REC’s Recycling Outreach Guide has Launched!

Kayla Walsh | RAM/SWANA Conference
Monday, October 14th
Haulers, state, local governments, and regional organizations meet to discuss recycling messages around the state.

“Always in the Bin” list and *Never in the Bin* lists for recycling and organics.

Tackle common challenges (i.e. asking Target to stop sales of a “recycling” bag that can’t be recycled).

Better communication = more recycling!
Quarterly Messaging Priorities

- No Bags & Unbag Your Recycling
- No Lithium Batteries
- No Wishcycling (What happens inside a MRF)
- No Tanglers
Streamline recycling messaging to make recycling easier for residents.

Standardized communication for recycling will help us collect more material, with less contamination.
Recycling Outreach Guide for Minnesota

Guidelines to use when educating residents

- For recycling education coordinators to know how to message to residents
- City, State, MRF perspective
- BMPs for program establishment
- How to prepare Materials by category type (Always/Never/Maybe)
- Special Materials Recycle elsewhere (like boat wrap, textiles, etc.)
- FAQs
- It’s a living document
Recycling Outreach Guide can shape content for:

• Brochures & other print materials
• Website content
• One-on-one education
• Presentations
• Interviews for print or recorded media
• Videos
• PSA (billboards, press release, radio, TV)
• Social media
Communications plan for REC 2020

Thanks, REC members!!
Grants to support environmental education projects that promote environmental awareness and stewardship and help provide people with the skills to take responsible actions to protect the environment...

DELIVERABLES
1. Statewide communication plan
2. Assets to support messaging and templated collateral builder
3. Infohub to house the plan and assets for communicators (recyclingpartnership.org/...MN...)
4. Resident-facing website with interactive tools, recycling information, pledge, social sharables (itsallyou.org/...MN...)
5. Budget for print/postage
6. Five seed grants
Thank you!

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