

# RECYCLING NEWS BULLETIN



RECYCLE OFTEN.  
RECYCLE RIGHT.

## Volume V: October 2018

Recycling programs across the country are undergoing careful review as municipalities, businesses and service providers cope with changes in the recycling industry that include volatile commodity markets and strict quality requirements. What is clear, however, from Connecticut to California, is that recycling remains a core value in cities and towns. Consumers want to do the right thing for their communities, businesses, and the environment, but they need help navigating the new recycling reality.

Waste Management recently conducted research to gain feedback and insights about recycling and how well consumers understand the evolving rules. We learned that less than 25% of those surveyed felt confident that they are recycling right. Our education and outreach program, [Recycle Often. Recycle Right.](#)<sup>®</sup>, was launched in 2015 in response to consumer research and the changing recycling market. It was the first ever *national, turnkey recycling education program with a dedicated website full of educational materials for residents, municipalities and businesses to access to learn how to recycle right.* Today, it's clear that consumers want more recycling education. As the nation's largest recycler, we take this education responsibility seriously. When our customers speak, we listen. Let's look at the new recycling education tools developed to help consumers and businesses recycle right.

## [Recycle Often. Recycle Right.](#)<sup>®</sup>



▪ [Recycle Often. Recycle Right.](#)<sup>®</sup> is our outreach and education website targeted to multiple stakeholder groups - residential, commercial, schools, multi-family and municipalities. We suggest you bookmark it as one of your Favorites!

- Residential - Watch fun, short [Get Started videos](#) to help you set up recycling in every room of your home
- Business - View [How to Recycle Right at Work videos](#) and download a comprehensive [Business Recycling Toolkit](#) to share with your employees
- Municipalities - Download signage, [cart decals](#) and labels to recycle right
- Apartments/Condos - Use our [Multi-family Guide](#) to build a successful recycling program for property owners or building managers - includes recycling posters, newsletters, doorhangers, and letters to tenants



## No Plastic Bags Campaign Toolkit

Many consumers have been placing recyclables in plastics bags in their bins or carts. Plastic bags and bagged recyclables are not acceptable in curbside and business recycling containers. Bagged recyclables are considered contamination. We've created an entire education campaign for consumers and businesses to 'Free your Recyclables' and 'Think Outside the Plastic Bag.' Check with your WM contact to upload these assets to your website to help individuals change their recycling behavior around plastic bags.



### Resources for Recycling Industry News

[Recycle Often. Recycle Right.](#)<sup>®</sup>   [WasteDive](#)   [Waste360](#)   [Resource Recycling](#)  
[Waste Today](#)



THINK GREEN.<sup>®</sup>