

#RECYCLERIGHTNC



RECYCLERIGHT

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How Did We Get Here?

Mel in Boulder, CO

- Catalyst: Universal Zero Waste Ordinance
- Where Two Are Gathered....
- Accepted materials, messaging, and training

BUT: No Unified Campaign/Lack of Resources

Meanwhile....in NC:

- Catalyst: National Sword
- LGs statewide were meeting/MRFsheds
- Asking for a BIG Campaign (signage, facts, press info, brochures, print ads, etc.)
- And: we had the resources! Long-term network, DEACS, previous campaigns, grants

Why America's recycling industry is in the dumps

Who Killed Recycling?

Is this the end of recycling?

**As Costs Skyrocket, More
U.S. Cities Stop Recycling**

'Moment of reckoning': US cities burn
recyclables after China bans imports

*Your Recycling Gets Recycled,
Right? Maybe, or Maybe Not*

Bad press around recycling

Confusing guidelines and public education tools

Limited resources to fight back

Problems

Misinformed citizens, press, and public officials

Rising cost of contamination

What is Recycle Right NC?

- 10-week statewide anti-contamination campaign for local governments to execute culminating on ARD
- Educating the public about contamination and how to recycle right
- Counteracting the relentless stream of negative press around recycling

What are the goals of the campaign?

- To promote a unified message to bring contamination down, reducing costs for LGs
- To ensure that EVERY LG in the state knows/has access to these resources
- To encourage positive recycling messaging - right in time for America Recycles Day
- To encourage LGs to network within their MRFsheds and offer assistance if needed
- To spread the word about local government outreach strategies that are working
- For MRFs, LGs, and haulers in the state to post clear accepted materials signage on their websites

Campaign Includes

- **POST:** MRF-approved accepted materials list
- **PRINT:** Press releases, op ed, proclamation and print ad to counter the news
- **MAIL:** Brochures, inserts and postcards
- **TRAIN:** Get Cart Smart, Know Your No's
- **INFORM:** Defending Recycling/Glass, Talking Points, Fact Sheet
- **INFLUENCE:** 4 social media toolkits to combat contamination
- **IMPLEMENT:** An execution strategy/30 minutes or less per week for 10 weeks
- **OPT IN or OUT For Each**

What works to reduce contamination?

- Clear messaging
- Consistent educator and public training
- Repetition
- Unification
- Coming at citizens from every angle, through every available medium

The Journey: 14 MRFS and 14 Signs

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



<p>PLASTIC Bottles, tubs, jugs and jars</p>  <p>No pumps 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 Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>

KEEP THESE OUT!



- ⊗ Aerosol cans
- ⊗ All batteries (car, lithium, etc.)
- ⊗ Ceramic items
- ⊗ Clothing or textiles
- ⊗ Diapers
- ⊗ Disposable cups (plastic and paper)
- ⊗ Electronics
- ⊗ Food-tainted items
- ⊗ Household glass
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood
- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys

PLEASE DON'T BAG YOUR RECYCLABLES!



**AMERICAN RECYCLING
of Western North Carolina**
1291 Sand Hill Road, Candler, NC 28715
828-418-0777
rmoore@amrecycling.com

MINUTE RECYCLING



<p>METAL All cans</p>  <p>Empty and rinse</p>	<p>PAPER Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>
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KEEP THESE OUT!




- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood



PLEASE DON'T BAG YOUR RECYCLABLES!




Curbie
116 Woodfin Ave, Woodfin, NC 28804
828-252-2332
www.curbie.com

MINUTE RECYCLING




<p>METAL All cans</p>  <p>Empty out</p>	<p>PAPER Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>
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KEEP THESE OUT!



- ⊗ Clothing or textiles
- ⊗ Diapers
- ⊗ Disposable cups (plastic and paper)
- ⊗ Medical waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood
- ⊗ Tires
- ⊗ Toys

PLEASE DON'T BAG YOUR RECYCLABLES!



ECVC
ECVC, Inc.
2100 N. Greene Street
Greenville, NC 27834
Toll Free: 1-800-758-4188

We NEED Them

- Which MRF?
- Compare to local list
- Spreadsheet to save time
- MRF Approval/Confusion



MRF Signage Differences

NO DIFFERENCES:

- Foothills
- TFC
- North Davidson
- Waste Management
- American
- ECVC
- Republic Conover

NO GLASS:

- Pratt
- Benfield

SMALL DIFFERENCES:

- Person County (omitted cartons from Yes)
- Curbie (omitted aerosol from No)
- Sonoco (added clamshells and chip cans to Yes)
- RDS (added pizza boxes to No; removed tubs from Yes)
- Republic Greensboro (removed images of caps/lids; omitted cartons from Yes; omitted scrap metal from No)

Do We Keep Taking It?

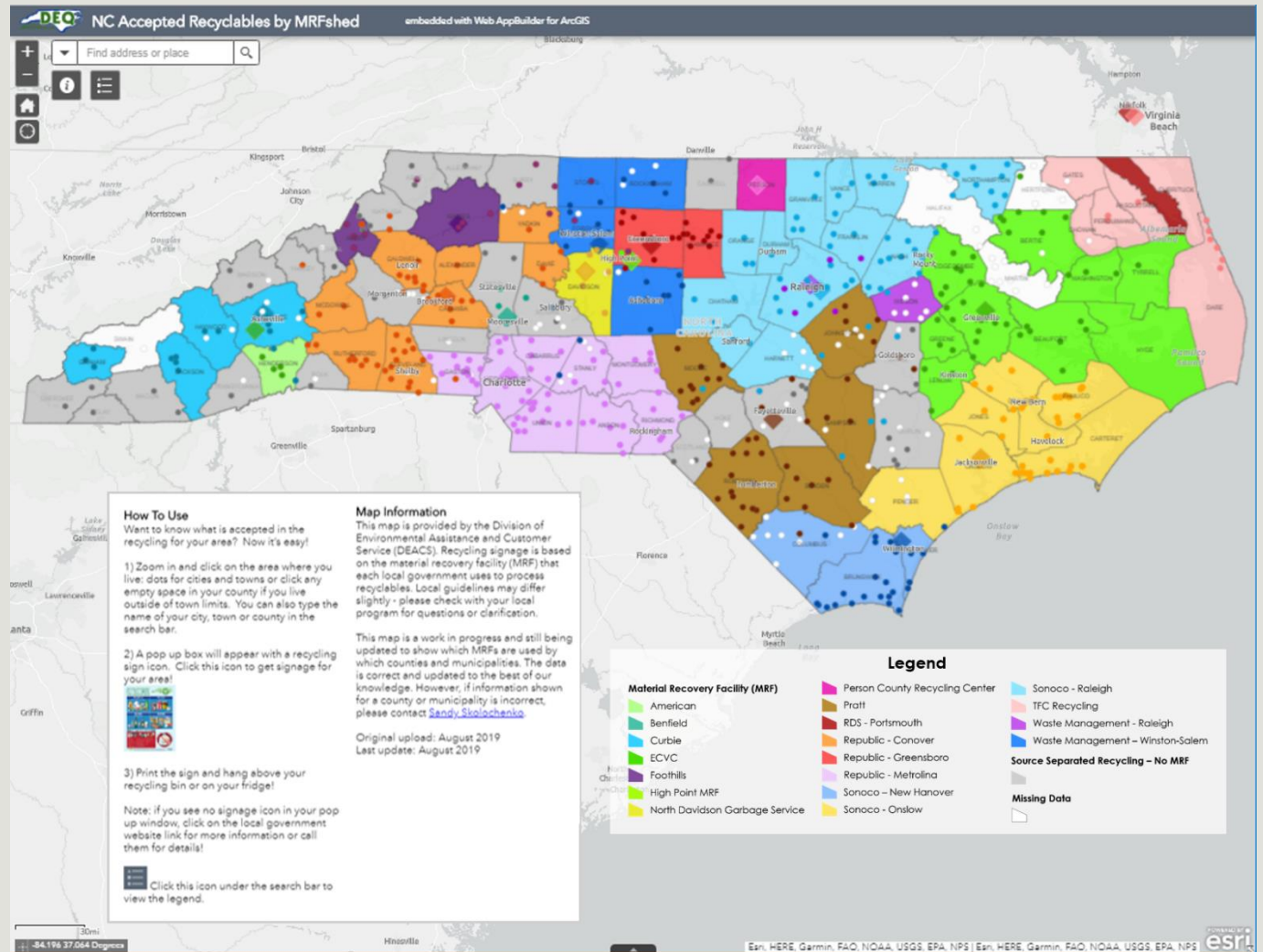
- Will your MRF still accept it?
- Does your MRF want it?
- Will it confuse the public?
- Does the public want to recycle it?
- What are your neighbors doing?
- Can you move in a direction together?

You Need Them

- LGs – see their MRFshed
- Public – find their signage and their LG recycling link
- Make It Visual



MRFshed Map



Bad Online Guidelines

- Too many words/too long
- No pictures
- No clear demarcation of yes's and no's

Paperboard is most commonly used in boxes for cereals, facial tissue, crackers, cake and cookie mixes, etc. It has a thinner, single-layer structure. See the list below for more examples.

- Cereal/cracker and similar boxes
- Gift, shoe, and tissue boxes
- Paper egg cartons - NO Styrofoam®
- Hanging file folders
- Paper tubes (cores in toilet paper, paper towels, etc.)
- Paper six- and twelve-pack cartons

MAGAZINES, CATALOGS, BROCHURES, AND JUNK MAIL

PHONE BOOKS

OTHER ACCEPTABLE MATERIALS

- Aluminum cans
- Steel cans, tin cans, including empty aerosol cans
- Pie pans
- Clean balled foil
- Glass bottles
- Glass jars - all colors
- Paper milk cartons (no foil pouches or straws)
- Juice boxes (no straws)
- Plastic bottles and jugs (#1 through 7) - caps OK!
- Plastic tubs and screw top jars (#1 through 7)
- Metal jar lids and steel bottle caps

Good Guidelines

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



<p>PLASTIC Bottles, tubs, jugs and jars</p>  <p>No pumps 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 Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>

KEEP THESE OUT!



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

PLEASE DON'T BAG YOUR RECYCLABLES!



The N.C. Division of Environmental Assistance and Customer Service (DEQACS) 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 1-877-623-6746.



- Strong images
- Exact images
- Less words
- Consistency with neighbors/MRFshed
- Small Accepted List
- Clear, bigger No List
- No jargon
- 4 commodities
- **POST IT!**

Retool Your Tools

- Direct mailers
 - Brochures
 - Inserts
 - Postcards



RECYCLE ALL TOGETHER

PLASTIC Bottles, tubs, jugs and jars
Empty and rinse

METAL Cans
Empty and rinse

GLASS Bottles and jars

PAPER All paper, cartons and cardboard

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

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.

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. - 4 p.m.

Highway 28 Site 252-430-1494
3351 NC 39 Hwy, N
Henderson, NC 27537

Warrenton Road Site 252-430-6263
903 Warrenton Road
Henderson, NC 27537

Gun Club Road Site 252-430-1733
1827 Gun Club Road
Henderson, NC 27537

Tungsten Mine Road Site 252-431-1487
300 Tungsten Mine Road
Bullock, NC 27507

Old Aycock School Site 252-492-2770
2689 Wicksboro Road
Henderson, NC 27537

North Chavis Road Site 252-431-1630
251 N Chavis Road
Kittrell, NC 27544

Dewey Site 252-456-5263
178 Hanson-Strewy Road
Manson, NC 27553

Brodie Road Site 252-438-4017
300 Brodie Road
Henderson, NC 27536

Transfer Station and Yard Waste/Recycling Facility
1111 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 items, yard waste and pesticide containers.

RECYCLE MORE FOR A GREENER STATE
DON'T TANGLE OR CONTAMINATE!
A GUIDE FOR USING YOUR COUNTY'S SOLID WASTE AND RECYCLING CONVENIENCE SITES
Your county's contact information here

NO ENREDE NI CONTAMINE
RECICLE MÁS
 PARA UN ESTADO MÁS VERDE



Residuos sólidos y reciclaje
 del condado de Brunswick
 910-253-2520
 www.brunswickcountync.gov

SONOCO
 RECYCLING

PLÁSTICOS Contenedores, envases, jarras y botellas

Sin bombas Vacío y enjuague

METAL Latas de acero, aluminio o estaño

Vacío y enjuague

VIDRIO Botellas y frascos

Vacío y enjuague

PAPEL Papel, cajas y cartones

Aplaste los cartones

¡MANTENGA ESTOS FUERA DE TU RECICLAJE!

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> ⊗ Latas de aerosol ⊗ Todo tipo de baterías (de carro, litium, etc.) ⊗ Papel aluminio ⊗ Cerámica/vasos ⊗ Ropa o telas ⊗ Pañales | <ul style="list-style-type: none"> ⊗ Vasos desechables (de plástico o café) ⊗ Electrónicos ⊗ Comida/liquidos ⊗ Residuos peligrosos ⊗ Venenias, espejos o vidrios rotos | <ul style="list-style-type: none"> ⊗ Desechos médicos ⊗ Bolsas de plástico* ⊗ Meta: chatarra o madera ⊗ Papel triturado ⊗ Productos de poliestireno | <ul style="list-style-type: none"> ⊗ Enredadores (cables, mangueras, alambres, etc.) ⊗ Llantas ⊗ Juguetes |
|---|---|--|--|
- * Lleve bolsas y envolturas de plástico, limpias y secas al supermercado.

**BAGGING YOUR RECYCLING?
 TIME TO QUIT!**

Did you know that if plastic bags enter the recycling system, they tangle up the gears and shut down the sorting machines? Plastic bags have to be removed **BEFORE** your recyclables can be processed at the recycling center. Toss your recyclables loose and free in the recycling bin!

TIPS ON TRANSPORTING YOUR RECYCLABLES:

- Use a reusable tote or container. No bags needed!
- Bag your recyclables in a paper bag and toss it all in the recycling bin.
- If you use a plastic bag, toss your recyclables in the recycling bin and throw the bag in the trash.

**YES!
 RECYCLE
 RIGHT**

PLEASE DON'T BAG YOUR RECYCLABLES!

Curbie
 252.253.2522

Visit curbie.com for more curbside recycling information.

<p>PLASTIC Bottles, tubs, jugs and jars</p> <p>No pumps Please empty</p>	<p>METAL Cans</p> <p>Please empty</p>
<p>GLASS Bottles and jars</p> <p>Please empty</p>	<p>PAPER All paper, cartons and cardboard</p> <p>Flatten cardboard</p>

THE CITY OF ASHEVILLE
 Sanitation Division
 Public Works
 828-259-5857

ASHEVILLE GreenWorks
 SUNCOMBE COUNTY
 Visit ashevillegreenworks.org
 to find where to recycle items
 not on this list.

CUSTOMIZED DIRECT MAILERS

Get the Message Out

In print

- Press releases
- Letter to the Editor/Op Ed
- Proclamation
- Print Ad

In person

- Facts and Handouts

Social Media

- Toolkits



In Print



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

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, save landfill space and conserve natural resources!

CLEAN, DRY AND EMPTY

Food, liquid and trash can soil the good stuff. Place 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!

In Person - Facts for Press, Elected Officials, and the Public

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



DEFENDING GLASS RECYCLING

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

WHAT THE ELECTED OFFICIAL MAY SAY:
"There are no end markets for glass."

WHAT THE PUBLIC MAY HEAR
"My glass can't be recycled."

THE FACTS/A BETTER MESSAGE: End markets for recycled glass exist and have existed for over 100 years. Recycled glass is processed into furnace-ready glass material called "cullet," which is used to manufacture new glass containers or fiberglass insulation. The use of cullet during manufacturing results in energy savings and reduction in CO₂ emissions. It also helps displace the need for virgin materials. In both of these markets, demand for recycled content exceed current supply recovered from the recycling stream. Recycled glass is also used in other markets, including highway reflective road, commercial filtration and more. Over 3 million tons of glass are recycled annually.

WHAT THE ELECTED OFFICIAL MAY SAY:
"Glass has no value and belongs in the landfill, or the value of glass has gone down."

WHAT THE PUBLIC MAY HEAR
"I thought I wanted to recycle, but now I am not so sure. Maybe I should just throw my glass in the trash instead of the bin."

THE FACTS/A BETTER MESSAGE: Glass is valuable and does not belong in the landfill. Glass takes thousands of years to fully degrade in a landfill. Glass has been one of the most stable commodities over the last five years. Glass value can be maximized with the proper process or equipment at the Material Recovery Facilities (MRFs). The amount of garbage in glass has increased, which hurts glass value. 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 create jobs, and reclaim resources that would otherwise go to waste - all of which can be realized by properly recycling glass.

WHAT THE ELECTED OFFICIAL MAY SAY:
"Glass cannot be recycled 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!"

THE FACTS/A BETTER MESSAGE: Glass has never been sent to China. Glass continues to be recycled 100% domestically in the U.S. Recycling in America is complex and each region has its own set of challenges, but the recycling story of glass has always been a great one. Glass supports U.S. manufacturing jobs, local economy and creates environmental benefits.

Recycle Right NC Factsheet

Recycling: By the Numbers

- In FY2017-18, North Carolina recycled 545,282 tons of traditional recyclables (bottles, cans, cardboard, paper) through local government programs. That equates to 105 pounds recycled per person.
- As of March 2019, one ton of single-stream (mixed) recycling is worth \$49.43. The average landfill disposal tipping fee costs \$43.30 per ton.
- North Carolina is home to more than 670 recycling companies employing more than 16,700 people with an average hourly wage of \$19.64 and estimated annual payroll of \$664 million.
- North Carolina is home to more than 18 manufacturers that rely on recycled material for feedstock to make new products. These companies employ more than 14,000 workers with total annual sales of more than \$4 billion.
- Recyclers are investing in upgrades and equipment to expand processing capacity. Seventeen companies were awarded a total of \$511,000 in Recycling Business Development Grants in 2019, spurring an additional private investment of \$1.3 million, creating 38 jobs and expected to divert an additional 8.1 million tons from landfill disposal.
- The Division of Environmental Assistance and Customer Service (DEACS) in the Department of Environmental Quality actively works with the Economic Development Partnership of North Carolina to recruit and grow recycling industry businesses.
- Domestic demand for recycled material is growing. Investments are being made by American, Chinese and other international companies, but building new facilities takes time. Recent announcements include:
 - Polywood, a manufacturer that recycles plastic milk jugs into durable outdoor furniture, began operations at a new production campus in Roxboro, N.C. in early 2019. The company is investing \$35.3 million into the facility, expects to create 384 jobs and will consume up to 40 million pounds of recycled plastic each year.
 - Nationwide, 16 paper mills have announced plans for construction, expansion or conversion to use recycled cardboard and mixed paper. These announcements reflect an investment of more than \$1 billion, and include projects in the southeast states of Kentucky, Virginia and South Carolina.

True Costs of Recycling

- A local government recycling program is a service provided to residents and customers. That service has an associated cost, just like other services (trash pickup, utilities).
- There has always been a cost to process recyclables, but it used to be offset by the revenue generated from the sales of recyclables. With current market conditions, the average value of one ton of mixed recyclables is \$48 and the cost to process is \$70. Recycling now comes at a cost, just like landfilling and all other solid waste management options. **Reducing levels of contamination lowers the cost of recycling.**
- Quotes from Will Sager, Southeast Recycling Development Council:
 - "Recycling is not free. Rather it's an investment in significant job creation. Materials lost to disposal will never add to the state's economic strength. Recycling in communities should be considered a valuable public service, just like schools, highways and utilities."
 - "The immediate cost of capturing recycling may not be as cheap as just sending it to a landfill, but the long-term economic benefits of the material to the economy far outweigh the costs to collect and process. The benefits are clear."

Page 2



The N.C. Division of Environmental Assistance and Customer Service (DEACS) is a non-regulatory division of N.C. DEQ offering technical-level environmental assistance to businesses, manufacturers, local governments, associations, residents, developers and citizens in environmental management. For questions, call 2-877-622-6749, www.recycling.org



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 & the media.

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 (al 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:
"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 create 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 embrace 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.



In Person – Training Handouts

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!**

STRAIGHT TO THE LANDFILL

Refuse, reduce, reuse, or re-purpose these items – otherwise put them in the trash.

- Aerosol cans**
Aerosol cans are a fire hazard. Take them to a hazardous waste drop-off center, if empty, send to the landfill.
- Ceramic items**
Ceramic is a hard material to sort and can't be remanufactured.
- Pumps or tubes**
They are made of multiple materials that can't be separated for recycling.
- Receipts**
This type of thin "paper" can contain nonrecyclable layers and chemicals.
- Styrofoam**
Styrofoam breaks down into tiny pieces in the recycling machinery.
- Tangles**
Cords, hoses, wires, plastic gloves, etc. get caught in the recycling machinery.

NON-CURBSIDE RECYCLABLES

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

- Appliances**
Take appliances to a convenience center.
- Electronics**
Take computers, televisions and other electronics to a convenience center.
- Clothing and textiles**
Donate clothing and textiles to a convenience center or thrift store.
- Hazardous waste**
Take to a convenience center or call 877-823-6746 for other drop-off locations.
- Medical waste**
Call your local public health department for medical disposal information.
- Plastic bags and wrap**
Return clean, dry plastic bags, wraps and packaging to the grocery store.
- Paper towels and napkins**
Soiled paper towels and napkins (this paper is too thin to recycle and often too dirty).
- Food waste**
Place food waste in your compost.

REDUCE YOUR SINGLE USE

Plastic and paper bags
TRY REUSABLE BAGS AND TOTES

Bottled water
TRY REUSABLE WATER BOTTLES

Paper coffee cups
TRY REUSABLE COFFEE MUGS

Single-use paper napkins
TRY DURABLE UTENSILS AND CLOTH NAPKINS

Styrofoam food 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!

The N.C. Division of Environment, Planning and Community Development (DEQ) is a non-regulatory division of N.C. DEQ offering technical and financial assistance to businesses, municipalities, and governments, institutions, economic developers and others in environmental management. For questions, call 877-823-6746. www.deq.gov

KNOW YOUR NO'S

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

- No bagged recyclables (keep the "inside and free")
- No tangles (cords, hoses, wires, etc. tangle in the machinery)
- No small/finned paper and packaging (small things are hard to sort)
- No caps, no lids, no straws (can't be sorted by the machine)
- No Styrofoam (crushes in the machinery)
- No paper towels or napkins (often soiled and too thin to recycle)
- No household or car batteries (contain hazardous materials)
- No scrap metal (damages the machinery)
- No pumps or tubes (made of multiple materials that can't be separated for recycling)
- No plastic wraps, pillows or bags (cangles in the machinery)
- No textiles (take to the thrift store)
- No household glass, mirrors or ceramics (can't be remanufactured)
- No aerosol cans (are hazardous)
- No food waste (contaminates the clean recyclables)
- No hazardous or medical waste
- No receipts (can contain non-recyclable layers and chemicals)

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GET CART SMART

IT'S ALL ABOUT Recycling sortation machines recognize the shape of containers. If it isn't a plastic bottle, tub, jug or jar, metal can, glass bottle or jar or standard carton, piece of paper or cardboard, it doesn't belong in the recycling bin. When

SH

PI

NO PL

YE

NO

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!**

STRAIGHT TO THE LANDFILL
Refuse these items or repurpose them — otherwise put them in the garbage.

- No aerosol cans**
Aerosol cans are a fire hazard at the recycling facility.
- No ceramics items**
Ceramics is a hard material to sort and can't be remanufactured.
- No pumps or tubes**
They are made of multiple materials that can't be separated for remanufacturing.
- No roofing**
This type of thin "paper" is often contaminated with BPA and can't be remanufactured.
- No Styrofoam**
Styrofoam breaks down into tiny pieces in the recycling machinery.
- No tanglers**
Cords, hoses, wires, plastic gloves, etc. get caught in the recycling machinery.

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.

- Appliances**
Take appliances to a convenience center.
- Electronics**
Take computers, televisions and other electronics to a convenience center.
- Clothing and textiles**
Donate clothing and textiles to a convenience center or Thrift store.
- Hazardous waste**
Take to a convenience center or call 877-622-8710 for other drop-off locations.
- Medical waste**
Call your local public health department for medical disposal information.
- Plastic bags and wrap**
Remove clean, dry plastic bags, wraps and packaging to your local retailer.
- Paper towels and napkins**
This paper is too thin to remanufacture and often dirty. Compost instead.
- Food waste**
Dispose of food waste in your compost.

ACCEPTED MATERIALS

Social Media Posts for Recycling Guidelines

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Accepted Materials* to encourage recycling and reduce contamination by clearly identifying the items accepted by most recycling programs statewide. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	TEXT FOR FACEBOOK AND TWITTER CAPTION
	Bagging your recyclables? Time to quit! When plastic bags enter the recycling system, they tangle the gears and shut down the sorting machines. So leave those recyclables loose and free in the curbside bin! #RecycleRightNC	What kind of glass is recyclable? Bottles and jars. However, drinking glasses, glass dishes and Pyrex are made to withstand high temperatures and aren't recyclable. Neither are mirrors or window glass. Take unbroken household glass items to a thrift store. #RecycleRightNC
	Recycling confus on got you down? Remember, bottles, tubs, jugs and jars, cans, boxes and paper belong in the recycling bin. If it isn't one of those shapes, don't be a wishful recycler. Empty, rinse and remove any pumps. When in doubt, throw it out! #RecycleRightNC	Most paper can be recycled, including boxes, bags, office paper, newspaper and magazines. Paper smaller than a business card goes in the trash — so does wrapping paper or paper lined with plastic or foil in the trash. Compost paper towels and tissues. #RecycleRightNC
	Confused about which plastics can be recycled? Now you know — bottles, tubs, jugs, and jars are what to put in the recycling bin. When in doubt, throw it out! #RecycleRightNC	Did you know that several times a day plastic bags, hoses, wires and string lights shut down the recycling equipment for 30 minutes at a time? Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC
	Confused about which plastics can be recycled? Now you know — bottles, tubs, jugs, and jars are what to put in the recycling bin. When in doubt, throw it out! #RecycleRightNC	Tiny items can't be easily sorted by recycling machines or people. Put anything smaller than a business card in the trash. Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC
	Metal belongings in the recycling bin, right? Only if it is a CAN. Don't be tempted to put pots and pans, hangers and other metal items in the curbside recycling bin. Take them to the scrap metal collection at your recycling convenience center. #RecycleRightNC	Only metal CANS go in the recycling bin. Take pots, pans, hangers and other metal items to the scrap metal collection at your recycling convenience center. #RecycleRightNC

The N.C. Division of Environmental Assistance and Customer Service (DEACS) is a non-regulatory division of the N.C. DEQ offering technical and financial assistance to businesses, manufacturers, local governments, institutions, economic developers and citizens in environmental compliance. For questions, call 361-7423-6700. www.recycle.nc.gov



KNOW YOUR NO'S

Social Media Guide for Reducing the Top 16 Contaminants

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Know Your No's* to reduce contamination by highlighting the 16 most problematic contaminants in the recycling bin. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	TEXT FOR FACEBOOK AND TWITTER CAPTION
	Bagging your recyclables? Time to quit! When plastic bags enter the recycling system, they tangle the gears and shut down the sorting machines. So leave those recyclables loose and free in the curbside bin! #RecycleRightNC	Don't toss that cup in the recycling bin! Put it in the trash. These single-use items are often contaminated with liquid. Even when clean, cups splinter in the recycling machinery. The lids and straws can't be sorted by the equipment either. #RecycleRightNC
	Did you know that several times a day plastic bags, hoses, wires and string lights shut down the recycling equipment for 30 minutes at a time? Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC	Styrofoam doesn't belong in the recycling bin. Instead, reduce your single-use. Put it in the trash where it belongs. Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC
	Tiny items can't be easily sorted by recycling machines or people. Put anything smaller than a business card in the trash. Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC	Paper towels, tissues and napkins aren't recyclable. They are often dirty, but even when clean, they are too thin to be recycled into paper. Put them in the compost or trash bin. Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC
	Only metal CANS go in the recycling bin. Take pots, pans, hangers and other metal items to the scrap metal collection at your recycling convenience center. #RecycleRightNC	Items made of more than one material can't be recycled. Put them in the trash or don't buy them at all. Don't tangle or contaminate, recycle right for our state! #RecycleRightNC

GET CART SMART

Social Media Guide for Common Recycling Questions

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Get Cart Smart* to encourage accurate recycling by answering the public's most frequent questions about what to put in the bin and why. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	TEXT FOR FACEBOOK AND TWITTER CAPTION
	Confused about which plastics can be recycled? Now you know — bottles, tubs, jugs and jars are what to put in the recycling bin. When in doubt, throw it out! #RecycleRightNC	Most paper can be recycled, including boxes, bags, office paper, newspaper and magazines. Paper smaller than a business card, wrapping paper and paper lined with plastic or foil in the trash. Compost paper towels and tissues. #RecycleRightNC
	What glass is recyclable? Bottles and jars. However, drinking glasses, glass dishes and Pyrex are made to withstand high temperatures and aren't recyclable. Neither are mirrors or window glass. Take these unbroken household glass items to the thrift store. #RecycleRightNC	Did you know that several times a day plastic bags, hoses, wires and string lights shut down the recycling equipment for 30 minutes at a time? Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC
	Only metal CANS go in the recycling bin. Take pots, pans, hangers and other metal items to the scrap metal collection at your recycling convenience center. #RecycleRightNC	Tiny items can't be easily sorted by recycling machines or people. Put anything smaller than a business card in the trash. Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC

RECYCLING REVEALED

Social Media Guide for Reducing Recycling Confusion

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Recycling Revealed* to encourage accurate recycling by taking the mystery out of recycling. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	TEXT FOR FACEBOOK AND TWITTER CAPTION
	Confused by recycling terms for items? Let's clear it up to clean it up! #RecycleRightNC	The recycling symbol/nurser doesn't actually mean a product is recyclable. It's only accepted if your recycling center can sort that item and if the material has market value. So forget the numbers, know that plastic bottles, tubs, jugs and jars are recyclable. #RecycleRightNC
	How clean should it be? Clean enough to not contaminate other recyclables or be off-putting to the recycling sorters. Give a quick rinse and pop it in the recycling bin. If it's caked in grime, soak it overnight or run it through the dishwasher. #RecycleRightNC	We used to crush cans and flatten cartons to make room in the recycling bin. Now we have larger bins. Sorting machinery recognizes materials by shape/size. When you flatten that container, the equipment can't process it. Let that can, carton or bottle stand tall! #RecycleRightNC
	Items made of more than one material can't be recycled. Put them in the trash or don't buy them at all. Don't tangle or contaminate, recycle right for our state! #RecycleRightNC	Don't toss that cup in the recycling bin! Put it in the trash. These single-use plastics are often contaminated with liquid. Even when clean, cups splinter in the recycling machinery. The lids and straws can't be sorted by the equipment either. #RecycleRightNC

SOCIAL MEDIA TOOLKITS



Post Good Signage Online

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



PLASTIC

Bottles, tubs, jugs and jars



No pumps

Empty and rinse

METAL

All cans



Empty and rinse

GLASS

Bottles and jars



Empty and rinse

PAPER

Paper, cartons and cardboard



Flatten cardboard

KEEP THESE OUT!



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



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.



Retool Your Tools

RECYCLE ALL TOGETHER

PLASTIC Bottles, tubs, jugs and jars
Empty and rinse

METAL Cans
Empty and rinse

GLASS Bottles and jars

PAPER All paper, cartons and cardboard
Empty and clean

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 auto fluids

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: www.countypollwasteweb site.com

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

KEEP
 ☒ Car batteries
 ☒ Composting
 ☒ Chipping
 ☒ Disposable cups, plastic and Styrofoam

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 # and # 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.

- Highway 39 Site** 252-430-1494
5413 N.C. 39 Hwy. N.
Henderson, NC 27537
- Warrenton Road Site** 252-430-6263
808 Warrenton Road
Henderson, NC 27537
- Gun Club Road Site** 252-430-3733
1825 Gun Club Road
Henderson, NC 27537
- Tungsten Mine Road Site** 252-433-1487
300 Tungsten Mine Road
Bullock, NC 27607
- Old Aycock School Site** 252-482-2770
2589 Aycock Road
Henderson, NC 27537
- North Chavis Road Site** 252-431-1630
2512 N. Chavis Road
Kittrell, NC 27544
- Dreary Site** 252-456-5263
179 Mansum Dreary Road
Mansum, NC 27551
- Brodie Road Site** 252-438-4017
900 Brodie Road
Henderson, NC 27536
- Transfer Station and Yard Waste/Recycling Facility**
3181 N.C. 39 Hwy. N. Mon-Fri: 8 a.m. - 4:30 p.m.
Henderson, NC 27537 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.

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

RECYCLE RIGHT

PLASTIC Bottles, tubs, jugs and jars
Empty and rinse

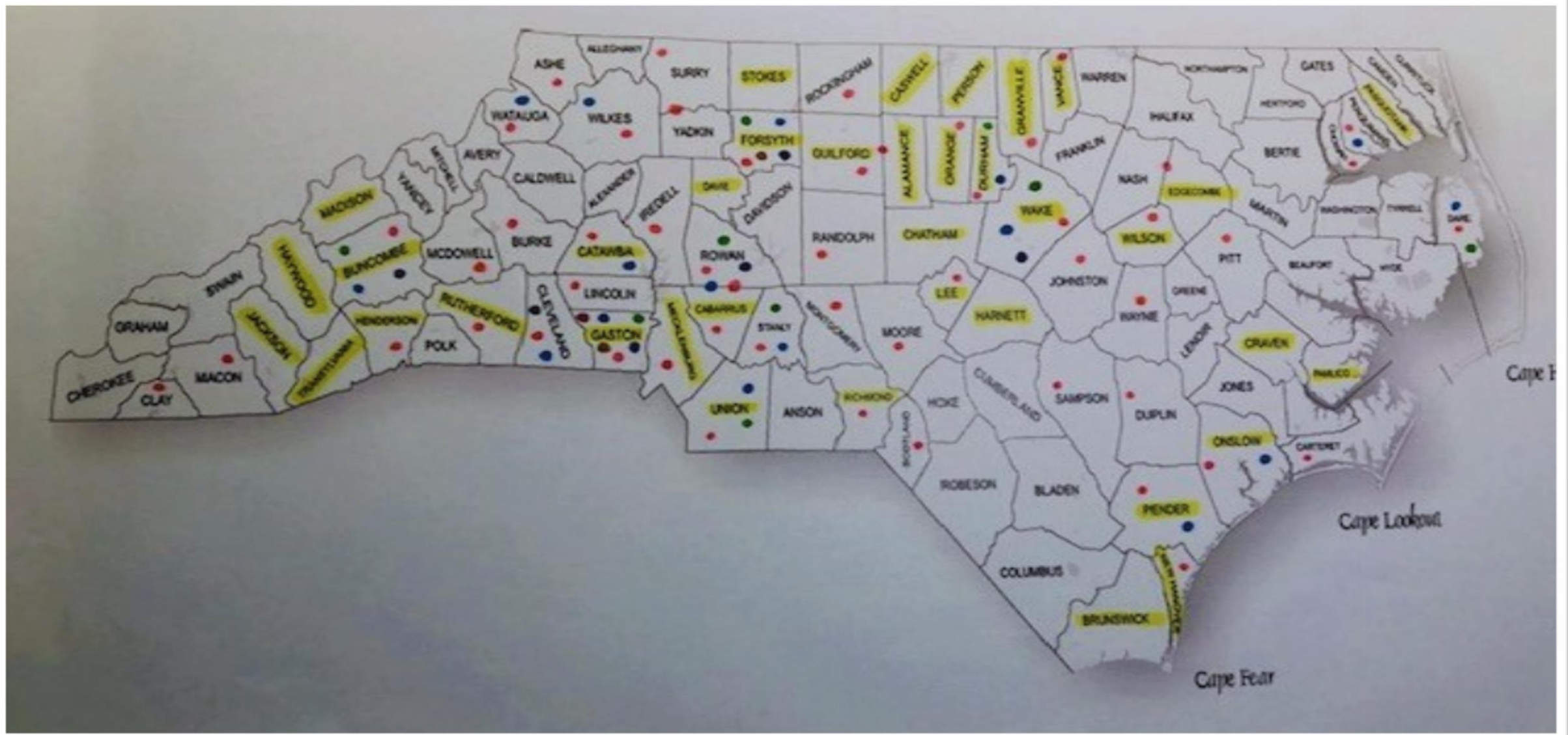
METAL Cans
Empty and rinse

GLASS Bottles and jars

PAPER All paper, cartons and cardboard
Empty and clean

RECYCLE MORE FOR A GREENER STATE
Save space in your trash by recycling common household items listed on the back.

DEQ The N.C. Division of Environmental Assistance and Support
Helps you find the right recycling and waste disposal site for your household and business waste. For more information, visit www.deq.gov or call 1-800-447-6844.



SIGN UP and You Will Get:

- #RECYCLERIGHTNC window cling and stickers
- Facebook Group Access
- Fully developed and easy-to-implement campaign/execution schedule, saving you time, money and energy
- To participate in a larger movement to save recycling and lead the nation in recycling programming and education
- To help your community decrease contamination
- Answers for residents, press, elected officials and decision-makers, all supplied with the RIGHT recycling information
- A “Next Steps” toolkit, including:
 - ❖ more social media posts
 - ❖ a “Recycling 101” presentation for recycling educators and service providers in your MRFshed
 - ❖ and media content to highlight best practices and what worked across the state

2019 CAMPAIGN CHAMPION

#RecycleRightNC



RECYCLERIGHT

Dedicated to Recycling Excellence

Next Steps



MRF-specific Guidelines

- Start looking at your website and double checking your guidelines against ours.
- We can customize our MRF guideline signage with your logo/seal as seen here, or we can blend it with your current signage, or you can continue to use your own.
- If you decide to go with ours, consider who you need to contact within your organization to get it up on your website (ex. IT, communications dept., supervisors, etc.).

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



PLASTIC Bottles, tubs, jugs and jars	METAL All cans
 No pumps Empty and rinse	 Empty and rinse
GLASS Bottles and jars	PAPER Paper, cartons and cardboard
 Empty and rinse	 Flatten cardboard

KEEP THESE OUT!

⊗ Aerosol cans	⊗ Electronics	⊗ Shredded paper
⊗ All batteries (car, lithium, etc.)	⊗ Food-tainted items	⊗ Styrofoam/peanuts
⊗ Ceramic items	⊗ Hazardous waste	⊗ Tangles (cords, hoses, wires, etc.)
⊗ Clothing or textiles	⊗ Household glass	⊗ Tires
⊗ Diapers	⊗ Medical waste	⊗ Toys
⊗ Disposable cups (plastic and paper)	⊗ Plastic bags/wrap	⊗ Scrap metal/wood

PLEASE DON'T BAG YOUR RECYCLABLES!



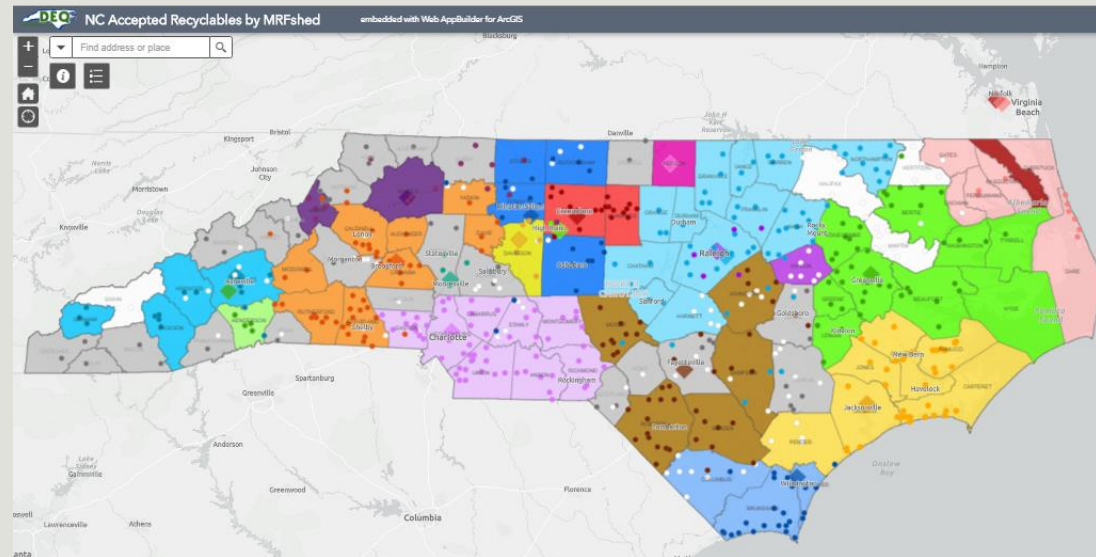
REPUBLIC SERVICES



catawba county

MRFshed Networking

MRFshed: all of the communities, haulers and organizations that feed recyclables into a single material recovery facility



MRFshed Networking

1. Introductions
2. What campaign elements are you planning to execute?
3. Opportunities for partnering?
4. Accepted Guidelines signage
 - Will your MRF still accept it?
 - Does your MRF want it?
 - Will it confuse the public?
 - Does the public want to recycle it?
 - What are your neighbors doing?
 - Can you move in a direction together?
5. Future meetings?

Next Steps – Dates to Know

- **August 23rd**: Updated DEQ and Recycle Right NC webpages live
- **End of August**: Campaign packet including execution schedule, navigation menu, and MRF-specific social media toolkit, brochure, and postcard sent out
- **September 9th**: Campaign launch
- Call us anytime!



DEACS Contact Info

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