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What will the campaign include?

- Weekly Social Media Posts
- Videos
- A bi-weekly newsletter (10 total over 4 months)
- A dedicated page on the NRRA website that will host ALL posts and videos for future use
- Instructions on how a town can run its own, local Recycle Right Campaign

Weekly Social Media Posts

- **Recycling Mythbusters** (Do I have to remove tape from my cardboard boxes? Should I put my glass through the dishwasher before recycling?)
- **Examples of towns Recycling Right**
- **Getting Started** (Recycling 101: How to start and maintain a recycling habit)
- **Recycling Education** (Why is source separated recycling beneficial? What about cost savings?)

Examples of Towns Recycling Right

C O N G R A T U L A T I O N S !

The Town of Lee, NH received nearly \$39,000 in revenue from the sale of recyclables in November.



#NRRARECYCLERIGHT!

In 2021, the Lebanon Recycling Center recycled a combined total of nearly 2,000 tons of glass, plastic, steel, aluminum, paper, and cardboard!



Videos (subject to change)

- **Ask Me Anything (AMA) Recycling Edition**
 - Initial AMA (virtual) kick-off on Earth Day
 - In-person AMA at the Annual Recycling Conference
 - Closing AMA (virtual) toward the end of the campaign
- **Following the Recycling Stream/the Circular Economy**
- **What happens to my recycled plastic?**
- **What happens to my recycled glass?**
- **What happens to my recycled cardboard?**
- **What happens to my recycled steel and aluminum?**

Goals of the Campaign:

1. Encourage residents to recycle MORE (establish and maintain a recycling habit, encourage others to recycle)
2. Encourage residents to recycle BETTER (stop wish-cycling, decrease contamination in recyclables loads)
3. Create an evergreen Recycle Right campaign that can be replicated and used by towns across New England, with a focus on source-separated recycling

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**Northeast Resource
Recovery Association**

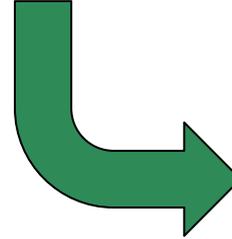
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Nonprofit organization

♻️ Partnering to make recycling strong through economic and environmentally sound solutions. ♻️

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A Pop-Quiz!



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Recycle It!



Anyone interested can sign up for the
Recycle Right campaign emails:

bit.ly/RecycleRightCampaign



Northeast Resource Recovery Association