



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	👍 Metal	👍 Paper	👍 Plastic
			
Bottles and Jars* empty and rinse	Aluminum and Steel Cans empty and rinse	Cartons, Mixed Paper, Newspaper and Magazines flattened cardboard	Bottles and Containers empty and replace cap

NO! LEAVE THESE OUT

			
Do Not Bag Recyclables no garbage	No Electronics* return to retail	No Tangles, Cords, Hoses or Chains	No Tanks*

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 except as container	No Electronics (break-off only)
	
No Tangles, Cords, Hoses or Chains	No Tanks, Wood, Plastic Furniture or Appliances

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

ATL 311 311 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

OOPS!

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. 

www.atlantaga.gov/recycling

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

Supporting Campaign

Contaminant Specific

MESSAGING TONE

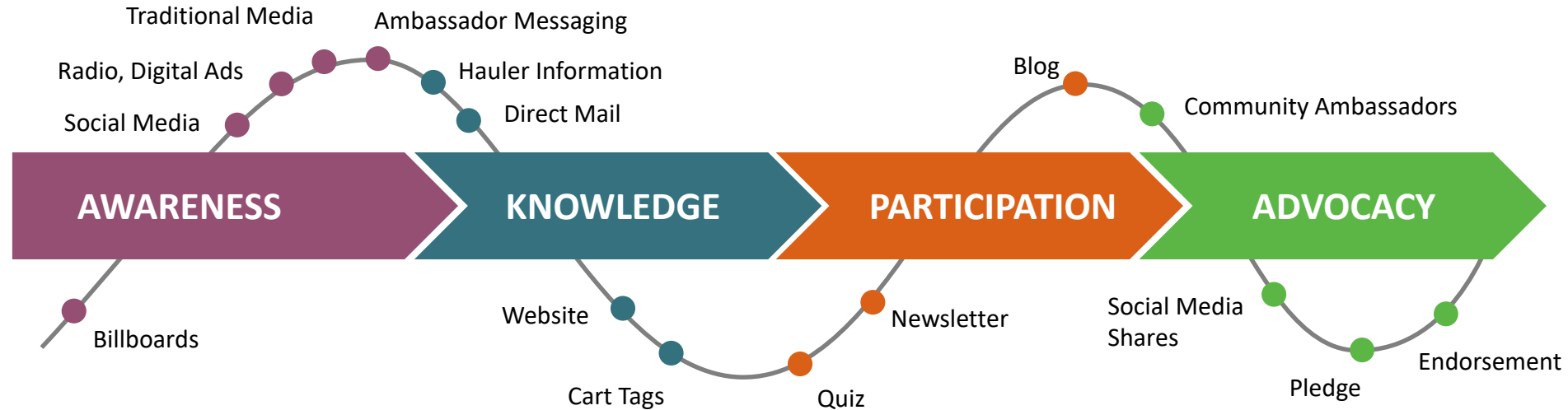


- Use **positive messaging** to instill long-term behavior

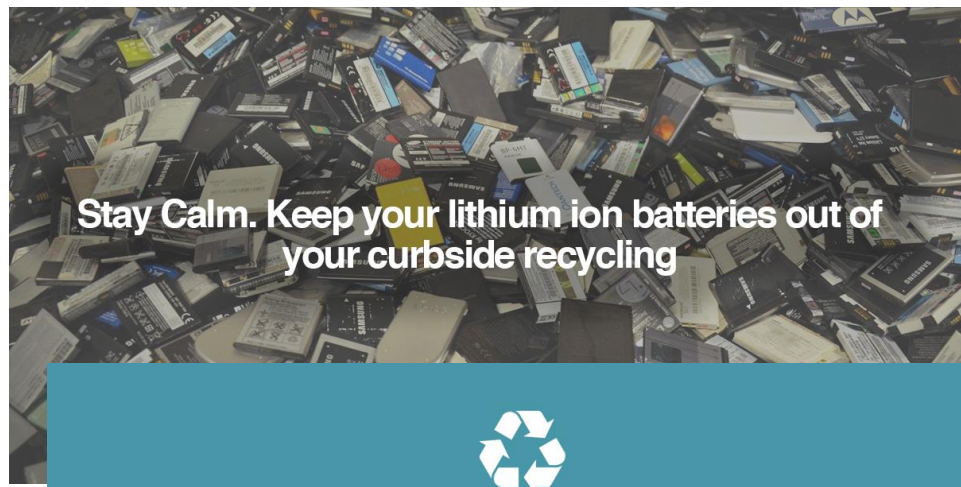
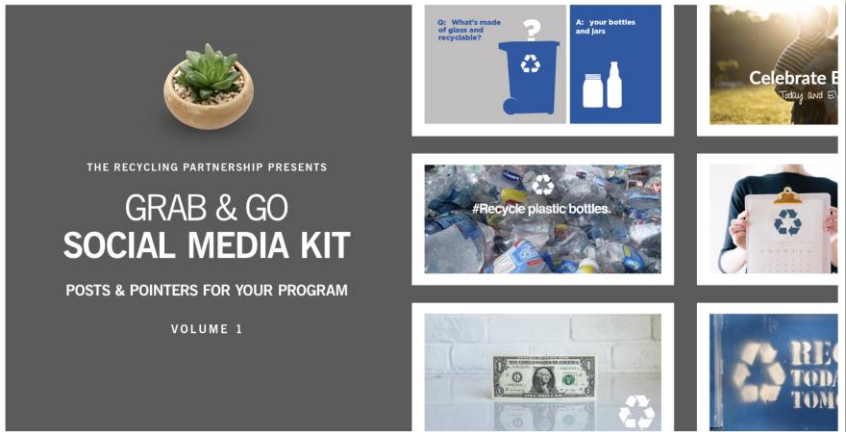
AND

- 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



KEEFE HARRISON
CEO



KAREN BANDHAUER
Strategic Partnerships Lead



KATA BATES
Marketing Manager



LIZ BEDARD
Senior Director of
Industry Collaboration



CHRIS COADY
Technical Assistance Specialist



DYLAN de THOMAS
VP of Industry Collaboration



ALLISON FRANCIS
Lead Communications
Specialist



JUSTIN GAST
Research and Strategy
Specialist



JASON HALE
VP of Communications



CODY MARSHALL
VP of Technical Assistance



JEFF MEYERS
Chief Community Officer



SCOTT MOUW
Senior Director of
Technical Assistance



ERINN RICHARDSON
Executive Assistant



JIMMIT
Director of Corporate
Ops



ELIZABETH SCHUSSLER
VP of Program Design



ROB TAYLOR
Technical Assistance
Specialist



TRICIA TIEDT
Communications Specialist

WE ARE HERE TO HELP!

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

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

THANK YOU!

eschussler@recyclingpartnership.org



RECYCLINGPARTNERSHIP.ORG

