

# 10 Steps to Stop Contamination

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# 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**



<b>PLASTIC</b>	<b>METAL</b>
Bottles, tubs, jugs and jars	All cans
	
No pumps Empty and rinse	Empty and rinse

<b>GLASS</b>	<b>PAPER</b>
Bottles and jars	All paper, cartons and cardboard
	
Empty and rinse	Flatten cardboard

**KEEP THESE OUT!**

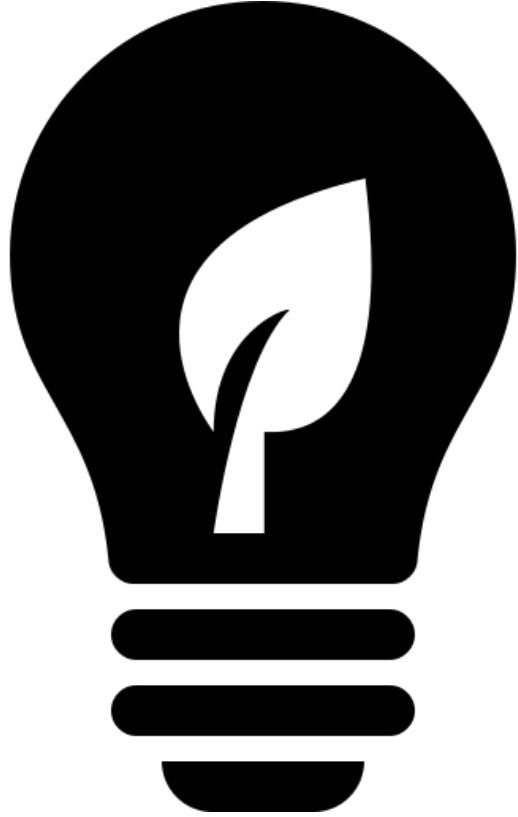
		
⊗ Aerosol cans	⊗ Electronics	⊗ Scrap metal/wood
⊗ Aluminum foil	⊗ Food-tainted items	⊗ Shredded paper
⊗ All batteries (car, lithium, etc.)	⊗ Frozen food boxes	⊗ Styrofoam/peanuts
⊗ Ceramic items	⊗ Household glass	⊗ Tanglers (cords/hoses/wires)
⊗ Clothing or textiles	⊗ Medical waste	⊗ Tires
⊗ Diapers	⊗ Hazardous waste	⊗ Toys
⊗ Disposable cups (plastic and coffee)	⊗ Pizza boxes	⊗ To-go containers
	⊗ Plastic bags/wrap	



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 Material Recovery Facilities, local governments, haulers, schools and other recycling entities 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, 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 Joey on the line and make their job easier. You are the first sorters — we **NEED** you to make the right choice.

3

### 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. So, help the workers by knowing what goes into the recycling bin and what to throw out!

4

#### 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 nine 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 United States 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.

5

#### 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. 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? If it is small, dirty or atypical, it isn’t recyclable.

6

#### 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 would 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 need.



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



# DEFENDING RECYCLING

Quick training guide for those defending recycling to elected officials, other governing bodies and the media.

### WHAT THE ELECTED OFFICIAL MAY SAY:

- “Recycling is broken.”
- “Single stream recycling doesn’t work.”

### WHAT THE PUBLIC MAY HEAR

“Recycling never worked to begin with and can’t be fixed.”



**THE FACTS/A BETTER MESSAGE:** Recycling participation and recycling tons skyrocketed when we switched to single stream. We may have had a cleaner stream before, but only a few dedicated citizens were recycling. Single stream without education leads to contamination and wishful recycling. To recycle right, we have to educate and enforce.

### WHAT THE ELECTED OFFICIAL MAY SAY:

- “We can’t charge residents more for this service.”
- “No one cares about recycling; people don’t want to do it.”

### WHAT THE PUBLIC MAY HEAR

“I thought I wanted to recycle, but now I am not so sure. Maybe recycling is a waste of time, energy and money.”



**THE FACTS/A BETTER MESSAGE:** Americans love to recycle and love the convenience of single stream. Your residents demand this service. However, this is more than a service that the public demands. It is our responsibility to reduce waste in the landfill, reduce greenhouse gas emissions, care for our environment, protect public health, support industry, develop domestic markets and in-state jobs, and reclaim resources that would otherwise go to waste.

### WHAT THE ELECTED OFFICIAL MAY SAY:

“There’s no market for recyclables since China isn’t an option anymore.”

### WHAT THE PUBLIC MAY HEAR

- “Why were we shipping to China in the first place? That doesn’t sound sustainable or environmentally responsible!”
- “Recycling in America is over.”



**THE FACTS/A BETTER MESSAGE:** We do have markets for recycling in America. American markets traditionally require increased sorting for a higher quality material. That’s a good standard to support! We need to do two things: reduce contamination and develop more domestic markets. We can rebuild recycling the right way. We can enhance local markets that North Carolina has been developing for decades and send even less recycling overseas. When markets recover and commodity prices increase, we will keep more money in our state and waste fewer resources with transport.

### WHAT THE ELECTED OFFICIAL MAY SAY:

"We don't have to provide recycling for our citizens."

### WHAT THE PUBLIC MAY HEAR

"Recycling isn't mandatory."



**THE FACTS/A BETTER MESSAGE:** Beginning with Senate Bill 111 in 1989 and in subsequent legislation, the North Carolina General Assembly established disposal bans on a wide range of materials, including plastic bottles and aluminum cans, which make up a large segment of the household recycling mix. As recycling of these items is mandatory, each community should provide a non-landfill option for easy to recycle items such as plastics (bottles, tubs, jugs and jars), metal (all cans), glass (bottles and jars) and paper (paper, cartons and cardboard). The state of NC has grant programs available to every community in North Carolina to help fund recycling programs. The state of NC also provides common recycling guidelines and educational materials for each community to help educate their citizens.

### WHAT THE ELECTED OFFICIAL MAY SAY:

- "Landfilling is cheaper than recycling; let's just send it there."
- "We shouldn't have to pay to get rid of recyclables."
- "Recycling isn't profitable."

### WHAT THE PUBLIC MAY HEAR

- "Recycling is really trash, and that's where it will all end up."
- "It doesn't matter where I put recyclables."



**THE FACTS/A BETTER MESSAGE:** There's always a cost to managing waste, regardless of where you put it. When we don't reclaim a resource through recycling, we are losing the value of that resource while paying to bury it in a landfill. Recycling reduces the need for harvesting virgin materials and keeps toxic materials out of the landfill. Recycling is a commodity, not garbage. Commodities fluctuate in value. Relying on recycling revenues to cover the program's full cost is risky and unsustainable. Historically, markets recover. We shouldn't abandon the infrastructure we have spent decades developing just because markets are down. That would be a tremendous loss of time, energy and money.

### WHAT THE ELECTED OFFICIAL MAY SAY:

"I don't have the budget to keep this program."

### WHAT THE PUBLIC MAY HEAR

"My fees are going up."



**THE FACTS/A BETTER MESSAGE:** The only utility we don't expect to pay for is recycling. It's time to restructure the way we fund recycling programs. Budgets should cover the full cost of collection and processing. When markets are good, rebates can be passed back to the local government to further enhance the program.

### WHAT THE ELECTED OFFICIAL MAY SAY:

- “Contamination is inevitable. You can’t decrease it.”
- “Education and outreach doesn’t work.”

### WHAT THE PUBLIC MAY HEAR

- “The public doesn’t know how to recycle.”
- “Why am I doing this if others are messing it up?”
- “We will never learn how to do this right!”



**THE FACTS/A BETTER MESSAGE:** Education works. Education helps reduce recycling contamination. Data shows that contamination can drop significantly with just an eight week curbside outreach campaign. **Domestic markets + educating the public + single stream + enforcement = awesome results!** Using only one outreach technique just once is not an education strategy and will likely fail. Instead, be consistent, comprehensive and constant with your recycling education and outreach efforts. Investing in ongoing anti-contamination education programs will reduce the cost of contamination.



# 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



A yellow sticky note is shown at an angle, with a piece of grey tape at the top left corner. The word "OOPS!" is written on it in a blue, hand-drawn, sketchy font.

OOPS!

## 4. OOPS! Tags

LET'S  
USE IT —  
NOT  
LOSE IT!



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.



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

# Encouraging





# 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



### PAPER

All paper, cartons  
and cardboard

## 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](http://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

### 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!  
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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: [recyclemorenc.org](http://recyclemorenc.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](http://chathamnc.org/recycle) Orange County • [orangecountync.gov/recycling](http://orangecountync.gov/recycling)  
City of Durham • [durhamnc.gov/recycling](http://durhamnc.gov/recycling) Wake County • [wakegov.com/recycling](http://wakegov.com/recycling)  
City of Raleigh • [raleighnc.gov/recycling](http://raleighnc.gov/recycling) Sonoco • [sonoco.com](http://sonoco.com)  
Durham County • [dconc.gov/recycling](http://dconc.gov/recycling)

## 6. Ads



# Example: Customizable Bus Advertisement



## DON'T TRASH RECYCLING. IT'S EXPENSIVE!

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

RECYCLEMORE.ORG  
RECYCLEMORE

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.



# 7. Direct Mailers

PLASTIC Bottles, tubs, jugs and jars	METAL All Cans	GLASS Bottles and jars	PAPER All paper, cartons and cardboard
Empty and rinse	Empty and rinse	Empty and rinse	Flatten cardboard

KEEP THESE OUT!!

<ul style="list-style-type: none"> <li>⊗ Car batteries</li> <li>⊗ Ceramic/drinking glasses</li> <li>⊗ Clothing</li> <li>⊗ Disposable cups (plastic and coffee)</li> </ul>	<ul style="list-style-type: none"> <li>⊗ Electronics</li> <li>⊗ Food/liquids</li> <li>⊗ Frozen food boxes</li> <li>⊗ Medical waste</li> <li>⊗ Hazardous waste</li> </ul>	<ul style="list-style-type: none"> <li>⊗ Plastic bags</li> <li>⊗ Scrap metal/wood</li> <li>⊗ Shredded paper</li> <li>⊗ Styrofoam</li> <li>⊗ Tangles</li> </ul>
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PLEASE DON'T BAG YOUR RECYCLABLES!



## 8. Social Media Tool Kit










# KNOW YOUR NO'S


## SOCIAL MEDIA GUIDE

### Posts for Reducing Contamination

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed a set of community outreach tools – Curbside Recycling Basics – designed to increase recycling and reduce contamination. The social media posts below coordinate with the Curbside Recycling Basics graphics and information materials designed for use by local recycling programs and private recycling collectors.

**Together, we can recycle more, better.**  
**#RECYCLEMORENC**

CONTAMINANT	FACEBOOK TEXT	TWITTER TEXT
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>PLASTIC FILM</b>  <small>Plastic bags, films and flexible packaging tangle up the recycling equipment! Take clean, dry plastic bags, film (plastic covering over newly purchased items) and flexible packaging (bubble wrap, air pillows, etc.) back to your local grocery store. For more information and to find recycling locations, visit: <a href="http://www.plasticfilmrecycling.org">www.plasticfilmrecycling.org</a>. That's a WRAP!</small></p> <p><b>NO PLASTIC FILM</b>  <small>Returns clean, dry plastic bags, wraps and packaging to your local retailer.</small></p>	<p>Help reduce contamination in our recycling stream! Contamination in recycling leads to increased charges, reduction in items being recycled at the Material Recovery Facility (MRF) and contaminated items going directly to the landfill. Your hard work collecting and recycling items will go to waste if the recycling is contaminated. Recycling right is a win-win!</p>	<p>Contamination in recycling leads to increased charges, reduction in items recycled at the Material Recovery Facility (MRF) and contaminated items going directly to the landfill. Your hard work will be wasted if the recycling is contaminated!</p>
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>NO BAGGED RECYCLABLES</b>  <small>Recycle loose and free! Bagged recyclables means they will never see the light of day. They will be sorted as waste and go directly to the landfill. Always recycle items loose and free – whether in your curbside cart or at your local recycling convenience center.</small></p>	<p>Keep recyclables loose and free! Bagged recyclables means they will never see the light of day. They will be sorted as waste and go directly to the landfill. Always recycle items loose and free – whether in your curbside cart or at your local recycling convenience center.</p>	<p>Keep recyclables loose and free! Bagged recyclables will be sorted as waste and go directly to the landfill. Always recycle items loose and free – curbside and at the convenience center!</p>
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>NO FOOD WASTE</b>  <small>Yuck! Don't let leftovers or food waste ruin your recycling. Food waste contaminates items in the recycling bin. Wipe or scrape out food containers and empty all bottle/cans of liquids before placing them in the recycling bin. Food scraps should be composted or put in the trash.</small></p>	<p>Yuck! Don't let leftovers or food waste ruin your recycling. Food waste contaminates items in the recycling bin. Wipe or scrape out food containers and empty all bottle/cans of liquids before placing them in the recycling bin. Food scraps should be composted or put in the trash.</p>	<p>Yuck! Don't let food waste contaminate your recycling! Wipe out food containers and empty out bottles/cans before placing them in the recycling bin. Compost food scraps or put them in the trash.</p>

CONTAMINANT	FACEBOOK TEXT	TWITTER TEXT
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>NO TANGLES</b>  <small>Hoses, cords, holiday lights or similar items tangle up the recycling equipment.</small></p>	<p>Don't get tangled up in recycling the wrong things! Tangles such as holiday lights, hoses and cords could get wrapped around the recycling equipment. Tangles not only contaminate the recycling stream, they also damage expensive equipment and cause safety hazards for the processing center employees. Check with your local recycling office to see if they recycle these items separately.</p>	<p>Don't get tangled up in recycling the wrong things! Tangles such as holiday lights, hoses and cords get wrapped around the equipment. They go in the trash. Tangles contaminate recycling, damage equipment and are a safety hazard for recycling employees.</p>
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>NO HAZARDOUS OR MEDICAL WASTE</b>  <small>Always properly dispose of hazardous and medical waste – NEVER in your recycling. Call 877-623-6748 for hazardous waste drop-off locations. Medical waste, especially sharps, poses a threat to the health and safety of the people collecting and sorting the recyclables. For more information on how to properly dispose of sharps, visit: <a href="http://www.safeneedledisposal.org">www.safeneedledisposal.org</a>.</small></p>	<p>Always properly dispose of hazardous and medical waste – NEVER in your recycling. Call 877-623-6748 for hazardous waste drop-off locations. Medical waste, especially sharps, poses a threat to the health and safety of the people collecting and sorting the recyclables. For more information on how to properly dispose of sharps, visit: <a href="http://www.safeneedledisposal.org">www.safeneedledisposal.org</a>.</p>	<p>Hazardous and medical waste are not recyclable! Call 877-623-6748 for hazardous waste drop-off locations. For more information on proper sharps disposal, visit: <a href="http://www.safeneedledisposal.org">www.safeneedledisposal.org</a>.</p>
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>NO SCRAP METAL</b>  <small>Cookware, hangers and wires (mixed metals) do not belong in your curbside recycling! Some local governments recycle scrap metals separately. These materials should be placed in their own specific container at the recycling convenience center. Ask your local recycling office about proper recycling of scrap metals.</small></p>	<p>Cookware, hangers and wires (mixed metals) do not belong in your curbside recycling! Some local governments recycle scrap metals separately. These materials should be placed in their own specific container at the recycling convenience center. Ask your local recycling office about proper recycling of scrap metals.</p>	<p>Cookware, hangers and wires (mixed metals) do not belong in your curbside recycling! Some local governments provide a bin for scrap metals at the recycling convenience center. Ask your local recycling office about how to recycle scrap metals.</p>
 <p><b>KNOW YOUR NO'S</b>  <small>DON'T TANGLE OR CONTAMINATE. RECYCLE MORE FOR OUR STATE.</small></p> <p><b>NO TEXTILES</b>  <small>Donate gently used clothing and textiles to a local thrift store or organization. Check with your local recycling office for donation or alternative textile recycling options.</small></p>	<p>Donate gently used clothing or textiles to a local thrift store or organization. Check with your local recycling office for donation or alternative textile recycling options.</p>	<p>Donate gently used clothing or textiles to a local thrift store or organization. Check with your local recycling office for donation or alternative textile recycling options.</p>





FOR COMMUNITIES

FUNDING PARTNERS

INFO HUB

ABOUT

CONTACT

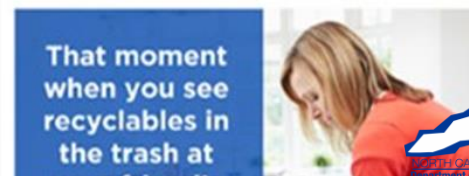
DONATE



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!



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.



## 9. Additional Materials

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





# REDUCE YOUR SINGLE USE



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



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!



## 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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# GET CART SMART

Everyone knows bottles and cans go in the recycling bin; but, the following items are often mistaken as curbside recyclables. When in doubt, throw it out!



No frozen food boxes



No receipts



No small/shredded paper, creamers, sweetener packets, etc.



No paper towels or napkins



No straws, to-go cups, solo cups or lids



No to-go trays or clamshells



No household or car batteries



No household glass, mirrors or ceramics



No pumps, tubes or gloves



No plastic wrap, pillows or bags



No tangles (hoses, cords, etc.)



No scrap metal



No textiles



No food waste



No hazardous or medical waste



No bagged recyclables



No aerosol cans



No Styrofoam

# NON-CURBSIDE RECYCLABLES

While these items are NOT accepted in your curbside recycling, there are alternative ways to keep them out of the landfill. Call your local recycling convenience center to find out if they accept these items and more!



**Food waste:**  
Dispose of food waste in your compost or trash bin.



**Appliances:**  
Take appliances to the convenience center.



**Scrap metal:**  
Take scrap metal and wire to the convenience center.



**Electronics:**  
Take computers, televisions, and other electronics to the convenience center.



**Plastic bags and wrap:**  
Return clean, dry plastic bags, wraps and packaging to your local retailer.



**Clothing:**  
Bring clothing and textiles to the convenience center or thrift store.

# OVERLOOKED RECYCLABLES

The following items are commonly overlooked when it comes to recycling at home. Get cart smart — put them in your recycling bin!



**Dish soap and laundry detergent bottles**



**Food and beverage cartons**



**Personal care bottles**



**Envelopes, Post-its, index cards and magazines**



**Paper towel/toilet paper rolls**



**Clean pizza boxes and flattened cardboard boxes**



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



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

## Recycling



# NCDEQ Recycling Website

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



NORTH CAROLINA  
Environmental Quality

Search...

NC.GOV AGENCIES JOBS SERVICES

[Home](#) [Permits & Rules](#) [Outreach & Education](#) [Energy & Climate](#) [Conservation](#) [News](#) [About](#)

[Home](#) » [Conservation](#) » [Recycling](#) » General Recycling Information

## General Recycling Information



### Social Media Toolkit

Reduce recycling contamination with these tools



### Outreach Materials

Posters, ads and other materials/tools to fight contamination



### Customized Outreach Materials

Request custom brochures, Oops Tags and signage for your community



### School Recycling

Everything you need for your school recycling program



### Special Recyclables

Banned materials, special waste management, illegal disposal, storm debris and more



### Other Support and Information

Financial support, market disruptions, climate change and waste assessments

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?