

REFILL NOT

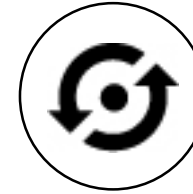
LANDFILL



Welcome



ABOUT THE PRESENTOR



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SOLID WASTE MANAGER

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ABOUT THE PRESENTOR



EMILY ROGERS

MEMBER EDUCATION MANAGER

Co-op Food Stores

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White River Junction, Vermont*

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Our Community

Upper Valley
New Hampshire and
Vermont

City of Lebanon

Population: 12,568

Co-op Food Stores

42,000
members



*Current Waste
Reduction
Focus:*

RECYCLING



*What if the focus
was HIGHER in the
solid waste
hierarchy?*

REUSE

Reuse during COVID-19

Studies show
reusable products
unlikely to transmit
COVID-19 ⁽¹⁾

*Reusable products should be
cleaned after each use. ⁽²⁾*



New Hampshire doesn't
allow reusable bags?
Do I have to use paper
or plastic?

*NO! Keep your bags in your car,
refuse bags checkout, and repack
your items in your reusable bags at
your car.*

(1) hub.jhu.edu/2020/03/20/sars-cov-2-survive-on-surfaces/, pubs.acs.org/doi/full/10.1021/acs.est.0c02269

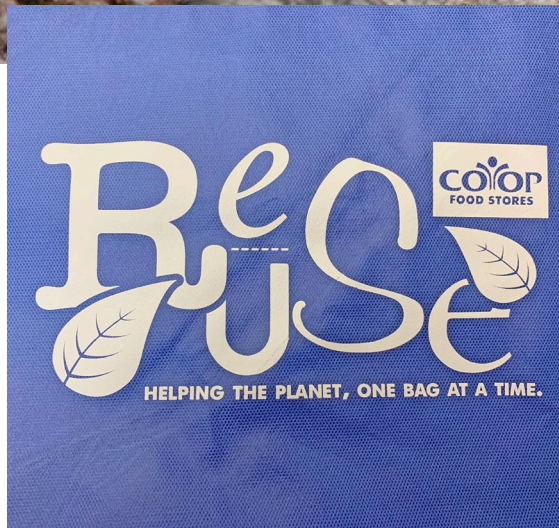
(2) [Cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html)

What does a focus on
REUSE look like?

A Social
Campaign:

Refill NOT Landfill





Positive

Small Steps

Community members pledge to take one small positive step, over time reuse becomes a habit.

Step 1:

Take a Pledge

- *To use a reusable coffee mug*
- *To use a reusable water bottle*
- *To use reusable grocery bags*
- *To bring lunch from home*

What is Refill NOT Landfill?

The screenshot shows the City of Lebanon website. The header includes the city logo, navigation links like 'Your Government', 'Resident Resources', and a search bar. A green sidebar on the left contains icons for 'Agendas & Minutes', 'Forms & Permits', 'AskLebNH', 'Maps & Property Info', and 'Notify Me'. The main content area is titled 'Refill Not Landfill' and features a banner with the text 'In APRIL commit to REFILL, NOT LANDFILL'. Below this, it explains the campaign's goal to reduce waste by reusing, reducing, and recycling. It mentions that the Hanover Consumer Cooperative (the COOP) sponsored the 2019 campaign, offering prize packages to winners. A logo for 'COOP FOOD STORES' is displayed. The page also includes a section for '2019 Refill Winners' and a closing statement about the pledge drive.

The Campaign:

A waste reduction social campaign, promoting reuse through small positive steps that community members can take to effect change.



Website



Facebook



Person-to-person

Prize Packages

Each week, a prize was awarded to a random pledge participant. The prizes were comprised of products to continue reuse habits.

**Reusable
Containers
Gift Bag**



**Reusable
Lunch
Containers
Gift Bag**



Next Steps

Community Conversation Events

Learning events focused on community lead waste reduction projects.



Reusable Coffee Cup Program

A reusable to-go coffee cup program. This was one of the first projects identified through Community Conversation Events.



Repair Café

Identified through Community Conversation Events to help promote reuse and impact waste reduction in our community.



Workshops

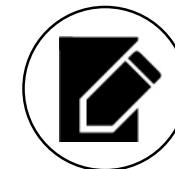
The Green Shopping Initiative provides additional positive steps to help eliminate waste in the shopping process...before it enters the home.



Community Conversations

Bringing community members together to identify and lead waste reduction initiatives.

- *Start with a learning opportunity*
- *Facilitate conversation*
- *Create opportunities for multiple levels of involvement*



Repair Café

Volunteer-lead events giving community members the opportunity to extend the life of everyday products instead of disposing of them.

Quarterly Events

- *Bike repair*
- *Appliance/small engine repair*
- *Clothing repair*



*Example: Repair café,
Washington
Photo Source: Herald Net*



*Example: Repair café,
Charlotte, Vermont
Photo Source: The Charlotte
News*



Workshops

Green Shopping Initiative



- *Provide strategies*
- *Quick tips*
- *Answer questions*

HuskeeSwap Program



How it works

- *Customers purchase a HuskeeCup*
- *HuskeeCup can be swapped for a clean sanitized cup at any participating café world-wide.*

Partner Cafés

- *Lucky's Coffee Garage*
- *Jake's Coffee Co.*



OTHER COMMUNITY INITIATIVES



Charging for Disposable

Lebanon-based independent café, Lucky's Coffee Garage, is charging 25¢ per disposable to-go cup in an effort to reduce waste.

Phasing Out Plastic Bags

The Co-op will no longer have plastic shopping bags available for customers and are promoting reusable bag options to customers.



What's Next?

*Completion of
pilot HuskeeSwap
program and
implementation
at Co-op Food
Stores, Lucky's
Coffee Garage,
and Jake's
Coffee Co.*

*Investigation
into possible
Reuse options to
include reusable
to-go containers
for food service
organizations*

*Planning 2021
Refill NOT
Landfill
campaign*



Recommendations for Getting Started

Find a Partner

- *Look for nonprofit organizations, businesses, or groups of like-minded residents*
- *Partners need to be willing to spend time on initiatives, to "put some skin in the game"*



Measure Success

280

Pledge
participants

224

Engagements
on social media

60

Community
conversation
participants



Moving The Needle Forward



*Each opportunity
for community
members to
engage by
learning,
discussing, or
practicing
reuse, moves us
closer to our
shared goal of
waste reduction.*

An aerial photograph of a wide river flowing through a verdant, hilly landscape. The river reflects the vibrant colors of a sunset sky, which is filled with soft, pinkish-purple and orange clouds. The surrounding land is covered in dense green trees and fields, with a few small buildings and a road visible in the lower right corner. The overall scene is peaceful and scenic.

Thank You

Questions?