

10 Steps to Stop Contamination

Mel Gilles

Education and Outreach Specialist (NCDEACS)

919-707-8127

mel.gilles@ncdenr.gov



Introduction: Welcome!

Why we're here (NCDEACS):

- ▶ 10 simple things you can do tomorrow
- ▶ To share the tools and resources we have developed at DEACS

About me:

- ▶ **Ecocycle**
 - ▶ MRF tours
 - ▶ Hauling
 - ▶ Commercial Sector
 - ▶ MRF-shed group
 - ▶ Block leaders
- ▶ **Thrift Stores**
 - ▶ 80% of donations
 - ▶ Africa - Green Fence
- ▶ **My mom**
 - ▶ Culture Change

1. Statewide Guideline Signage

**DON'T TANGLE OR CONTAMINATE
RECYCLE MORE
FOR A GREENER STATE**



<p>PLASTIC Bottles, tubs, jugs and jars</p>  <p>Empty and rinse</p>	<p>METAL All cans</p>  <p>Empty and rinse</p>
<p>GLASS Bottles and Jars</p>  <p>Empty and rinse</p>	<p>PAPER All paper, cartons and cardboard</p>  <p>Flatten cardboard</p>

KEEP THESE OUT!



- ⊗ Car batteries
- ⊗ Ceramic/drinking glasses
- ⊗ Clothing
- ⊗ Disposable cups (plastic and coffee)
- ⊗ Electronics
- ⊗ Food/liquids
- ⊗ Frozen food boxes
- ⊗ Medical waste
- ⊗ Hazardous waste
- ⊗ Plastic bags
- ⊗ Scrap metal/wood
- ⊗ Shredded paper
- ⊗ Styrofoam
- ⊗ Tangles



DEQ The N.C. Division of Environmental Assistance and Customer Service (DEACS) is a non-regulatory division of N.C. DEQ offering technical and financial assistance to businesses, manufacturers, local governments, institutions, economic developers and citizens in environmental management. For questions call 1-877-623-6748.

- ▶ Competing and confusing messages
- ▶ Location, technology, and markets
- ▶ What we can agree upon
- ▶ Customizable templates
- ▶ 4 categories/containers/typical
- ▶ Post above every bin & use in brochures and mailers



2. Training & Messaging

Consistent communication across:

- ▶ Communities
- ▶ Employees
- ▶ Haulers
- ▶ MRFs
- ▶ Local Governments

“What goes where”

- ▶ Train the trainers
- ▶ Our own staff (drivers!)
- ▶ MRF tours
- ▶ Workplace
- ▶ Community events/at the bin
- ▶ Recycling training - public events

DON'T TANGLE OR CONTAMINATE
RECYCLE MORE
FOR A GREENER STATE



TALKING POINTS

Quick training guide for recycling experts and educators from MRFs, local governments, haulers, teachers, etc. to replace common negative recycling messaging with positive alternatives.

1

WHAT NOT TO SAY:

"Education doesn't help.
You can't reduce contamination."

WHAT THEY HEAR:

Recycling is hopeless.



SAY THIS INSTEAD:

Contamination is a reality, but data and experience prove that we **CAN** reduce it through consistent and sustained education and improvements in sorting technology. The recycling industry didn't develop with standardization in mind; it was a local grassroots effort in individual communities with unique and varied collection and sorting systems, facilities, technology, and support. Education is the way we help encourage best practices and refine the public's sorting skills. Recycling education works!

2

WHAT NOT TO SAY:

"Don't worry about if you put that item in the recycling. We will sort it out for you. We don't have a hard answer on that item. It constantly changes and is up for debate."

WHAT THEY HEAR:

What I do doesn't matter.



SAY THIS INSTEAD:

"When in doubt, throw it out **OR** give us a shout!" If you know your no's and your yes's, you really help Jimmy on the line and make his life easier. You are the first sorters — we **NEED** you to make the right choice.

3

WHAT NOT TO SAY:

"Recycling isn't that important."

WHAT THEY HEAR:

Recycling isn't that important.



SAY THIS INSTEAD:

Recycling is very important. There are soon to be 9 billion people in the world. Our landfills are filling up! We have the opportunity to enhance domestic recycling markets and keep waste out of landfills and out of international waters. It is our responsibility to create jobs in the US and reclaim resources like paper, plastic, metal and glass rather than making products and packaging out of virgin materials and burying those discarded resources in a hole in the ground.

4

WHAT NOT TO SAY:

"Look for the recycling symbol or the numbers 1-7."

WHAT THEY HEAR:

If it has a number on it or the recycling symbol, it is recyclable.



SAY THIS INSTEAD:

Numbers don't matter, what we can process does. Numbers don't matter, what we can process does. When it comes to plastic, recycle by shape: bottles, tubs, jugs and jars are recyclable.

Remember: Can we process it? Do we have a buyer? Technology and markets determine if something is recyclable. Is the item made out of a material that our machines and people can easily process and does that material have a buyer? If it is small, dirty, or atypical, it isn't recyclable.

5

WHAT NOT TO SAY:

"We aren't making money on our materials."

WHAT THEY HEAR:

This is a waste of time, energy and money.



SAY THIS INSTEAD:

Markets might be down right now and some materials may not be returning the profits we like, BUT recycling is the right thing to do and Americans **LOVE** to recycle! We have spent decades and dollars supporting recycling infrastructure and educating the public. Now we must stop shipping our recycling overseas and instead help support and grow our domestic markets and local jobs by supplying the clean recyclables they rely on.

6

WHAT NOT TO SAY:

"No one wants these jobs."

WHAT THEY HEAR:

Then why am I doing this?



SAY THIS INSTEAD:

This is a hard job, so let's take care of our people. North Carolina hosts 16,200 recycling related jobs. We must update our sorting technology and decrease contamination so that the quality of these jobs is improved. Continuation of public programs is so important to keep these jobs and the technologies improving. So is knowing what goes into the recycling bin, and what to throw out!



KNOW YOUR NO'S

Don't tangle or contaminate. Recycle more for our state!



NO BAGGED RECYCLABLES

Plastic bags tangle around the recycling equipment.

Simple Messaging

- ▶ No bags
- ▶ Keep it clean
- ▶ No disposables
- ▶ Little things
- ▶ Wishful recycling
- ▶ Personal stories, context, positivity, consistency

3. Standardized and Consistent Bin Set Up

- ▶ Twin the bin
- ▶ Color code
- ▶ Consistent signage
- ▶ Stationary





OOPS!

4. OOPS! Tags

ACCEPTED RECYCLABLES:

PLASTIC Bottles, tubs, jugs and jars



Empty and rinse

METAL Cans



Empty and rinse

PAPER All paper, cartons and cardboard



Flatten

GLASS Bottles and jars



Empty and rinse

LET'S USE IT — NOT LOSE IT!



PLEASE DON'T BAG YOUR RECYCLABLES!

WE'VE NOTICED YOU HAVEN'T BEEN USING YOUR RECYCLING CART.

Save space in your trash by recycling common household items listed on the back.

RECYCLEMORENC.ORG



Encouraging

ACCEPTED RECYCLABLES:

PLASTIC Bottles, tubs, jugs and jars
 Empty and rinse

METAL Cans
 Empty and rins

PAPER All paper, cartons and cardboard
 Flatten

GLASS Bottles and jars
 Empty and rinse

OOPS!

WE WERE UNABLE TO COLLECT YOUR RECYCLING TODAY.

PROHIBITED MATERIALS
 These are not accepted in your curbside recycling:

<input type="checkbox"/> Tangles	<input type="checkbox"/> Medical waste
<input type="checkbox"/> Plastic bags	<input type="checkbox"/> Clothes
<input type="checkbox"/> Food waste	<input type="checkbox"/> Scrap metal

INCORRECT CART PLACEMENT
 Recycling cart must be placed along the side of the road with at least three feet of clearance on all sides.

OVERFILLED CART
 Only items placed inside of the cart will be collected.

INCORRECT CONTAINER
 Please call your hauler to request a roll cart.

BAGGED RECYCLABLES
 Please keep your recyclables loose and free. No bags needed!

RECYCLEMORENC.ORG

DEQ

Feedback

RECYCLE ALL TOGETHER

PLASTIC

Bottles, tubs, jugs and jars



Empty and rinse

METAL

Cans



Empty and rinse

ALSO ACCEPTED

The following materials also are accepted for recycling and proper disposal at the county convenience drop-off sites. **NO** business and commercial waste. For additional restrictions, see the site attendant.



Used cooking oil



Used motor oil and filters, car batteries and anti-freeze

GLASS

Bottles and jars



USING YOUR COUNTY'S CONVENIENCE DROP-OFF SITES

USING YOUR COUNTY'S CONVENIENCE DROP-OFF SITES

Designed for residents of (Blank) County, this easy reference guide on the county's waste and recycling services tells how to properly prepare your recyclables and dispose of other special wastes.

(Blank) county operates and maintains staffed convenience drop-off sites listed on the back of this brochure. These convenience drop-off sites are for residential waste and recycling only. All commercial and business waste generators must contract with a private waste hauler or take waste directly to the Transfer Station. For more information, visit: yourcountysolidwastewebsite.com

Use this map of (blank) County to find the nearest convenience site listed on the back of this brochure.



CONVENIENCE DROP-OFF SITES

The following staffed convenience sites are available for residential waste and recycling only.

Hours of Operation

Monday - Saturday 7 a.m. - 6 p.m.
 (Site 4 and 6 closed on Tuesdays and Thursdays)
 Monday - Saturday (Site 7 only) 7:30 a.m. - 6:30 p.m.
 Sunday (Site 7 only) 11 a.m. - 8 p.m.

- 1 **Highway 39 Site** 252-430-1494
3453 NC 39 Hwy, N Henderson, NC 27537
- 2 **Warrenton Road Site** 252-430-6263
803 Warrenton Road Henderson, NC 27537
- 3 **Gun Club Road Site** 252-430-1733
1825 Gun Club Road Henderson, NC 27537
- 4 **Tungsten Mine Road Site** 252-431-1487
300 Tungsten Mine Road Bullock, NC 27507
- 5 **Old Aycock School Site** 252-492-2770
2689 Vicksboro Road Henderson, NC 27537
- 6 **North Chavis Road Site** 252-431-1630
251 N Chavis Road Kittrell, NC 27544
- 7 **Drowry Site** 252-456-5263
878 Manson-Drowry Road Manson, NC 27553
- 8 **Brodie Road Site** 252-438-4017
900 Brodie Road Henderson, NC 27536
- 9 **Transfer Station and Yard Waste/Recycling Facility**

3181 NC 39 Hwy, N, Henderson, NC 27537 Mon-Fri: 8 a.m. - 4:30 p.m.
 Sat: 8 a.m. - 12 p.m.
 The Transfer Station accepts residential, commercial and industrial waste. The Yard Waste/Recycling Facility accepts the following: tires, yard waste and pesticide containers.



**DON'T TANGLE OR CONTAMINATE!
 RECYCLE MORE
 FOR A GREENER STATE**



A GUIDE FOR USING YOUR COUNTY'S SOLID WASTE AND RECYCLING CONVENIENCE SITES

Your county's contact information here

5. Brochures

- ▶ City or County
- ▶ Schedule of curbside pick up
- ▶ Drop off site locations
- ▶ Customizable templates

RECYCLING AT HOME IS EASY!

Designed for residents of (city), this easy reference guide on the city's public services tells how to properly prepare your recyclables and yard waste to ensure efficient curbside collection. Never miss another collection day!

Trash pick-up is every Monday.

Recycling pick-up is every other Monday.

Yard waste is picked up on the second and last Tuesday of each month.

Please be sure to put your trash and recycling containers out the night before collection day.



This brochure was made by the N.C. Division of Environmental Assistance and Customer Service (DEACS). For more information about recycling, call 1-877-623-6748 or visit: recyclenc.org.



COLLECTION SCHEDULE

Recycling Yard Waste

Please note trash/recycling will be collected on Jan 2 and yard waste will be collected on Dec 27.

January 2017						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2017						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March 2017						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2017						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2017						
S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2017						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2017						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2017						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2017						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

October 2017						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2017						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2017						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



DON'T TANGLE OR CONTAMINATE!
RECYCLE MORE
FOR A GREENER STATE



A GUIDE FOR USING YOUR COUNTY'S SOLID WASTE AND RECYCLING CONVENIENCE SITES

Your county's contact information here



DON'T CONTAMINATE OR TANGLE RECYCLE SMART IN THE TRIANGLE

Don't trash recycling - it's expensive! Unwanted materials can ruin a collection of recyclables or shut down the recycling equipment. By following these tips to improve the value of recycling, you help secure the 17,000 recycling jobs currently in North Carolina and decrease our state's environmental costs!



CLEAN, DRY & EMPTY

Foods, liquids, and trash can soil the good stuff. Dispose food waste in your compost or trash bin. Don't recycle containers with food and liquid in them.



NO TANGLERS

Electrical cords, hoses, wire hangers, holiday lights or similar stringy items tangle up the recycling equipment.



NO PLASTIC BAGS

Don't bag your recyclables - keep them loose and free! Return clean, dry plastic bags, wraps and packaging to your local retailer or grocery store.

CONTACT YOUR LOCAL PROGRAM FOR MORE ON RECYCLING RIGHT!

Chatham County • chathamnc.org/recycle Orange County • orangecountync.gov/recycling
City of Durham • durhamnc.gov/recycling Wake County • wakegov.com/recycling
City of Raleigh • raleighnc.gov/recycling Sonoco • sonoco.com
Durham County • dconc.gov/recycling

6. Ads

Example: Customizable Bus Advertisement



DON'T TRASH RECYCLING. IT'S EXPENSIVE!

Increase recycling's value and decrease environmental costs, by keeping these contaminants

OUT!



NO PLASTIC BAGS

Plastic bags tangle and bagged recyclables tangle up and shut down processing equipment. Take bags back to the grocery store for recycling.



CLEAN, DRY & EMPTY

Food, liquids and trash CAN ruin the good stuff. drain liquids and don't recycle containers with food left in them.



NO TANGLERS

Cords, hoses and stringy things cause problems with the recycling machines and can lead to costly shutdowns of recycling processing.

LAST YEAR
contamination in recycling
cost Triangle communities almost
ONE MILLION DOLLARS
in lost processing time and disposal
costs for non-recyclables.



7. Direct Mailers

<p>PLASTIC Bottles, tubs, jugs and jars</p>  <p>Empty and rinse</p>	<p>METAL All Cans</p>  <p>Empty and rinse</p>	<p>GLASS Bottles and jars</p>  <p>Empty and rinse</p>	<p>PAPER All paper, cartons and cardboard</p>  <p>Flatten cardboard</p>
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RECYCLE MORE FOR A GREENER STATE

Save space in your trash by recycling common household items listed on the back.

KEEP THESE OUT!!

- Car batteries
- Ceramic/drinking glasses
- Clothing
- Disposable cups (plastic and coffee)
- Electronics
- Food/liquids
- Frozen food boxes
- Medical waste
- Hazardous waste
- Plastic bags
- Scrap metal/wood
- Shredded paper
- Styrofoam
- Tanglers



8. Social Media Tool Kit





FOR COMMUNITIES

FUNDING PARTNERS

INFO HUB

ABOUT

CONTACT

DONATE

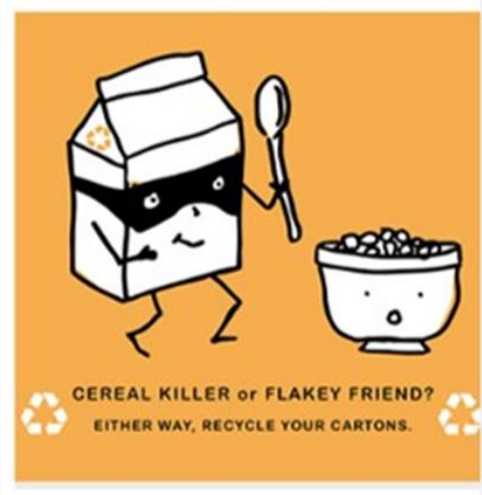


The Recycling Partnership presents

Grab & Go Recycling Matters Social Media Kit

Posts & Pointers For Your Program

Volume 2





KNOW YOUR NO'S

DON'T TANGLE OR CONTAMINATE, RECYCLE MORE FOR OUR STATE!



PLASTIC FILM

Return clean, dry plastic bags, wraps and packaging to your local retailer.



TANGLERS

Hoses, cords, holiday lights, etc. tangle up the recycling equipment.



SCRAP METAL

Take mixed metals and wires to your local recycling convenience center.



HAZARDOUS AND MEDICAL WASTE

Call 877-623-6748 for hazardous waste drop-off locations. Call your local public health department for medical disposal information.



FOOD WASTE

Dispose of food waste in your compost or trash bin.



TEXTILES

Donate clothing and textiles to a convenience center or thrift store.



MOST IMPORTANTLY, DO NOT BAG YOUR RECYCLABLES!

Bagged recyclables are the number one contaminant and cause of tangling the recycling equipment. Keep your recyclables loose and free!



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For questions, call: 1-877-623-6748.



9. Additional Materials

- ▶ Know Your No's
- ▶ Reduce Single Use
- ▶ Office guidelines
- ▶ Ideas



REDUCE YOUR SINGLE USE



You can refuse single-use packaging. These are the top five alternatives to reduce using wasteful products!

Bottled water



TRY REUSABLE
WATER BOTTLES

Plastic and paper bags



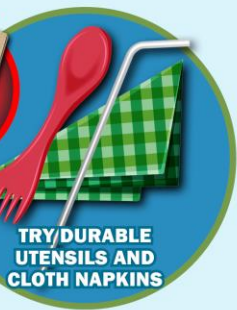
TRY REUSABLE BAGS
AND TOTES

Paper coffee cups



TRY REUSABLE
COFFEE MUGS

Plastic utensils and paper napkins



TRY DURABLE
UTENSILS AND
CLOTH NAPKINS

Styrofoam to-go containers



TRY STURDY
FOOD CONTAINERS

When you find yourself with a plastic bottle or bag, please recycle! Bottles are easily recycled curbside, and plastic bags should be brought back to retail/grocery stores that accept them. Remember that plastic bags should not be placed in the curbside cart, and do not bag your recyclables — keep them loose and free!



RECYCLEMORENC.ORG



RECYCLING IN THE OFFICE

Be sure to empty out food and drink containers!



Plastic food and beverage tubs, jugs and bottles
(Keep lids and caps screwed on.)



Mixed paper, white paper, glossy paper, catalogs, magazines, newspapers, envelopes and Post-It notes



Food and beverage glass bottles and jars
(Put lids and caps in the trash.)



Paper towel rolls, paper bags and flattened cardboard



Food and beverage cans



Food boxes and beverage cartons

NOT ACCEPTED

- Aluminum foil or trays
- Broken glass
- Chip/snack bags
- Dishes or cookware
- Disposable plates or cutlery
- Electronics**
- Food waste or liquids**
- Hardcover books
- Hazardous waste
- Light bulbs
- Napkins or paper towels
- Pizza boxes
- Plastic bags and wrap*
- Shredded paper
- Straws
- Styrofoam
- Tangles (cords, hoses, wires, etc.)
- Trash



* Take clean and dry plastic bags and film back to the grocery or retail store to recycle separately.
** Check your floor's breakroom if there are electronic recycling bins or compost caddies.



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10. *Believe* that education works & that it's worth it



- ▶ Better sorting technology & adjustments at MRFs
- ▶ Consistent, sustained education and outreach
- ▶ Consequences/collection correction
- ▶ Collaboration: message from all angles and through all mediums

“So, what’s this going to cost?”

Cost	What we’re providing	What you can do for free
1. Printing costs of materials (~\$1 per person in your community, on average)	<ul style="list-style-type: none">• Grant money!!!• Ready-made PDFs for ads, guideline signage, other educational posters, customizable materials, etc.• Development of new outreach tools/materials/displays, etc.	<ul style="list-style-type: none">• Social media posts
2. Staff time - dedicate some personnel to execute the strategy	<ul style="list-style-type: none">• Assistance for trainings• Help with outreach strategy• A graphic designer and communications staff member who can help you	<ul style="list-style-type: none">• Train your community to recycle properly (events, MRF tours, etc.)• Set up proper bin systems

<https://deq.nc.gov/conservation/recycling>

Recycling



NCDEQ Recycling Website

<https://deq.nc.gov/conservation/recycling/general-recycling-information>

The screenshot shows the website's header with the North Carolina Environmental Quality logo, a search bar, and navigation links for NC.GOV, AGENCIES, JOBS, and SERVICES. A secondary navigation bar includes Home, Permits & Rules, Outreach & Education, Energy & Climate, Conservation, News, and About. A breadcrumb trail reads: Home » Conservation » Recycling » General Recycling Information.

General Recycling Information

The main content area features six green tiles with icons and text:

- Social Media Toolkit**: Reduce recycling contamination with these tools (Icon: smartphone).
- Outreach Materials**: Posters, ads and other materials/tools to fight contamination (Icon: recycling symbol).
- Customized Outreach Materials**: Request custom brochures, Oops Tags and signage for your community (Icon: document with bookmark).
- School Recycling**: Everything you need for your school recycling program (Icon: leaf).
- Special Recyclables**: Banned materials, special waste management, illegal disposal, storm debris and more (Icon: folder with star).
- Other Support and Information**: Financial support, market disruptions, climate change and waste assessments (Icon: question mark).

A vertical red button on the right side of the page reads "Donate to Hurricane Recovery".

Quick Links

Statewide Accepted Materials [↗](#) Request Can Guy Recycling and Trash Bin Supplier List [↗](#)
Recycling and Climate Change Request Promotional Materials [↗](#)



Outreach Materials

Free Outreach Materials

The Division of Environmental Assistance and Customer Service (DEACS) has developed recycling outreach materials. Local governments, recycling haulers and other North Carolina organizations are encouraged to use and share these resources to help educate the public and fight contamination. Visit the [Customized Outreach Materials](#) page to view additional materials that the DEACS staff can assist in tailoring to fit your community's recycling program.



General State-wide Accepted Recyclable Materials PDF



Reduce Your Single Use PDF

General Recycling Information

[Social Media Toolkit](#)

[Outreach Materials](#)

[Customized Outreach Materials](#)

[School Recycling](#)

[Special Recyclables](#)

[Other Support and Information](#)

Customized Outreach Materials

Customized Outreach Materials

The Division of Environmental Assistance and Customer Service (DEACS) has developed a suite of recycling outreach materials. DEACS staff can assist in tailoring outreach materials to fit your community's recycling program or adding local contact information. Contact [Mel Gilles](#) at (919) 707-8127 for assistance.

Click on the images below to download.



Recycling Guide Sample for a County



Recycling Guide Sample for a City

General Recycling Information

[Social Media Toolkit](#)

[Outreach Materials](#)

Customized Outreach Materials

[School Recycling](#)

[Special Recyclables](#)

[Other Support and Information](#)

What's Next?