



[www.nrrarecycles.org](http://www.nrrarecycles.org)

# NORTHEAST RESOURCE RECOVERY ASSOCIATION



**RECYCLE RIGHT CAMPAIGN**  
**FINAL PRESENTATION**  
SEPTEMBER 2022



**How** do we get folks to stop tossing trash into the recycling and contaminating good loads?

**How** can we get more of our town residents to recycle?

# Why a Recycle Right campaign?

We know **consistent and ongoing recycling education** is a key component to running a successful recycling program, but many communities don't have the time or resources needed.

**The NRRA Recycle Right Campaign was the first of its kind, designed with Source-Separated Recycling in mind.**



*\* This material is based upon work supported under a grant by the Rural Utilities Service, United States Department of Agriculture. Any opinions, findings, and conclusions or recommendations expressed in this material are solely the responsibility of the authors and do not necessarily represent the official views of the Rural Utilities Service. Rural Community Assistance Partnership, Inc., is an equal opportunity provider and employer.*

## About the Campaign

The **Recycle Right Campaign** was a 4-month (16 week) digital campaign aimed at **helping communities recycle MORE and recycle BETTER.**

Kicked off during Earth Week -  
April 2022



# A Campaign with Source-Separated in Mind

Social Posts

Videos

Events



Helpful Image

+

Informative Text

Closed Captioning

+

Subtitles

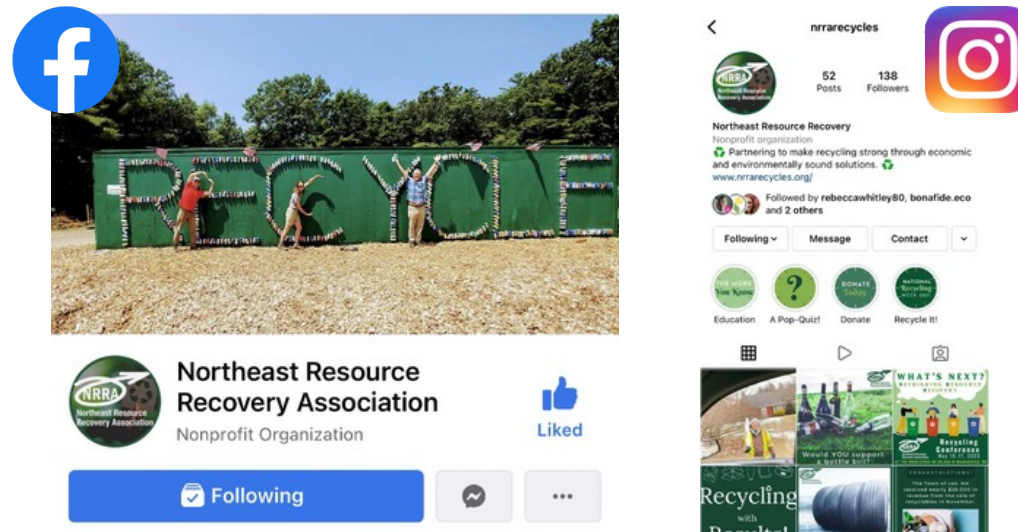
Online

+

Live in Person

# A Campaign with Source-Separated in Mind

## Social Media



### Followers:

698 on Facebook  
193 on Instagram

### Total Reach:

62,049 on Facebook  
10,502 on Instagram

## Email



Welcome to Weeks 9 through 12 of the Recycle Right Campaign! As a reminder, you can access our entire Recycle Right Campaign on our website at: [www.nrrarecycles.org/recycle-right](http://www.nrrarecycles.org/recycle-right)

The Recycle Right Campaign has been created and designed for you, to be shared **BY YOU** - in emails, on websites, and across social media. The social posts you see below were posted on **Facebook** and **Instagram**. You can share them directly on social media, or download the images and text to use in your own Recycle Right Campaign, email, or website.

How to use the following posts in 3 easy steps:

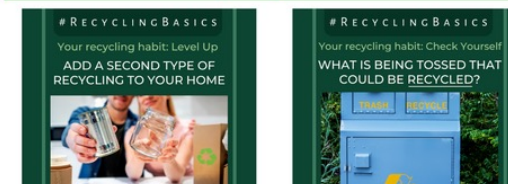
1. Drag the image onto your desktop or right-click and save it.
2. Upload the image to your email, website, or Instagram OR click the "SHARE TO FACEBOOK" button at the bottom of each, to share the whole post on Facebook!
3. Copy and paste the text found below each image onto your post.

Bonus: Each post includes ready-made hashtags to be used on social media.

\*\*If the images in this email are not showing up, [click here to view this on a web browser instead.](#)

### SOCIAL MEDIA POSTS

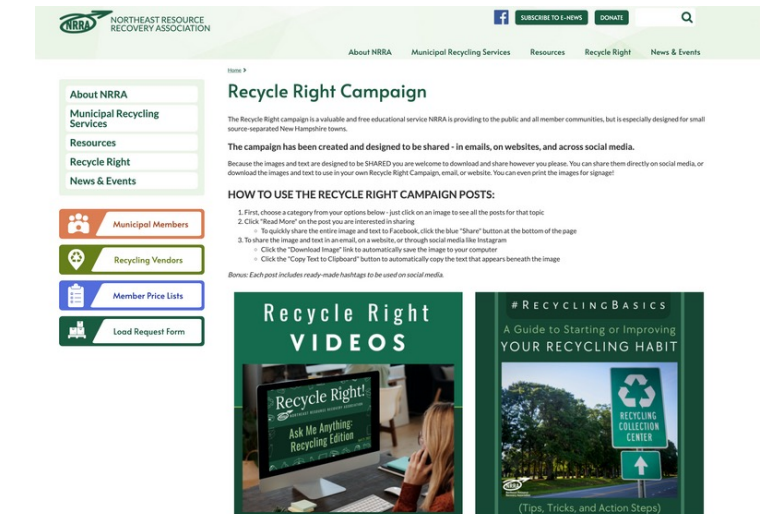
#### Recycling Basics



### Email Digest

10 emails sent to 436 people

## Website



## NEW Recycle Right section on the NRRA website

- Click to Share links
- Easy to Save images
- Quick Copy Text

# Recycling Basics

How to **start** or **improve** a recycling habit!

#RECYCLINGBASICS

A Guide to Starting or Improving YOUR RECYCLING HABIT



(Tips, Tricks, and Action Steps)

[www.nrrarecycles.org](http://www.nrrarecycles.org)

#RECYCLINGBASICS

Time to start your recycling habit!  
STEP 1: FIND OUT WHERE TO RECYCLE IN TOWN!



(Contact your Town Hall to find out)

#RECYCLINGBASICS

Your recycling habit: start small  
STEP 2: WHAT IS ONE THING YOU CAN EASILY RECYCLE?



(Pick ONE: glass, cans, paper)

#RECYCLINGBASICS

Your recycling habit: Make it Easy  
STEP 3: CREATE A DEDICATED RECYCLING SPACE



(No fancy bin needed! A trash can, box, or paper bags work just as well.)

#RECYCLINGBASICS

Time to CLOSE the recycling loop  
IF YOU ARE NOT BUYING RECYCLED, THEN YOU AREN'T FULLY RECYCLING.



(Before you buy, look for the words, "post-consumer recycled content")

#RECYCLINGBASICS

Your recycling habit: Level UP  
START THE ULTIMATE AT-HOME RECYCLING: COMPOST



(Turn your food scraps into soil with heat from the sun or worms)

#RECYCLINGBASICS

Your recycling habit:  
START OR JOIN YOUR TOWN'S RECYCLING COMMITTEE



Help others recycle MORE, recycle BETTER, and Recycle Right.

# Recycling Education

The **WHY** and **HOW** of recycling

## PLASTICS RECYCLING A QUICK GUIDE TO ♻️ NUMBERS



PET



HDPE

**YES, RECYCLE!** Items include soda and water bottles, milk and juice jugs, shampoo and cleaning bottles.



PVC



PS



OTHER

**NO, TOSS IT.** Items include plastic wrap and food trays, cooking oil containers, vending cups, vinyl and styrofoam products.



LDPE



PP

**MAYBE, ASK?** Items include yogurt containers, shopping, and dry cleaning bags

I HEARD **STYROFOAM** IS RECYCLABLE, WHY CAN'T I PUT IT WITH MY PLASTIC RECYCLING?



Made of 95% air, 5% polystyrene, styrofoam is **Hard** to process, **Expensive** to store and ship, and a common **Single-Stream Contaminant**.

How do I recycle **BATTERIES**?



- RECHARGEABLE:** **Recyclable!** Go to [call2recycle.org](http://call2recycle.org) to find a location near you
- AUTOMOBILE:** **Recyclable!** Find a location near you at [recyclingmybattery.com](http://recyclingmybattery.com)
- SINGLE-USE (ALKALINE):** **NOT Recyclable!** Tape both ends (ports) and toss them in the trash.
- LITHIUM-ION:** **HAZARDOUS! DO NOT TRASH!** Contact your Transfer Station or [call2recycle.org](http://call2recycle.org) for disposal info.

## RECYCLING EDUCATION



Explaining the **HOW** and **WHY** of Recycling

[www.nrrarecycles.org](http://www.nrrarecycles.org)

## TYPES OF RECYCLING



SOURCE-SEPARATED vs. SINGLE STREAM

**PROS:** Materials are generally higher in quality, because there is less contamination.

**CONS:** Requires more effort by the user to either leave sorted items at their curb or take them to a drop-off site.

**PROS:** Recycling is more convenient because all recyclables go into one container.

**CONS:** The quality of the material can be degraded due to contamination, resulting in materials being sent to landfills.

WHY CAN'T I RECYCLE **PLASTIC BAGS OR FILM** AT MY TRANSFER STATION?



Plastic bags and film require a different type of processing. At a typical recycling plant, **this type of plastic can tangle and jam the processing equipment.**

How do I recycle **LEFTOVER PAINT & CANS**?



- WATER-BASED (LATEX OR ACRYLIC) PAINT**  
**Just a little:** Let the paint dry in the can.  
**1/4 full can:** Fill with kitty litter or sawdust and let dry.  
**1/2 full can:** Add layers of paint and drying material in a cardboard box until dry.  
**Donate** full or mostly full cans to Habitat for Humanity. For details, call 1-800-HABITAT (1-800-422-4828)
- OIL-BASED PAINT: Hazardous household waste!** Must go to a hazardous waste collection site or event



# Recycling Mythbusters

Tackling common recycling **myths**



# Towns Recycling Right

Celebrating New Hampshire town-recycling "wins"

## TOWNS RECYCLING RIGHT!



**SMALL ACTIONS, BIG OUTCOMES!**

Examples of New Hampshire towns Recycling Right

### CONGRATULATIONS Town of Jaffrey, NH!



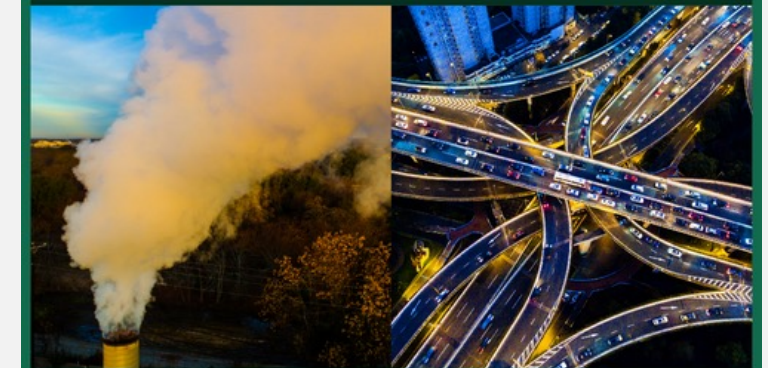
In 2021, residents of Jaffrey, NH **recycled over 25 TONS of plastic**, saving nearly 1000 bags of trash from the landfill or incinerator!

### CONGRATULATIONS Town of Lincoln, NH



In 2021, residents of Lincoln recycled over **152 TONS of paper**, saving enough energy to **charge over 62 MILLION cell phones!**

### CONGRATULATIONS Town of Lancaster, NH!



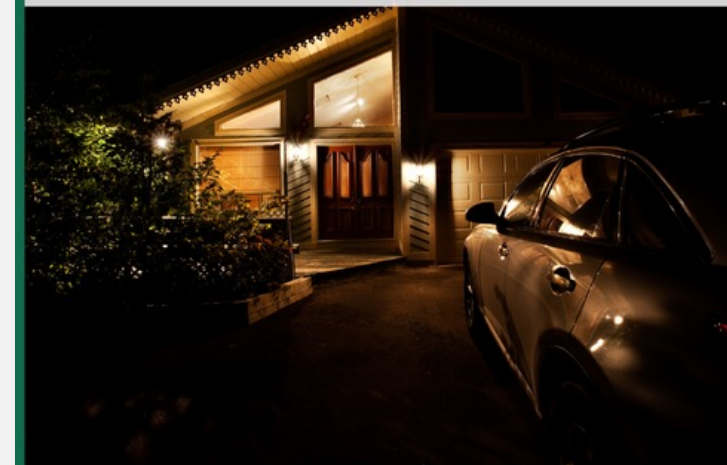
**417 TONS = the amount of carbon dioxide emissions avoided** thanks to Lancaster's recycling efforts in 2021. That's like **removing 91 cars from the road for a full year!**

### CONGRATULATIONS Towns of Greenville, Temple, and Wilton, NH



These towns are part of the Wilton Solid Waste District. Together, last year they **recycled nearly 7 TONS of TIRES**, saving the energy equivalent of 2,865 pounds of coal from being burned!

### CONGRATULATIONS Town of Warner, NH!



In 2021, residents of Warner, NH **recycled 6 TONS of Aluminum**, saving enough energy to power over 10 homes for a full year!

### CONGRATULATIONS Town of Bristol, NH!



In 2021, residents of Bristol, NH **recycled over 5 TONS of tires**, saving the energy equivalent of 2,134 pounds of coal from being burned!

# Recycle Right Videos



**3rd Ask Me Anything:  
Recycling Online Event**

20 views • 2 weeks ago

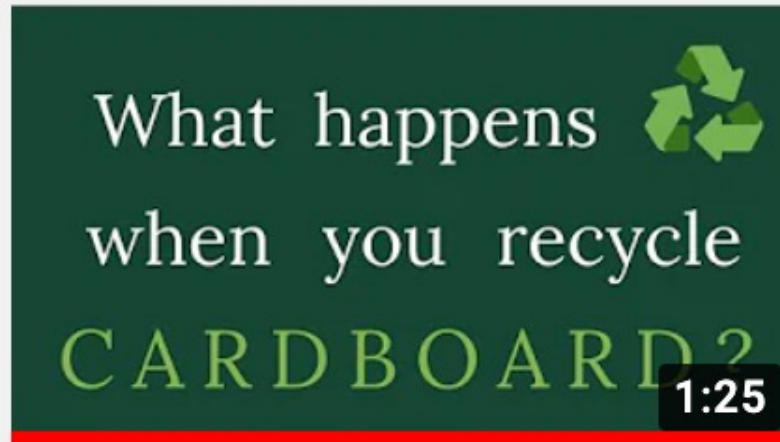
CC



**Let's Talk Plastic Recycling**

6 views • 1 month ago

CC



**What Happens When You  
Recycle Cardboard?**

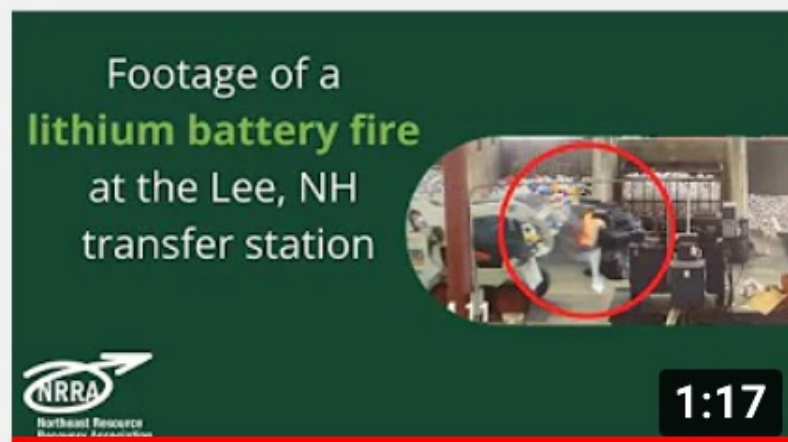
50 views • 2 months ago

CC



**2022 NRRA Annual Recycling  
Conference**

135 views • 3 months ago



**Lee Transfer Station Battery  
Fire**

624 views • 3 months ago



**Ask Me Anything: 2022 NRRA  
Recycling Conference**

51 views • 3 months ago

CC



**What Is Source Separated  
Recycling?**

59 views • 4 months ago

CC



**Ask Me Anything: Recycling  
Edition**

100 views • 4 months ago

CC

# Recycle Right Videos



# Recycle Right Ask Me Anything Events

Meet **(and thank!)**  
our Ask Me Anything  
Recycling Experts!

- **Marc Morgan**, Lebanon
- **Brian Patnoe**, Lancaster
- **Josh Whipple**, Swanzey
- **Bonnie Bethune**, NRRA Senior Member Services
- **Reagan Bissonnette**, NRRA Executive Director
- **Andrea Folsom**, NRRA Communications Coordinator



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FILM NEGATIVE

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# Advertising



**\$853**

**Total amount spent** on advertising over 4 months

**\$15-\$35**

**The amount spent per post** to boost to a variety of audiences over a 10-day period

**34,152**

**The number of additional people reached** by boosting Facebook and Instagram posts

# Lessons Learned & Unanticipated Outcomes



Life happens -  
**stay flexible!**



**Email** helps  
connect more  
people



**Lack of  
broadband  
internet** is a  
big problem

# Recycle Right **Printables!**

## How do I recycle **BATTERIES?**



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**AUTOMOBILE:** **Recyclable!** Find a location near you at [recyclingmybattery.com](http://recyclingmybattery.com)

**SINGLE-USE: (ALKALINE)** **NOT Recyclable!** Tape the ports and toss them in the trash.

**LITHIUM-ION: HAZARDOUS! DO NOT TRASH!**  
**Must be Recycled!** Contact your Transfer Station or find a recycling location near you: [call2recycle.org](http://call2recycle.org)

**LEARN MORE:** [NRRARECYCLES.ORG/RECYCLE-RIGHT](http://NRRARECYCLES.ORG/RECYCLE-RIGHT)

**Recycle Right!**

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## **A L U M I N U M** The Ultimate Recyclable



**INFINITELY RECYCLABLE!** Because it doesn't degrade in the recycling process, aluminum can be recycled forever!

**USES 95% LESS ENERGY!** Creating raw aluminum from recycled aluminum uses a fraction of the energy required to mine and process new aluminum (not to mention the environmental impacts!)

**QUICK TURNAROUND!** An aluminum can recycled today will be back on the shelf as a new can in 2 months!

**JUST DON'T TOSS IT!** The energy it takes to replace the aluminum cans trashed every year in the US is equivalent to **16 million barrels of oil - that's enough to keep a million cars on the road for a year.**



## Plastics Recycling A **QUICK GUIDE TO** **NUMBERS**



**YES, RECYCLE!** Items include soda and water bottles, milk and juice jugs, shampoo and cleaning bottles.



**NO, TOSS IT.** Items include plastic wrap and food trays, cooking oil containers, vending cups, vinyl and styrofoam products.



**MAYBE, ASK?** Items include yogurt containers, shopping, and dry cleaning bags

**Recycle Right!**

**LEARN MORE:** [NRRARECYCLES.ORG/RECYCLE-RIGHT](http://NRRARECYCLES.ORG/RECYCLE-RIGHT)

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# RECYCLE

 **NORTHEAST RESOURCE RECOVERY ASSOCIATION**

**Do It YOUR  
Way!**



Recycle **MORE**  
Recycle **BETTER**  
Recycle **Right!**



Find the whole campaign:  
[nrrarecycles.org/recycle-right](http://nrrarecycles.org/recycle-right)