



Share Your Insights

Recycling Education and Outreach & Model Recycling Program Toolkit

Swarupa Ganguli, Acting Chief, Resource Management Branch
Office of Resource Conservation & Recovery, US EPA

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Session Goals

- Share information about the Infrastructure Investment and Jobs Act, also known as the Bipartisan Infrastructure Law, related to recycling
- Review new EPA authorities:
 - Recycling Education and Outreach Grant Program
 - Model Recycling Program Toolkit
- Gather input on the development of the grant program that will inform:
 - Program design
 - Grant implementation
 - Model Recycling Program Toolkit design



Process Overview

- Feel free to ask clarifying questions about the background of the grant program
- We will ask you key questions about your recycling education and outreach needs to help us with developing the grant program and model recycling program toolkit.



Bipartisan Infrastructure Law Grants in Context

- ❖ National Recycling Strategy
- ❖ Plastics
- ❖ Food Waste
- ❖ Critical Minerals & Electronics
- ❖ Built Environment
- ❖ Textiles



Circular Economy Strategies

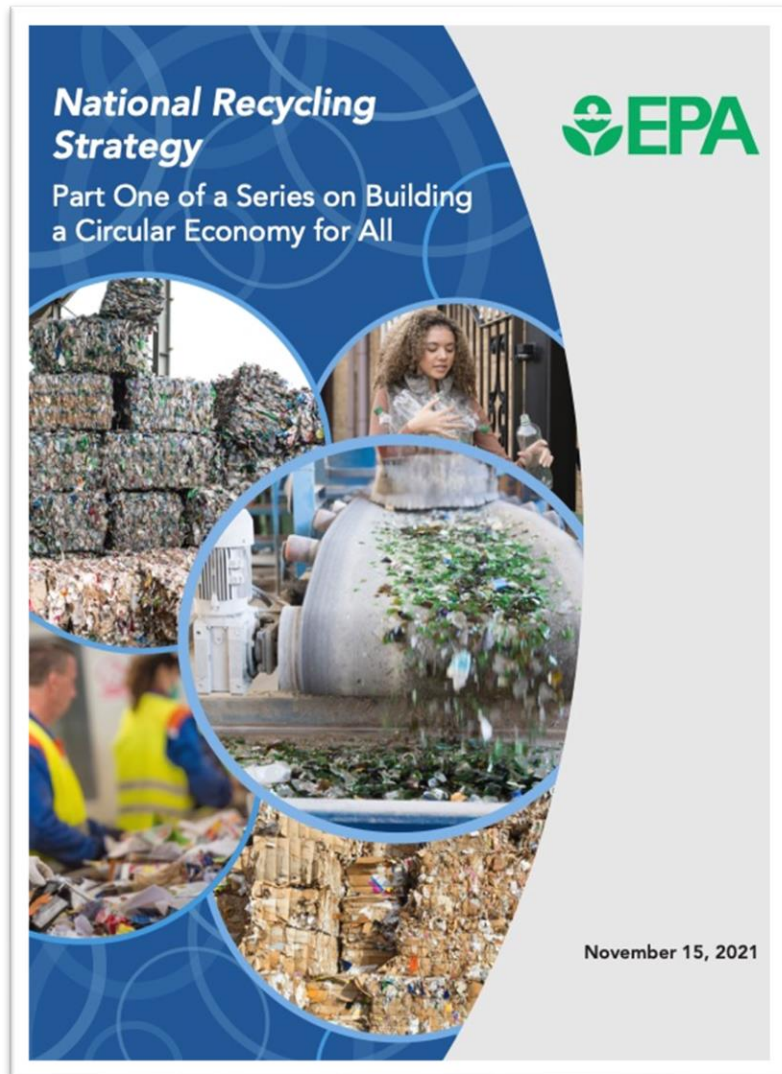


National Recycling Strategy

Infrastructure Investment and Jobs Act



What is the scope of the National Recycling Strategy?



epa.gov/recyclingstrategy

- Focuses on enhancing the national municipal solid waste (MSW) or “household” recycling system
- Identifies stakeholder-led actions to create a more resilient, equitable, and cost-effective MSW recycling system
- Acknowledges recycling alone cannot help us achieve a circular economy
- Commits EPA to developing additional strategies (food waste, plastics)





Background on the Recycling Education and Outreach Grant Program and Model Recycling Program Toolkit

What is the Model Recycling Program Toolkit?

Compilation of recycling
education and outreach
resources



Intended for use by States,
Tribes, and local
governments



What resources will the Model Recycling Program Toolkit include?

Standardized terms and examples to describe acceptable residential recycling materials

Information that can be widely applied across residential recycling programs

Educational principles on recycling collection and processing best practices

Community self-assessment guide to identify recycling program gaps

Training modules for local government technical assistance

Access to adaptable consumer educational materials

Guide for measuring grant effectiveness, including metrics for recycling rates and decreases in contamination



What is the Education and Outreach Grant Program?

Total funding \$75M

- \$15 million per year from Fiscal Year 2022 to 2026
- Minimum of 20% funding allocated to: rural communities, low-income communities, and communities identified as Native American

Grant Program Goals:

- Support education and outreach on consumer recycling and waste prevention
 - Inform public on what is accepted in community recycling program
 - Increase collection rates and decrease contamination in recycling



Who is eligible for grant funding?

States

Units of local
government

Tribes

Native Hawaiian
Organizations

Department
of Hawaiian
Home Lands

Office of
Hawaiian Affairs

Nonprofit
Organizations

Public-Private
Partnerships



What outreach and education activities are eligible for funding?

Public Service Announcements

Door-to-Door Education and Outreach Campaigns

Social Media and Digital Outreach

Advertising Campaigns

Toolkit for Municipal and Commercial Recycling Program

Labeling/Signs

Benefits of Recycling

Business Recycling Outreach

Info on What Happens After the Recycling Bin

Information on the Importance of Quality in the Recycling Stream

Other activities determined appropriate to carry out



Feedback We Have Received So Far Tribal Partners

- Staffing support
- Grant writing
 - Grant implementation
 - Salaries and benefits
- Reduced Administrative burdens
- Funding for:
 - Outreach campaigns
 - K-12 education
 - Composting education and outreach
- Technical Assistance
 - Needs assessment
 - Grant application process
 - Program Implementation
 - Writing contracts





Discussion Questions

Your Recycling Education and Outreach Program Issues, Needs, and Priorities

Discussion Questions

1. What is your number one challenge in **improving participation** in your recycling program and **reducing contamination** in your recycling stream?
2. What **limitations do you face** in starting or improving a recycling program in your community? (e.g., staffing, program scope, authorities, resources)
3. Do you have an **existing recycling education program**? If not, what would help you establish this?
4. Are there **other types of education and outreach projects** that you have found useful or that you would like to see the grant fund?
5. **What activities should EPA consider for funding eligibility** when designing the grant program and **what are the associated estimated costs**?



More Discussion Questions

1. What data point or indicator do you use to **measure program success**?
2. What would be your **ideal measure(s) of program success** and **what do you need to collect and use this data**?
3. What **recycling education gaps** exist for you? (Additional education on contamination, education on wish-cycling, hauler/facility education).
4. What **tools and materials** would be helpful for designing effective outreach and education? What **format** would be most helpful for a model recycling program toolkit?



EPA's Next Steps

HOST:

Listening sessions to collect stakeholder and public input to inform grants

ISSUE:

Request for Information

RELEASE:

Information on how to apply for the grants



For More Information

Sign up to **Stay Connected** to learn more about grants, future strategies and reports:

<https://www.epa.gov/recyclingstrategy/forms/stay-connected>

The Bipartisan Infrastructure Law: Transforming the U.S. Recycling and Waste Management

<https://www.epa.gov/rcra/bipartisan-infrastructure-law-transforming-us-recycling-and-waste-management>

Training for Grant Applicants:

<https://www.epa.gov/grants/recipient-training-opportunities>

Questions?

Email: RecyclingEd@epa.gov





THANK YOU!

