

**DRAFT STRATEGY  
EDUCATING MASSACHUSETTS ABOUT RECYCLING**

**Summary of Recommendations of the Solid Waste Master Plan Education Workgroup (February/March 2009)**

Goal: Substantially increase participation in waste reduction, recycling, composting and reuse programs by Massachusetts residents and businesses by 2020 through education.

Overall approach:

- MassDEP should work with partner organizations (MassRecycle and others) to design and implement an on-going campaign to deliver messages and measure success. This campaign would be planned and implemented throughout the period covered by the Solid Waste Master Plan (e.g., 2010-2020);
- MassDEP should establish a standing “Waste Generator Education Advisory Committee” to bring together partner organizations (MassRecycle and other non-profits, government, regional groups, private sector) to work on both design and implementation of this campaign;
- The campaign should be implemented in segments, with each one focusing on specific materials and audiences. This would allow messages and delivery mechanisms to be tailored to the needs of the various target groups. Consider using MassRecycle’s on-going paper campaign as a base, and expand to include additional audiences and additional recyclable materials over the ten-year period.

**1. Messages**

<b>Primary Audiences: Waste Generators</b>	<b>Major Messages</b>
<p>Commercial generators (businesses including retail, office, wholesale, institutions, industry, and real estate property managers)</p>	<ul style="list-style-type: none"> <li>• What materials must be diverted from waste (e.g., waste ban items), what the consequences are for disposing of these materials</li> <li>• What other materials can/should be re-used, recycled, composted</li> <li>• Why re-use, recycling, composting: cost-savings, opportunities for marketing “green” business image</li> <li>• How to set up a recycling/composting program (e.g. questions to ask potential haulers, things to consider in contracting, need to teach appropriate staff how to participate.)</li> <li>• (Where appropriate) advantages of collaboration with nearby businesses (e.g., so a hauler can design an efficient collection route, etc.)</li> <li>• Encourage purchase of products with recycled content, bust myths that products made with recycled content are inferior</li> </ul>
<p>Residents</p>	<ul style="list-style-type: none"> <li>• What materials must be diverted from waste (e.g., waste ban items)</li> <li>• What other materials can/should be re-used, recycled, composted, etc.</li> <li>• How to recycle, compost (e.g., rinse containers, put paper in paper bags, etc.)</li> <li>• Why re-use/recycle/compost:                         <ul style="list-style-type: none"> <li>○ Reduce municipal disposal costs</li> <li>○ Save energy, reduce GHG emissions, conserve natural resources</li> <li>○ Creates/supports businesses and jobs</li> </ul> </li> <li>• What happens to recycled materials (e.g. recycling process, end-products made from recycled materials), bust myths that diverted materials are disposed of.</li> <li>• Encourage purchase of products with recycled content, bust myths that products made with recycled content are inferior</li> </ul>

**2A: Who can convey messages to COMMERCIAL GENERATORS?**

Potential Educators	How
MassDEP	<ul style="list-style-type: none"> <li>• Publicize waste bans, generator enforcement</li> <li>• Expand WasteWise program (recruit more businesses and business groups to be Partners and Endorsers)</li> <li>• Establish “Business Assistance Coordinators” or “BACs”</li> <li>• Develop, provide tools: how to establish a recycling program, what questions to ask prospective haulers, material to support staff training (e.g., custodians)</li> <li>• Develop training for assistance providers, work with partners to implement. Consider establishing certification program for assistance providers, to ensure that they have basic training.</li> <li>• Work strategically with partners to recognize “recycling heros”, develop case studies showing where recycling helped various types of businesses to save money. Focus on specific business sectors in which performance improvements are targeted, as well as on companies that are using diverted material to make new products</li> <li>• Develop additional certification programs (like the Supermarket program) as resources are available, partner with trade associations, audit certifications to ensure accuracy</li> <li>• Participate in material- and audience-specific education campaigns</li> <li>• Establish, encourage use of “new media” to encourage recycling: Facebook, Twitter, etc.</li> </ul>
Commercial property managers (includes business properties, multi-family developments)	<ul style="list-style-type: none"> <li>• Educate tenants about what materials must/can be recycled</li> <li>• Where the property manager sets up a recycling program, educate tenants about how to participate, encourage tenants to do so</li> </ul>
Local business organizations (e.g., Chambers of Commerce)	<ul style="list-style-type: none"> <li>• Publicize messages</li> <li>• Develop collaborative approaches for local small businesses</li> <li>• Encourage purchasing of products with recycled content</li> </ul>
Municipal recycling coordinators/programs	<ul style="list-style-type: none"> <li>• Encourage small businesses to recycle, using Business Module in MassDEP’s Waste Reduction Toolkit</li> <li>• Develop municipal recognition programs for good commercial recyclers</li> <li>• Encourage small businesses to recycle and purchase “recycled content” products, using statewide education campaign tools (advertisements, new and old media tools, etc.)</li> </ul>
Haulers/Waste management facilities	<ul style="list-style-type: none"> <li>• Assist customers in designing and implementing recycling program</li> <li>• Provide information to customers: identify materials covered by waste bans, explain what the hauler/facility will do when banned materials are discovered in loads</li> <li>• Establish disincentives for customers who send materials banned for disposal (e.g., surcharges for loads</li> </ul>

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	found to contain waste ban material)
State-wide, regional trade, other business associations State-wide, regional trade, other business associations (continued)	<ul style="list-style-type: none"> <li>• Educate members about what must/can be recycled</li> <li>• Assist with publicizing waste ban enforcement</li> <li>• Participate in development, implementation of material- and audience-specific education campaigns</li> <li>• Partner with MassDEP in development, implementation of certification programs (e.g., like the Supermarket Recycling Program)</li> <li>• Encourage purchase of materials with recycled content</li> <li>• Publicize waste exchanges such as Deven’s EcoStar program and statewide waste exchange (coming online this spring).</li> <li>• Establish visibility, recognition programs (working with MassDEP, other partners), like “Race to Recycle”</li> <li>• Use “new media” to encourage recycling: Facebook, Twitter, etc.</li> </ul>

**2B. Who can convey messages to RESIDENTS?**

<b>Potential Educators/</b>	<b>How</b>
MassDEP	<ul style="list-style-type: none"> <li>• Continue to provide education, assistance through MACs</li> <li>• Develop standard information about what materials have to be recycled (waste ban items), what materials can be recycled throughout the Commonwealth. Statewide information should focus on materials covered by statewide rules. Work with municipalities, haulers, MRFs, etc. to produce community-specific information.</li> <li>• Continue to develop and provide information about what happens to material that is diverted from disposal (bust myths that diverted material is disposed of)</li> <li>• Continue to develop Waste Reduction information tool kits for both residents and businesses, publish on the web (underway now), expand to meet new needs, address specific targets as identified. Include templates, methods for developing local information about recycling status, successes.</li> <li>• Work with partners to train local recycling coordinators, and to develop incentives for municipal staff to take training. Consider establishing a certification program for staff and volunteers who implement local programs, to ensure that they have basic training and tools.</li> <li>• Continue to support and participate in material-specific and audience-specific statewide education campaigns</li> <li>• Establish framework/template for providing information about local reuse/recycling opportunities that</li> </ul>

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<p>MassDEP (continued)</p>	<p>aren't covered by municipal programs</p> <ul style="list-style-type: none"> <li>• Develop standard presentation(s) that others can use/customize to talk with local groups</li> <li>• Work with partners to set up statewide recognition for “municipal and resident recycling heros”, work with education partners to publicize awards</li> <li>• Continue to provide incentives for municipalities to educate residents via the Department Approved Recycling Program (DARP)</li> <li>• Explain benefits of recycling to municipal officials (e.g., letter to Chief Municipal Officials about disposal cost savings from recycling, etc.)</li> <li>• Work with sponsors on regional/statewide publicity (e.g., advertising in regional transit systems, watershed associations, other non-profits)</li> <li>• Use web site to connect residents to information about how to recycle/reuse various materials, develop and use “new media” where appropriate (e.g., You Tube)</li> <li>• Support development, implementation of recycling education program for K-12 public schools (continue Green Team, work with Massachusetts Dept. of Education, Secretaries’ Advisory Group on Environmental Education to anchor in official curricula, etc.). See separate box below (#3).</li> </ul>
<p>Municipal recycling coordinators/local recycling committees</p>	<ul style="list-style-type: none"> <li>• Research/identify local savings resulting from recycling</li> <li>• Work with sponsors (e.g., haulers) to develop and customize statewide info to reflect local program requirements and distribute information material</li> <li>• Use local media module in Waste Reduction Toolkit (e.g., local newspaper’s “green corner”, PSAs on cable TV public access channels)</li> <li>• Create/provide local information about how to recycle/reuse material that isn’t covered by municipal programs (Use MassDEP template)</li> <li>• Network with local groups and specific audiences to get messages out</li> <li>• Work with local schools to encourage participation in the Green Team</li> <li>• Use “new media” to encourage recycling: Facebook, Twitter, etc.</li> <li>• Continue doing wonderful work!</li> </ul>
<p>Haulers:</p>	<ul style="list-style-type: none"> <li>• Assign staff to do outreach to residential customers</li> <li>• Provide feedback to residential customers by leaving “Oops – you forgot to recycle” tags on non-sorted trash.</li> <li>• Explain why they leave material on the curb (e.g., electronics, paper or cardboard not properly packaged for recycling) – use pre-printed stickers?</li> <li>• Use trucks as moving billboards: display recycling messages</li> </ul>

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Statewide recycling, environmental organizations	<ul style="list-style-type: none"> <li>• Work with partners to develop and implement material-specific and audience-specific education campaigns</li> <li>• Work with partners to develop and publicize tools for educating the public (and implementing the campaigns above), including “new media” tools</li> </ul>
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**3. Recycling in Public Schools (K-12)**

**Goals:** establish a recycling program in schools, teach students to be good recyclers (and environmental stewards)

<b>Audiences</b>	<b>How</b>
<ul style="list-style-type: none"> <li>• Students</li> <li>• Teachers</li> <li>• Administrative staff</li> <li>• Custodial staff</li> <li>• Business officials (school managers, including superintendents)</li> </ul>	<p>Establish and maximize participation in school-wide recycling programs for paper, cardboard, bottles, cans, food waste, and other recyclable material:</p> <ul style="list-style-type: none"> <li>• As funding is available, provide recycling equipment to schools to enable them to implement effective recycling programs (consider making MassDEP grants for equipment, etc. available to school districts);</li> <li>• Establish “School Assistance Coordinators”</li> <li>• Provide school-wide training on recycling and composting, tailor for particular audiences (teachers, custodial, kitchen, administrative staff). Re-train periodically to cover staff turnover. Training should be done in face-to-face and web-based formats</li> <li>• Develop case studies to publicize successful programs and demonstrate positive impacts</li> </ul>
<ul style="list-style-type: none"> <li>• Students</li> <li>• Teachers</li> </ul>	<p>MassDEP and partners should teach students to be good recyclers (and environmental stewards) by:</p> <ul style="list-style-type: none"> <li>• Continuing to develop and implement recycling and composting curricula that is aligned with Massachusetts’ educational curriculum frameworks, and other resources to educate students about what, how and why to recycle and compost;</li> <li>• Training teachers (both active and “in-training”) in use of curricula and available resources through sessions at professional development days, Massachusetts Department of Education summer institutes, college teacher training programs and SAGE programs</li> </ul>

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	<p>Teach students to be good recyclers (continued)</p> <ul style="list-style-type: none"><li>• Promote the use of the curricula and other materials;</li><li>• Encouraging schools to participate in material-specific statewide education campaign activities (e.g., contests among schools on paper recycling)</li><li>• Expand existing programs such as the MassDEP Green Team to enable them to provide these resources to all schools statewide;</li><li>• Collaborate with partners such as the Massachusetts Dept. of Elementary and Secondary Education, Mass. Environmental Education Society, private educational organizations or businesses that provide recycling education to schools; Mass. Teachers Association (sports team educational programs) and businesses to expand outreach and funding</li></ul>
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