

# | THE CURBSIDE VALUE PARTNERSHIP

Increasing Recycling Participation and Collection  
among the Georgia Recycling Hub Communities

# Presentation Overview

- Curbside Value Partnership
  - Who we are
  - Our partnership with Georgia
- What We Have Learned/Why Education is So Important
  - Findings overview
  - Partnership successes
- How To Make Education an Ongoing Part of Your Program



# The Curbside Value Partnership Goals

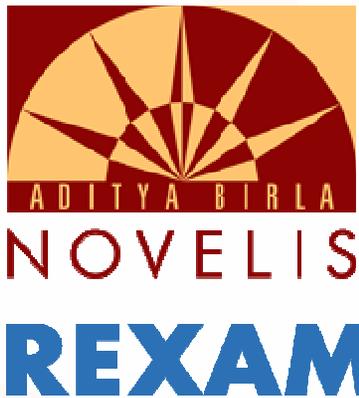
1. Improve **participation** levels in curbside programs
2. Drive recycling of the most valuable commodities
3. Improve the **efficiency** of residential curbside programs:
  - Capture, compile and communicate results grounded in **solid data**
  - Enrich the volume and mix of valuable materials in the bins
  - To identify and **share best practices**
4. Create a **self-sustaining** initiative over 5 years where municipalities are leading and running more economically efficient curbside programs



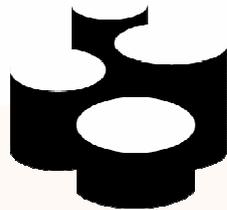
# Current Sponsors

## National Sponsors:

**ANHEUSER**  **BUSCH**  
*Companies*



Can Manufacturers



Institute

The  
**Aluminum**  
Association



## Local Sponsors:

*Coca-Cola Enterprises*



The Association of Postconsumer  
Plastic Recyclers

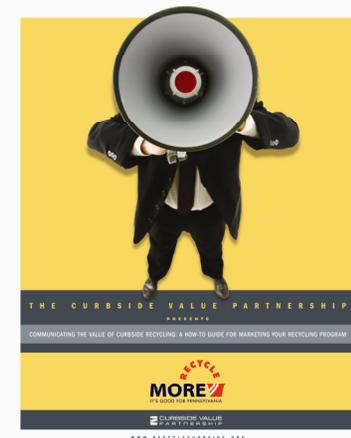


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# What We Do in Each Community

- Goal setting
- Develop PR plan and strategy
- Materials development/design
- Campaign theme/tag-line
- Launch event/announcement
- Ongoing media relations
- Marketing to residents
- Third party engagement
- Data measurement (pre and post)
- Future planning



# What We Do Nationally

Ongoing national promotion of best practices and partner successes to motivate others and attract new partner communities.



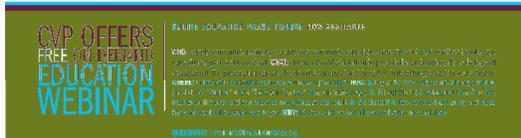
Welcome to **BIN BUZZ**, a newsletter of curbside recycling best practices sent to you with compliments from the Curbside Value Partnership. In each issue, we promise to bring you news from around the industry, findings from pilot programs, research results, and even more important, share with you best practices from your peers. For more information, please e-mail us at [info@RecycleCurbside.org](mailto:info@RecycleCurbside.org) or visit our Web site: [RecycleCurbside.org](http://RecycleCurbside.org).

## what FIVE years has taught us.

**CVP LEARNINGS:**

Since 2005, we've told the industry we wanted to help communities to help improve participation levels in curbside recycling programs. We started early on with a "backyard" approach with respect work. While there are many obstacles, the two consistently the most difficult are time and money and labor. More than that, our in the past of communities learning from each other, this field is going to have support has become a key to look and best practices develop and promote.

Before is a reflection of what we've learned over the past five years, the newsletter just to e-mail to us [binbuzz@recyclecurbside.org](mailto:binbuzz@recyclecurbside.org) and we'll know what we've missed. Some of your responses may be published in a future newsletter.



FOR MORE INFORMATION, VISIT [WWW.RECYCLECURBSIDE.ORG](http://WWW.RECYCLECURBSIDE.ORG) OR CALL 804.765.5270. WHITE 1525 WILSON BLVD SUITE 000 ARLINGTON VA 22209

EN ESPAÑOL

**CURBSIDE VALUE PARTNERSHIP**

**POWERED BY**

**Earth 911**

**CHECK OUT OUR LATEST PSA**

ORDER/LOCALIZE | GET INVOLVED | LISTEN: ENGLISH | SPANISH

ABOUT US
BEST PRACTICES
NEWSROOM
TOOLS YOU CAN USE
BIN BUZZ
GET INVOLVED
GENERAL PUBLIC

**PROMOTING VALUE AND EFFICIENCIES IN CURBSIDE RECYCLING**

The curbside recycling infrastructure now serves half of the U.S. population, yet participation is declining and the recycling of valuable materials such as aluminum cans is down, making it more expensive for many cities to provide. Communities nationwide are tackling this issue head on through a variety of creative marketing, communications and operational changes that can be replicated by cities like yours. The Curbside Value Partnership is a national partnership funded by



**PR ON A SHOESTRING**

A BIN BUZZ SPECIAL REPORT

**Q: THINK ALL PUBLIC RELATIONS (PR) AND MARKETING ACTIVITIES HAVE TO COST A FORTUNE? THINK YOU HAVE TO DO THE SAME THING EVERY YEAR JUST BECAUSE THE PERSON IN YOUR JOB BEFORE YOU DID IT THAT WAY? THINK AN ANNUAL MAILING OF YOUR RECYCLING CALENDAR IS ALL YOU CAN AFFORD?**

**If your answer to any of these questions is YES, then you are in for a surprise! The answer to those questions should be a resounding NO! And this section dedicated to "PR on a shoestring" can help you get started.**

First, here is a little "PR 101" from the experts:

Before implementing any campaign, take a step back and consider the following:

- >> Who is your key audience? And how do they like to be reached?
- >> What are your PR and marketing goals?
- >> Where are your areas of readiness (i.e., low participation areas, political obstacles, etc.) and how can those be addressed?
- >> Who are your advocates in the community and how can they be leveraged?

Next, gather a group of your colleagues in business ways to communicate with your residents, taking into account the answers to the questions above.

**DEVELOP A PLAN THAT INCLUDES:**

- >> Goals and objectives
- >> Key messages about your campaign (see [www.RecycleCurbside.org](http://www.RecycleCurbside.org) for some examples)
- >> Media who should cover your program (don't overlook bloggers or other online media)
- >> Strategies for the general public, specialty areas (the ethnically diverse or lower-income areas that can be hard to reach) and schools
- >> A timeline of activities for the year (Spread out your activities; don't spend your whole budget on one event like Earth Day or one activity like a big mailing)
- >> Spokespeople from your organization and in the community

**PUT MEASUREMENT PARAMETERS IN PLACE SO YOU CAN JUDGE SUCCESS:**

- >> Data from the MBF (by month for volume and value)
- >> Participation or set-out counts
- >> Hits to your Web site or calls to your recycling hotline
- >> Quantity and quality of media coverage

Then get started! Judge how you are doing along the way, and don't be afraid to take chances or modify your strategy if something is not working. This is a work in progress!

Source: MBF & Knowledge International Public Relations

>>> CONT.

CONTACT US:

E-MAIL: [info@recyclecurbside.org](mailto:info@recyclecurbside.org)

CALL: (804) 765-5270

MAIL: 1525 WILSON BLVD., SUITE 000, ARLINGTON, VA 22209

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# Why Educate?

Money from wasted recyclables can go here...



Or... it can go here...

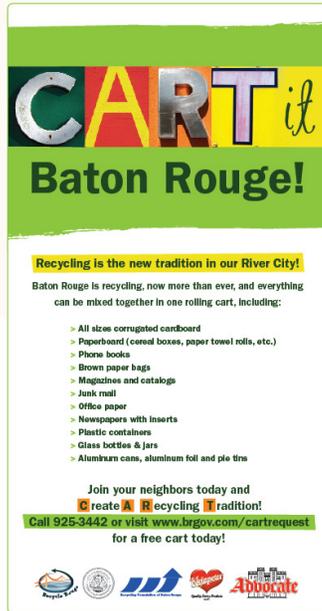


**Average revenue  
per new bin per  
year: \$94**

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# Baton Rouge Success Story

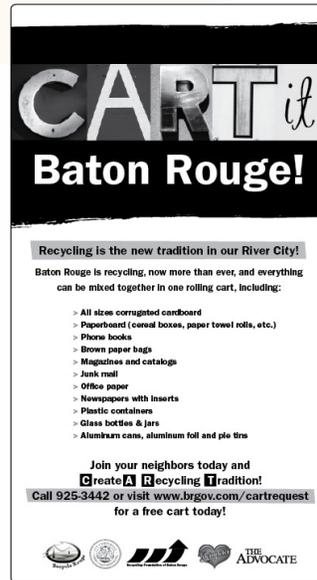


**CART it**  
**Baton Rouge!**

**Recycling is the new tradition in our River City!**  
Baton Rouge is recycling, now more than ever, and everything can be mixed together in one rolling cart, including:

- All sizes corrugated cardboard
- Paperboard (cereal boxes, paper towel rolls, etc.)
- Phone books
- Brown paper bags
- Magazines and catalogs
- Junk mail
- Office paper
- Newspapers with inserts
- Plastic containers
- Glass bottles & jars
- Aluminum cans, aluminum foil and pie tins

Join your neighbors today and  
**C**reate **A** **R**ecycling **T**radition!  
Call 925-3442 or visit [www.brgov.com/cartrequest](http://www.brgov.com/cartrequest)  
for a free cart today!



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for a free cart today!



## RESULTS:

**40% increase in cart requests**

**16.45% increase in recycling volume**

**Extensive and ongoing media coverage**



**create a recycling tradition**

**CART it**

Request a cart today  
at (225) 925-3442 or  
[www.brgov.com/cartrequest](http://www.brgov.com/cartrequest)



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# Denver Success Story

## ReThink Recycling. Easier Than Ever



Denver Recycles is making exciting new changes to the recycling program!

Acceptable items:



Unacceptable items:



ReThink Recycling.  
Easier Than Ever

The world has enough issues without your garbage . . .

ReThink Recycling.  
Easier Than Ever

Now Denver Recycles is accepting SEVEN NEW MATERIALS:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>☑ Junk mail</li> <li>☑ Magazines &amp; catalogs</li> <li>☑ Office paper</li> <li>☑ Corrugated cardboard</li> <li>☑ Paperboard (cereal boxes, paper towel rolls, etc.)</li> <li>☑ Phone books</li> <li>☑ Brown paper bags</li> </ul> | <p><b>AND, CONTINUES TO ACCEPT:</b></p> <ul style="list-style-type: none"> <li>☑ Newspapers with inserts</li> <li>☑ Plastic bottles</li> <li>☑ Glass bottles &amp; jars</li> <li>☑ Aluminum cans, aluminum foil &amp; pie tins</li> <li>☑ Steel cans &amp; empty aerosol cans</li> </ul> |
|--|--|



### Denver Recycles: Recycling Fun for the Family

Use the delivery of your new recycling carts to talk to your kids about recycling at home. These simple games can help get the discussion started. Visit [recycleyourcans.org](http://recycleyourcans.org) for more games.

**MATH CHALLENGE:**  
If a car can go 30 miles on one gallon of gas, how far could it travel on the amount of gasoline saved by recycling 2 aluminum cans each month for one year?

**SCIENCE:**  
Recycling one aluminum can saves the energy equivalent of one cup of gasoline.  
1 gallon equals 16 cups.

**TRUE OR FALSE?**

1. Recycling one aluminum can saves enough electricity to run your TV for three cartoon episodes.
2. Aluminum cans get cold as fast as bottles or drink boxes.
3. An aluminum can you recycle today could be back in your house as a new can in just two months.
4. Enough aluminum cans were recycled last year to fill the New York Empire State building 24 times.
5. Last Year Americans recycled enough aluminum cans to drink to the moon and back two times.
6. Aluminum cans are recycled more than any other drink container, such as juice boxes or plastic bottles.
7. The number of cans recycled every 30 seconds equals the number of people who could fill an entire gas football stadium.
8. An aluminum can is able to be recycled up to three times.

**SCIENCE: What day is your recycling picked up?**  
Circle one: Mon Tues Wed Thurs Fri

ReThink Recycling.  
Easier Than Ever

### RESULTS:

**43% of eligible customers participate**  
**60% increase recyclables since switching to single stream**  
**Extensive and ongoing media coverage**

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# Ten Tips for Marketing Recycling



1. Communications must be ongoing and consistent.
2. Participation must be promoted.
3. “Get a bin” messaging is the most effective.
4. Touch on “the basics” such as how, when and where to recycle.
5. Show the impact of recycling using local factoids.
6. Visually get away from the expected.
7. The status quo is not enough.
8. Web sites are often the most overlooked, underutilized marketing tool.
9. Have an easy to remember Web site address.
10. There are opportunities to promote your brand and recycling program everywhere.

# Branding 101

*“One of our jobs as marketers is to enhance the way a consumer feels about a brand and its products and services just by using them.”*

-- Joel Sobelson, CEO, Wunderman (direct marketing leader)

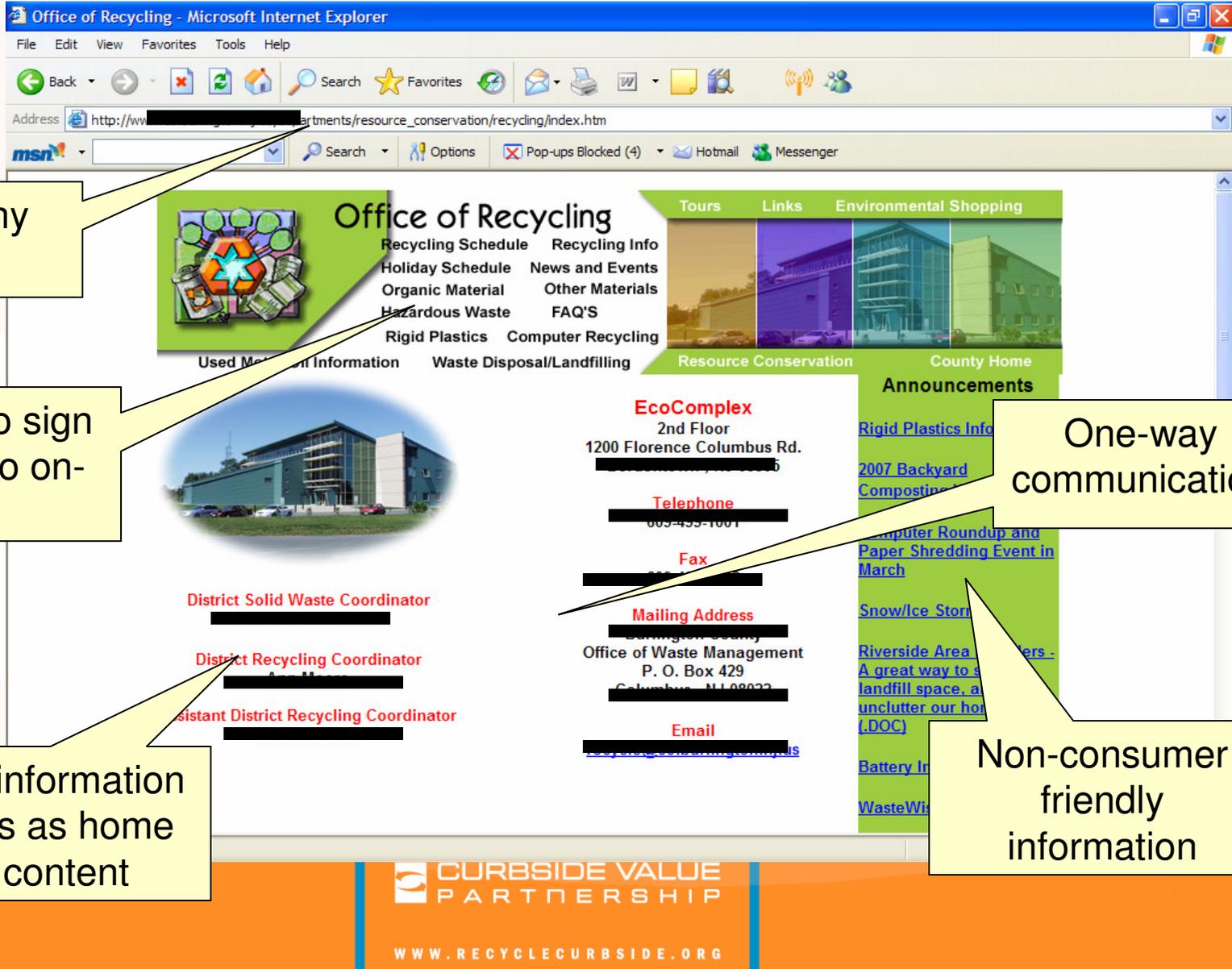
Whether you like it or not, your recycling program is/will be a brand to your residents.

- What do you want that brand to say about your program?
- Do residents connect with the brand, interact with the brand? How?
- Are there other ways you can visually or verbally convey your brand?

# Opportunities for Branding Are Everywhere!

- Logo and tagline
- **Web site**
- Messages
- Printed materials
  - Newsletter
  - Direct mail
  - Flyers
  - Brochures
- Events
  - Signage
  - Give-a-ways
  - Displays
- The office
  - Voice mail system
  - Staff training
- Outdoor
  - Billboards
  - Trash cans
  - Bus stops
- Media
  - TV
  - Radio
  - Print
  - On-line
- Speeches
  - HOA meetings
  - Schools
  - Community organizations

# Common Web Site Blunders



Lengthy URL

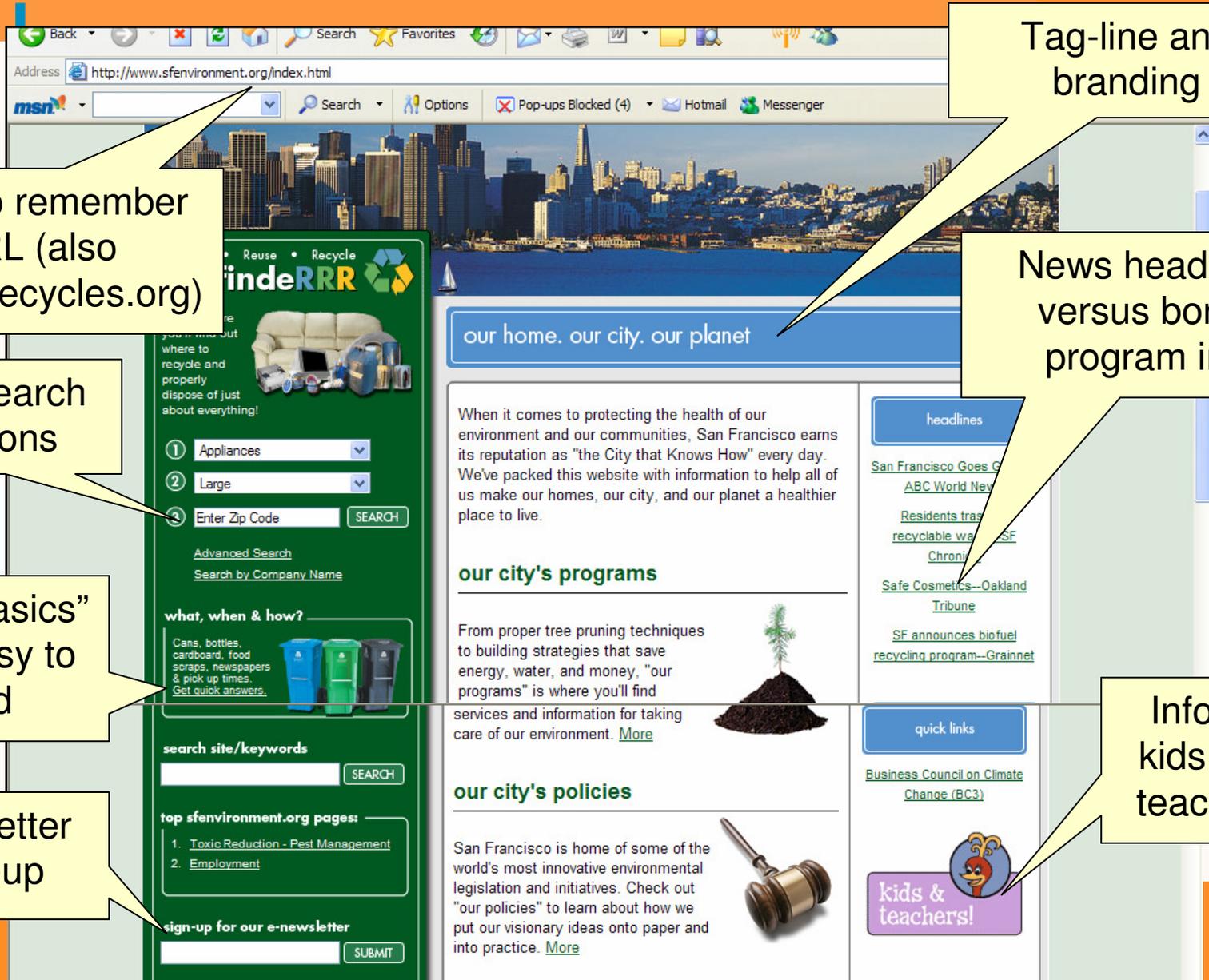
No way to sign up for info on-line

Contact information and titles as home page content

One-way communication

Non-consumer friendly information

# Effective Web Site Usage



Tag-line and branding

Easy to remember URL (also www.sfrecycles.org)

News headlines versus boring program info

Easy search functions

The "Basics" are easy to find

Newsletter sign-up

Info for kids and teachers

## If You Do Nothing Else ...

- Consider a new EASY TO REMEMBER domain name
- Link from community home page
- Email opt-in
- Less is more! Practical information first
- Create an email signature

# Public Relations



*“Public relations (PR) is the managing of outside communication of an organization to create and maintain a positive image. “*

– Wikipedia

- PR is a two-way street!
- Most common PR activities involve little to no expense.



## Pitch Angles to Consider

- Recycling at home *the* easiest way for residents to be green
- Everyday environmentalism begins at home
- Curbside recycling – tips + getting started
- Community recycling goal
- From bin to shelf -- the steps of recycling
- Trends
- Seasonal

# Look Who Is Talking!

- Who speaks for your program or organization?
- What do they say?
- Is everyone on message?
- How to ensure consistency
- Consider training or mock interviews

# What IS Social Marketing?

- Layman's terms: "Attempting to *change* behavior to achieve social good."
  - Recycling
  - Teen pregnancy
  - Healthy eating
- Resources:
  - Alan R. Andreasen's, *Marketing Social Change*
  - Nedra Kline Weinreich's, *Hands-On Social Marketing*
  - Doug McKenzie-Mohr and William Smith, *Fostering Sustainable Behavior*
  - *Social Marketing Quarterly*

# Questions to Ask Yourself

- What is the nature or scope of the issue?
- What factors do you want to address?
- How?
- What do you want your audience to do?
- What are the most important characteristics of the audience that must be considered?
- What are YOU going to do to make the behavior more desirable?
- What are you going to say?
- What is your timeframe?
- What resources will you need?
- How will you know if you are successful?

# Social Marketing Campaign At-a-Glance



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# Utilizing Social Marketing Principals

- Involves 4 steps:
  - Identify barriers
  - Develop a strategy
  - Conduct a pilot
  - Evaluate the strategy



## Saving \$\$ on Communications

- Partner with a local college or university for free or low cost help.
- Outsource what you need vs. hiring full-time help (freelancers, etc.)
- Think twice before printing!
- Can you co-op?
- Rethink your event plans.

# Measuring Success

- With no measurement in place ... what's the point?
- Measurement options:
  - MRF data – VOLUME and VALUE (by month, year-over-year)
  - Waste characterization study
  - Set out counts (pre and post)
  - Surveys (pre and post)
  - Web site traffic
  - Phone calls
  - Bin requests
  - Media coverage
  - Other measures



# CVP Toolkit



## CONTENTS

**EDUCATION, EDUCATION, EDUCATION!**

**WHY WE'RE EXPERTS AND WHAT WE'VE LEARNED**

**BRANDING: WHAT YOU NEED TO KNOW AND WHY**

**PUBLIC RELATIONS AND MEDIA: CREATING A BUZZ**

**HARNESSING SOCIAL MARKETING, EVENTS, AND YOUR WEB SITE**

**MAKE IT MULTI-LINGUAL - BROADEN YOUR AUDIENCE**

**REACHING YOUTH: HOW TO CAPTURE A GROWING AUDIENCE**

**MEASUREMENT: GAUGING YOUR SUCCESS**

**ADDITIONAL RESOURCES**

## Additional Resources

- **Branding**
  - [www.allaboutbranding.com](http://www.allaboutbranding.com)
- **Public Relations**
  - Public Relations Society of America ([www.prsa.org](http://www.prsa.org))
- **Social Marketing**
  - Social Marketing Institute ([www.social-marketing.org](http://www.social-marketing.org))
  - McKenzie-Mohr & Associates ([www.cbsm.com](http://www.cbsm.com))