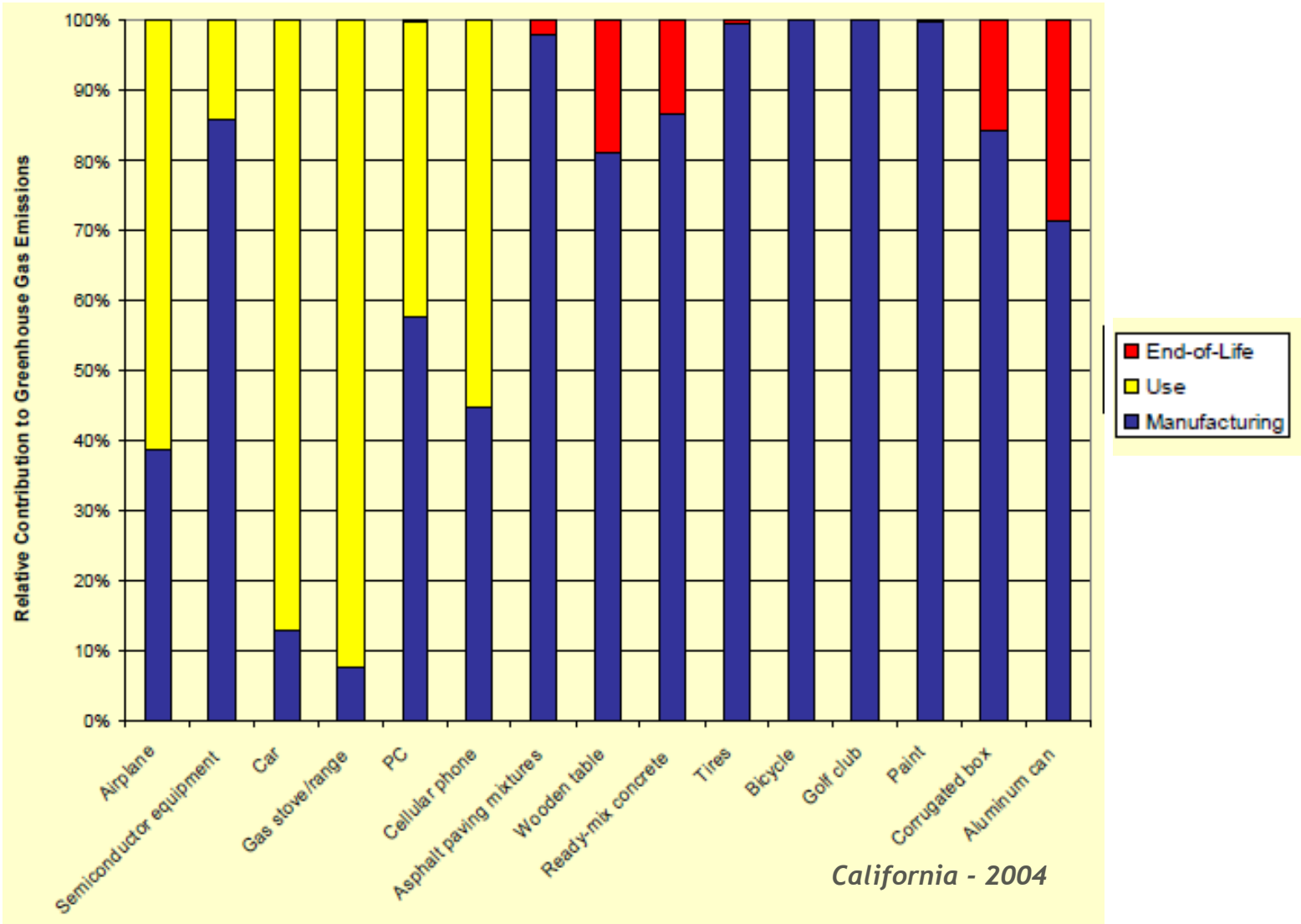
From recyclable HDPE bottle to a multi-layer, flexible film pouch



From recyclable aluminum cans to a multi-layer, foil-lined flexible film pouch

GHG - Lifecycle Contributions

Why product/packaging design is important



California - 2004

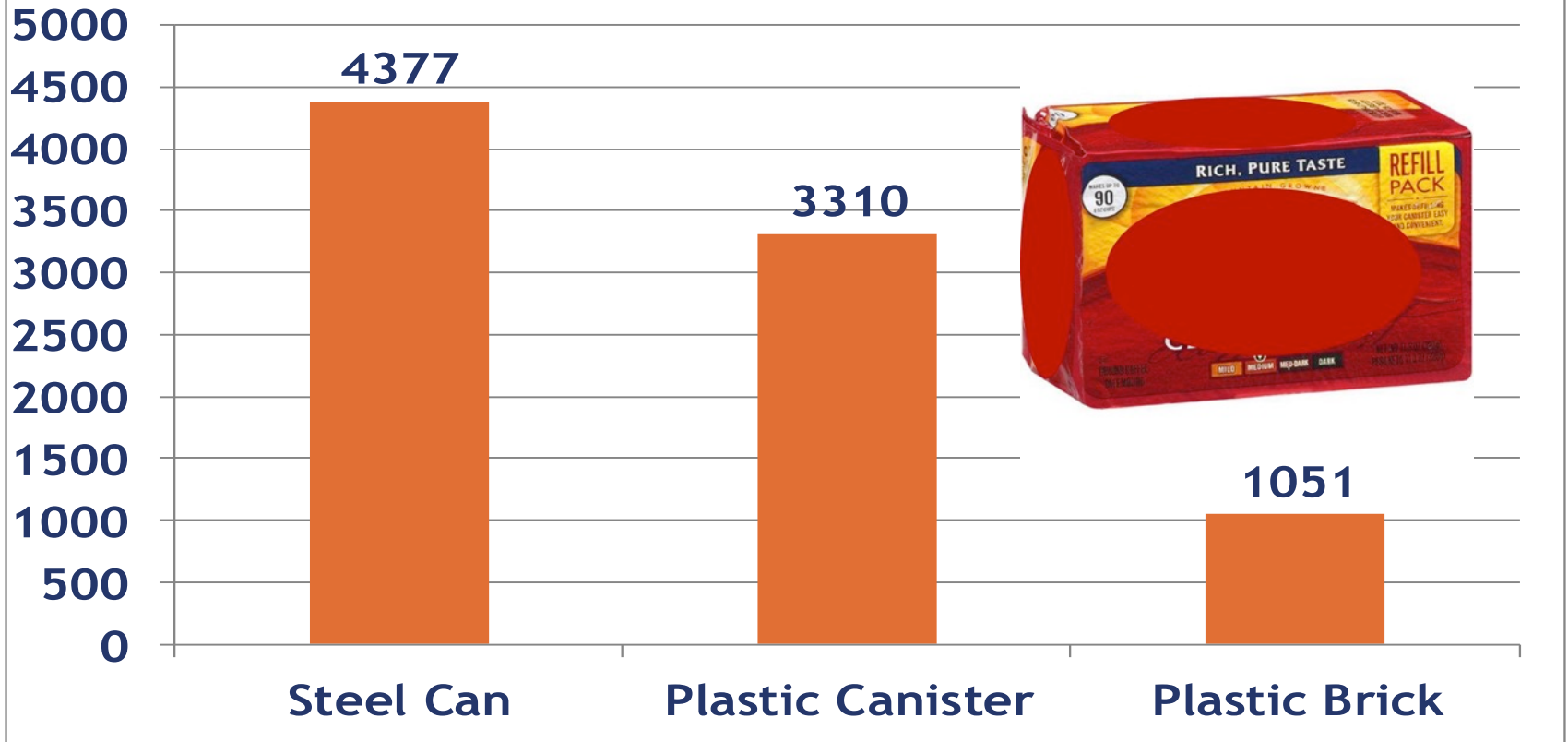


THINK GREEN®

Why do we use Flexible Packaging?

Coffee

Greenhouse Gas



The Circular Economy

REDUCING WASTE IN MANUFACTURING

WM is partnering with companies to reduce waste and energy use, while increasing recycling and recyclability

GROWING RECYCLING ACROSS NORTH AMERICA

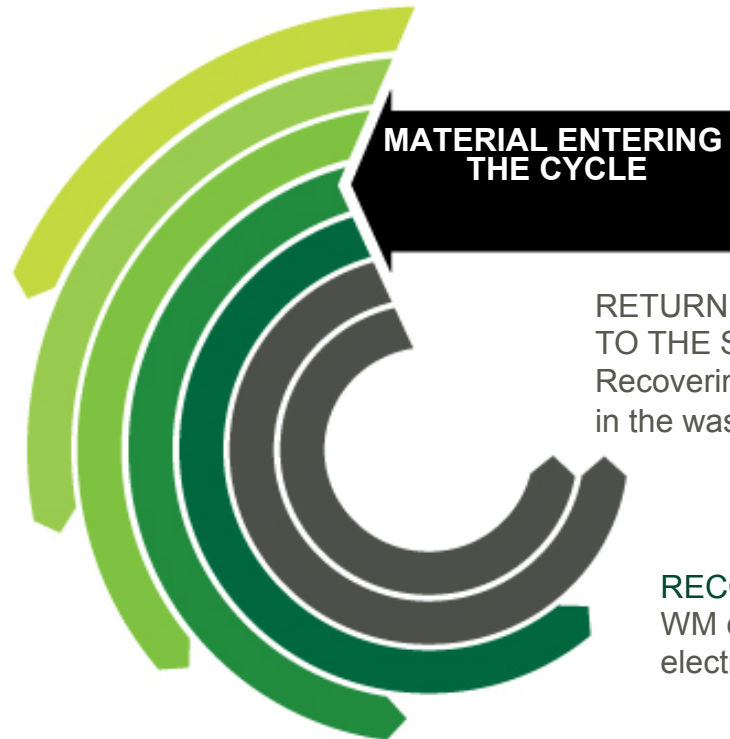
WM Recycling Services continues to invest in recycling programs across North America

SEPARATING ORGANICS

WM Organics Recycling is converting organics to beneficial use, like composting, mulch and energy generated at anaerobic digesters

HARD-TO-RECYCLE AND NON-RECYCLABLE MATERIALS TO ENERGY PRODUCTS

WM has invested in several companies that convert materials that would otherwise be waste, into syngas, which can be made into fuel products



RETURNING MATERIALS AND ENERGY TO THE SUPPLY CHAIN

Recovering materials and energy to continue in the waste stream cycle

RECOUPING LANDFILL GASSES

WM converts landfill gases to electricity and transportation fuel

Recycle Often. Recycle Right.sm

Back to the Basics of Recycling

- Built on behavior change science
- Focus is on basic materials with large recycling potential: *paper, bottles and cans*
- Address contamination issues that cause the most issues at MRFs
- Help lead industry towards improved recycling



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Changing Recycling Behaviors

A sustainable community-based social marketing program

Presented by Julie Colehour



*Public Relations
& Social Marketing*



A Look at Recycling Behavior Today

Who's recycling - & Why?

Attitudes

- 72% of Americans say they “always” or “almost always” recycle
- People care. They believe it is important to recycle - it is “the right thing to do”
- They do not think it is difficult to recycle
- And, they think they are doing a good job recycling

Yet.....

- Almost 50% of the materials in Americans' garbage is recyclable
- The national recycling rate is about 34%

A Look at Recycling Behavior Today

What's impacting recycling behavior?

What's being recycled?

- Most recycling happens in kitchen “hub”
- Still putting large amounts of common recyclables in the garbage
- When in doubt, about 20% put it in recycle bin anyway
- People do the best with paper and yard waste - each have recovery rates above 50%
- High potential materials include #1/#2 plastic, aluminum and paper (in terms of quantity, value and barriers)

Cooperation with recycling within household

- Tendency to blame others in household for lack of recycling
- Though, 30% feel that no one in the household was uncooperative
- Young children influence recycling behavior in households
- Teenagers are blamed for being least cooperative about recycling

A Look at Recycling Behavior Today

What's impacting recycling behavior?

Motivations for recycling

- Don't want to be wasteful
- Save resources
- Right thing to do
- Feeling good/self-approval
- Protect the environment

Barriers to recycling

- Convenience - lack of in-home system and bins in multiple rooms
- Confusion about preparation and what can and cannot be recycled
- Don't understand recycling process (and want to understand it!)
- Old recycling rules still in play (habits stick)
- Ick factor

Six Steps for Planning a Community-Based Social Marketing Campaign

- Planning framework to help ensure better ROI
- Thorough research, best practices, pilot programs and evaluation
- Creates outreach strategies that promote behavior change



Social Marketing Truths

1. Awareness does not lead to behavior change
2. Education alone does not change behaviors
3. If you tell people too much, they will do nothing
4. People self-report inaccurately about their behaviors related to social issues
5. People do change their behaviors when the benefit to them outweighs the barriers to changing behavior

Recycle Often. Recycle Right.sm

Getting Back to the Basics of Recycling

- Built on CBSM behavior change science framework:
 - Define the problem (cognitive dissonance)
 - Keep it simple
 - Tell people why
 - Ask for a commitment
 - Measure and scale
- Focus on specific universal changes that can translate nationally
- Focus on basic materials with large recycling potential
- Address contamination issues that cause the most issues at MRFs: Wet items and plastic bags

3 Key Messages

Keep it Simple

Simplifying the Messaging / Ask

- Focus on 3 simple behaviors
- Easy to recall—no more laundry lists!
- Accompanying myth busters/FAQs for those that want to dig deeper



Recycle all my empty bottles, cans and paper.



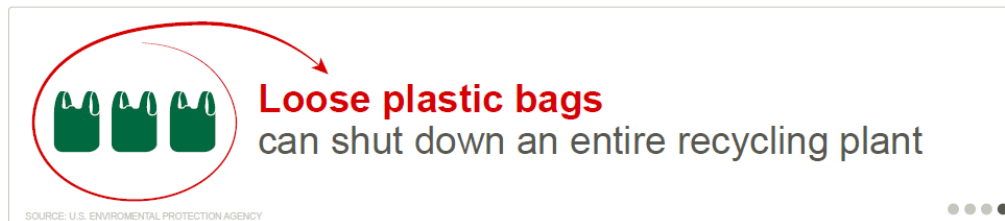
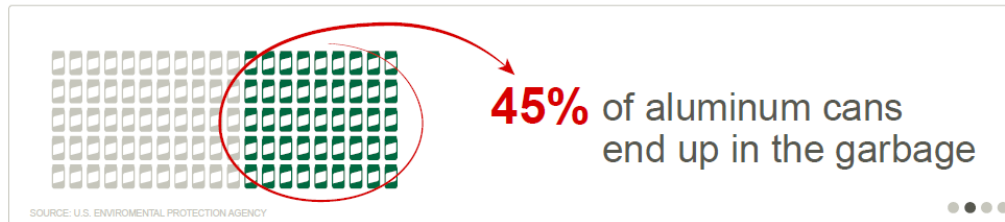
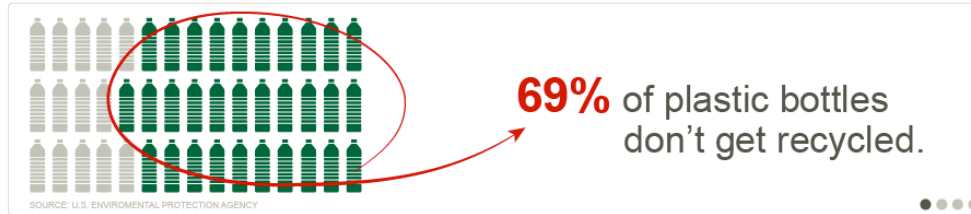
Keep food and liquids out of my recycling.



Keep loose plastic bags out of my recycling.

Define the Problem

Key Messages Tell People Why



Promise

Ask for a Commitment

- Behavior change science shows that people that commit to an action are much more likely to follow through
- The Recycle Often, Recycle Right promise asks people to commit to the 3 simple behaviors
- Then, asks them to share with their friends and family



Microsite & Online Promise

RecycleOftenRecycleRight.com



**RECYCLE OFTEN.
RECYCLE RIGHT.**

ABOUT VIDEO RESOURCES NEWSROOM SOCIAL CONTACT



SOURCE: U.S. ENVIRONMENTAL PROTECTION AGENCY

Maybe it's time to rethink recycling.

Make the promise. Doing just these three things will make a huge difference.

- 

1 Recycle all my empty bottles, cans and paper.
- 

2 Keep food and liquids out of my recycling.
- 

3 Keep loose plastic bags out of my recycling.

First Name Last Name

Email Zip code

Sign me up to receive news, updates and information to help me keep my promise.

SUBMIT

3457 Others have made the promise. **Will you?**

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Share Page

Leverages Social Networks



A graphic of a green leaf with a white recycling symbol and the text "RECYCLE OFTEN. RECYCLE RIGHT." inside it.

Thank you for
making the promise.

Become a Recycling Ambassador!
Share the Promise! #RORR

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Hennepin County's Recycling Education Strategy

Angie Timmons
Communications Coordinator
Hennepin County Environmental Services

December 2014

THINK GREEN.®



About Hennepin County, Minnesota

- 1.15 million residents
- 44 cities, including Minneapolis, suburban and rural communities
- Recycle 44% of our waste



Recycling education strategy

- Make it easy to recycle
- Build enthusiasm for recycling through engaging advertising campaign and news stories
- Connect with residents one-on-one to address individual barriers
- Support peer-to-peer education to reinforce recycling as a social norm



Make it easy to recycle

Make it convenient

- Award grants for containers and equipment at schools, businesses and public spaces
- Provide technical assistance to set up or improve recycling programs
- Promote best practices
- Provide free signage and other educational resources



Make it easy to recycle

Be clear

- Developed a recycling guide with city recycling coordinators, haulers and end-markets
- Tested the terminology with residents
- Use real pictures, not clip art
- Require cities to use terminology and images
- Support city recycling outreach

Recycling Guide



- Paper**
 - Mail, office and school papers
 - Magazines and catalogs
 - Newspapers and inserts
 - Phone books
 - Shredded paper in closed paper bags
 - Boxes:**
 - Cardboard
 - Cereal and cracker boxes
 - Shoe boxes, gift boxes and electronics boxes
 - Toothpaste, medication and other toiletry boxes
 - Cartons**
 - Milk cartons
 - Juice boxes
 - Soup, broth and wine cartons
 - Glass**
 - Food and beverage bottles and jars

Plastic
Bottles & jugs:

- Water, soda and juice bottles
- Milk and juice jugs
- Ketchup and salad dressing bottles
- Dishwashing liquid bottles and detergent jugs
- Shampoo, soap and lotion bottles

Cups and containers:

- Yogurt, pudding and fruit cups
- Disposable cups and bowls
- Margarine, cottage cheese, and other containers
- Produce, deli and take out containers

Packaging:

- Clear packaging from toys and electronics

Metal

- Food and beverage cans

Don't recycle: Styrofoam™, plastic wrap, microwaveable food trays, paper soiled with food, paper plates and towels, drinking glasses, dishes, mirrors and containers that held hazardous products.

 Hennepin County
Environmental Services
612-348-3777
www.hennepin.us/recycling

94-701-02c-14

Make it easy to recycle

Make it simple

- Always pair recycling containers with trash containers
- Differentiate containers with color coding
- Label - with symbols and images if possible



Make it easy to recycle

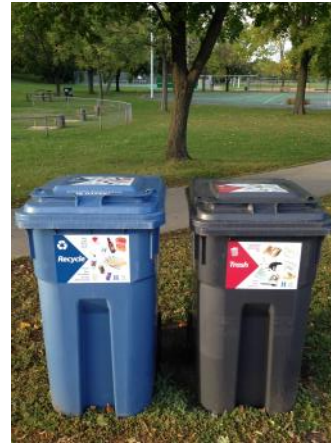
Be consistent



Workplaces



Sports arenas



Parks



Schools



Transit



Events



Apartments



Kitchens

Build enthusiasm

Recycle Everywhere Campaign

- Use commercials, social media and street team promotions to build enthusiasm about recycling



Television commercial

Conduct direct outreach

- Build a portable park made of recycled materials and native plants
- Residents got their questions answered by recycling experts
- Recycling Oasis brought to 20 community events



Recycling Oasis - Sit back. Relax. Recycle.

Share information through news & social media

- Serve as the go-to resource for recycling news stories
- Pitch stories featuring recycling stats, top 10 lists, or commonly asked questions
- Share content on social media sites

Recycling topics covered by the media

- *How clean do recyclables need to be?*
- *How well does MN recycle?*
- *Why is garbage collected more often than recycling?*
- *What happens to recyclables after they are picked up at the curb?*
- *Are egg cartons recyclable?*
- *Is wrapping paper recyclable?*

Support peer-to-peer education

Green Partners Environmental Education Program

- Provide grants and educational resources to community groups to engage resident in recycling activities
- Partner with more than 50 community organizations each year



Support peer-to-peer education

Master Recycler/Composter

- Train Master Recycler volunteers who conduct outreach and implement recycling projects in their community
- 234 Master Recyclers who have contributed more than 3,000 volunteer hours



Questions?

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For More Information:

www.RecycleOftenRecycleRight.com

www.wm.com/thinkgreen

www.cplusc.com

www.hennepin.us/recycling

www.greenbiz.com

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Webcast Hashtag: #GrnBz