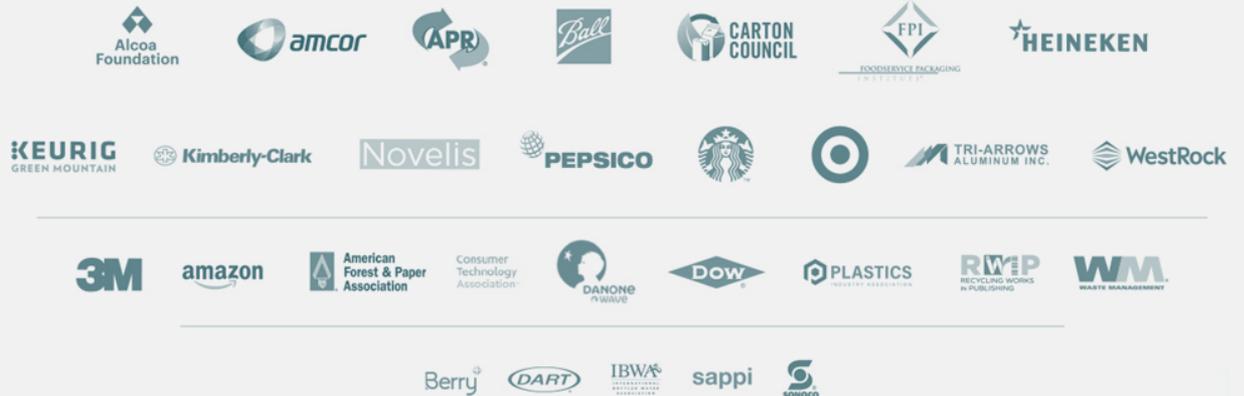




THE RECYCLING PARTNERSHIP

Together, transforming recycling for good.



MISSION

To create thriving community recycling system solutions through leading partnerships.



GRANTS

TECHNICAL SUPPORT & TOOLS

STRATEGIC PARTNERSHIPS

DATA & STANDARDIZATION



WORKING TOGETHER



- Communities across the US are seeing improved quality using our free **CONTAMINATION KIT** – residents are responding.
- **MARKETS** driving quality.
- Most local governments don't have resources to **QUICKLY MESSAGE FOR BEHAVIOR CHANGE** and MRFs often don't have **ACCESS TO RESIDENT'S LISTENING.**

ATLANTA KEY RESULTS



Overall
Capture rate
increased
27%



Overall
Contamination
decreased
57%



Overall
Bagged Recyclables
decreased
62%

ATLANTA "FEET ON THE STREET" CAMPAIGN

♻️ RECYCLE these in your cart.

👍 Glass Bottles and Jars* empty and rinse	👍 Metal Aluminum and Steel Cans empty and rinse	👍 Paper Cartons, Mixed Paper, Newspaper and Magazines flattened cardboard	👍 Plastic Bottles and Containers empty and replace cap
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NO! LEAVE THESE OUT

Do Not Bag Recyclables no garbage	No Plastic Bags* return to retail	No Electronics*	No Tanglers, Cords, Hoses or Chains	No Tanks*
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FOR MORE INFO
www.atlantaga.gov/recycling

*Also consider recycling at CHaRM Center.

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

ATL 311 Call 311 or go online at At311.com for questions and concerns.
Services provided by The Recycling Partnership

General Info

OOPS!
PLEASE LEAVE THESE ITEMS OUT!

Do Not Bag Recyclables (no garbage)	No Plastic Bags (return to retail)
No Food or Liquid contacts (if contained)	No Electronics (break-off only)
No Tanglers, Cords, Hoses or Chains	No Tanks, Wood, Plastic Furniture or Appliances

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

ATL 311 is for service related questions and concerns. Call 311 or go online at At311.com.

www.atlantaga.gov/recycling

Direct Engagement

ATL PublicWorks #ATLPublicWorks Aug 18
OOPS! Don't Bag Recyclables. We want your items loose, clean and dry. #ATL #ATLANTA #recycling #Recycle #Cartons #Sustainability

NO PLASTIC BAGS IN THE CART
DO NOT BAG Recyclables
RETURN plastic bags to retailers.

NO PLASTIC BAGS IN THE CART
DO NOT BAG Recyclables
Loose and clean recyclables only
RETURN bags and other plastic wrap to retail or CHaRM.

ATL 311 is for service related questions and concerns. Call 311 or go online at At311.com.

www.atlantaga.gov/recycling

Supporting Campaign

Contaminant Specific

MESSAGING TONE

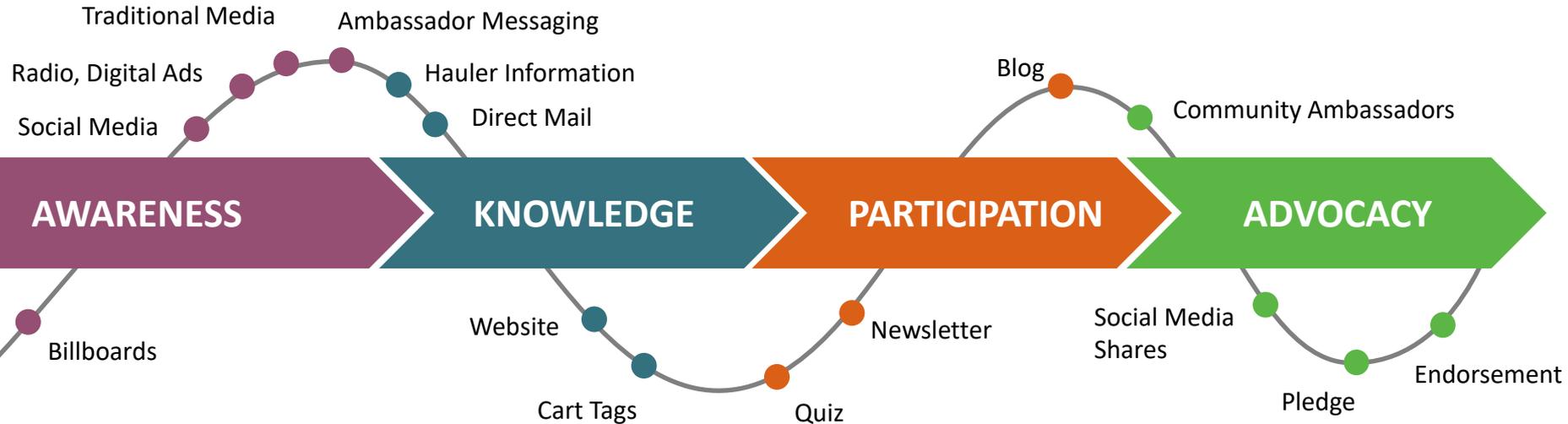


- Use **positive messaging** to instill long-term behavior

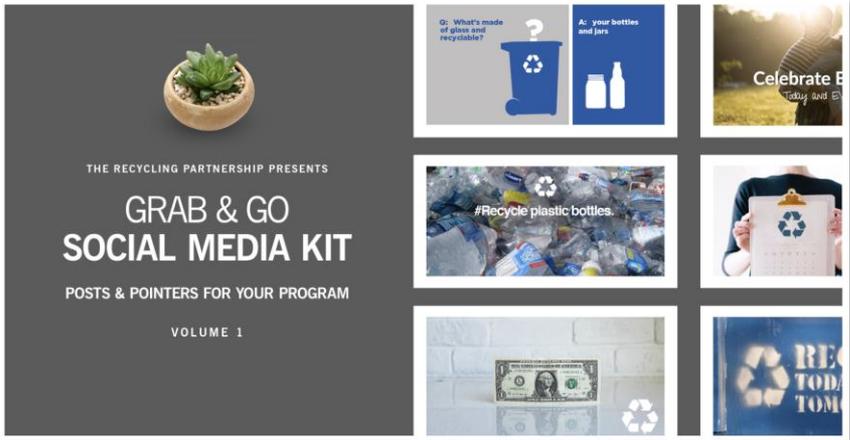
AND

- Use **negative messaging** to disrupt or halt behavior.

Integrate Messaging for Long-term Results



To make the most of communications,
coordinate goals across service and operations and integrate messaging.



DOWNLOAD these social media posts
as part of our SOCIAL MEDIA KIT

RecyclingPartnership.org/Social

STAY CALM
AND KEEP YOUR LITHIUM ION BATTERIES
OUT OF YOUR CURBSIDE RECYCLING
#RecycleSafely #TheMoreYouKnow



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WE ARE HERE TO HELP!

We are creating new messaging to target proper disposal of batteries.

Tell us what you need! Watch your email for a follow-up survey.

Learn more about our work in Atlanta, Chicago, and Denver and download contamination resources at www.RecyclingPartnership.org

THANK YOU!

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RECYCLINGPARTNERSHIP.ORG

