

recycle across america.



letsrecycle.org



standardized labels on recycling bins make it easy

STANDARDIZED LABELS FOR BINS
CITY TOOLKIT
2017

recycle across america.



The standardized labels on recycling bins are proven to be the #1 solution to fix recycling and make it thrive economically.



Confusion at the bin simply does not work.

Recycling goes where? Why everyone's confused

By Angela Hill, ahill@bayareaenr.com

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Largest U.S. recycling hauler, Waste Management, has shut down 25% of their recycling plants across the country in just a few months.

The Washington Post
Nearly 200 recycling centers have closed across the State of California, including several on the Central Coast

American recycling is stalling, and the big blue bin is one reason why

Recycling centers close across the Central Coast

My Turn: The story behind the death of recycling

By CARL HULTBERG
For the Mirror

Peter Funt: The collapse of recycling is troublesome

Share Tweet +1 Share Comments Print

Tainted recycling in Little Rock-area grows to 40%

Food waste, diapers costly to remove

By Emily Malsenford
This article was published about 18, 2014 at 3:30

CITIES WEIGH IN ON THE COST OF CONTAMINATION

Recycling gets expensive for businesses and consumers

The Chalkville News
Cities soon may do away with their recycling efforts

Recycling: Americans Aren't Failing - The System

TENNESSEE COUNTY KILLS \$100 MILLION RECYCLING PROJECT



Why the recycling business is feeling so discarded

SHARE TWITTER PINTEREST

THE WALL STREET JOURNAL

Recycling fee app

IP To Close Denver, Memphis Recycling Facilities

MyFoxMemphis.com | Need to Know

Unprofitable Recycling Weighs On Waste

Montgomery's high-tech recycling center shuts down

The public confusion at the bin results in contamination, which cripples the economics of a city's recycling program and prevents manufacturers from being able to use the recycled commodities.

Mayor's Petition

People, businesses, brands, and celebrities are asking U.S. Mayors to join the standardized label solution and help their citizens recycle right! We've collected over 45,000 signatures from concerned citizens, prominent business leaders and famous celebrities who want to help their cities' recycle right!

Read the letter to Mayors [here](#).



See what happens when communities adopt the standardized label solution.

SIMPLE SOLUTION.
REAL RESULTS.

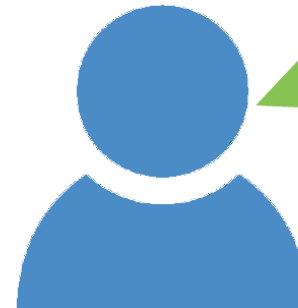
City and Residential Results:



The first city to adopt the standardized labels on their residential carts experienced a ...

51%

increase in the city's residential recycling levels!!



“Our recycling levels have never been higher! We’re so happy to be part of the society-wide standardized labels initiative.”

Abby Gulden
Sustainability Director
City of Winter Park, FL



University Results



UNIVERSITY of
DENVER



“Recycle Across America’s standardized labels on our recycling bins reduced the amount of contamination approximately 90% and nearly doubled our recycling levels at the University of Denver!”

- John R. Seydel, City of Atlanta Sustainability Director and UD Alumnus

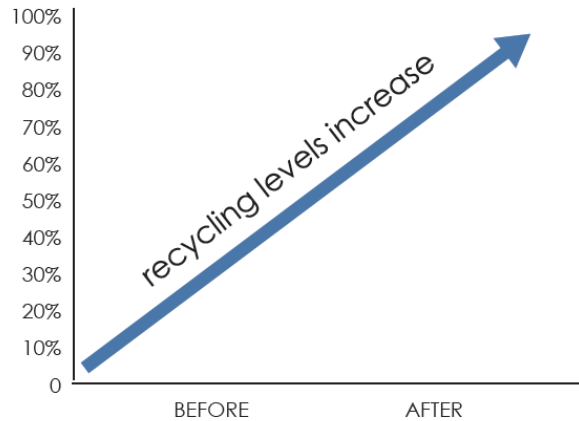
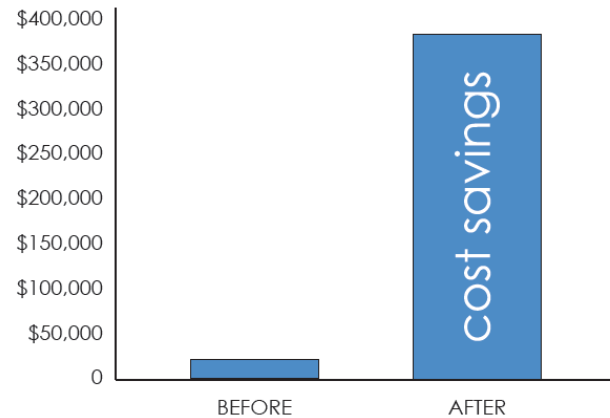


K-12 School Results:



When Bank of America donated standardized labels to the K-12 schools in Orlando (OCPS), the school district saved almost \$370,000 in landfill hauling fees and increased recycling levels by 90%!

the school district saved
\$369,000
 in trash hauling fees



and increased their recycling levels
90%

San Diego Unified
SCHOOL DISTRICT

After using the standardized labels, San Diego Unified School District increased their recycling levels substantially and saved

\$200,000

in trash hauling fees.

Business Results:



“Our recycling levels increased so much since using the standardized labels on our recycling bins, that when we opened three new stores in our region, our overall region’s landfill waste was less than before ... despite opening three new stores.”

Karen Franczyk, Green Mission Leader WFM-NE



“...one of the most important environmental and economic fixes taking root today.”

The New York Times



The simple solution of standardized labels for recycling bins have been fully vetted by Ashoka (Global Innovators for the Public) and it has been deemed a "world changing solution".

IMPLEMENTING THE
STANDARDIZED LABELS
ON RECYCLING BINS
THROUGHOUT A CITY
IS EASY AND
COMPREHENSIVE

The Standardized Labels for Residential Carts



For residential carts, we create the standardized labels that work best for the city's recycling and sorting system. On the tops of the residential carts, the standardized labels provides a detailed list of what can go in the recycling or compost bin and what cannot go in the bins. The standardized labels can be created as bilingual if necessary (i.e. English/Spanish)

These labels may include your city's logo and your website and contact information.

The Standardized Labels for bins in Public Areas and Government Offices

Standardized labels on public area bins need to reinforce what people are seeing on their curbside bins at home – however the public facing bins need to be as simple as possible. On public facing bins, the standardized labels display the essentials for proper recycling in the consistent standardized format.

To see a few examples of how some of our partners have utilized both in-stock and special order labels on their bins, [click here](#).



As demonstrated on this Big Belly bin at the Atlanta International Airport, public area bins can display the standardized label and the "Let's recycle right!" celebrity PSA campaign as well to bring more attention to the need to recycle right!



The Standardized Labels for Businesses in your City

The society-wide standardized labels for businesses in your city help people recycle right when they're at work and when they are at retailers or grocery stores – as well as when they're at home.

For many CSR programs, recycling programs is the highest profile initiative a business can do and it's the most recognized and demanded by the public and by employees. The society-wide standardized labels help companies reach their recycling goals by increasing recycling levels and decreasing contamination levels. When the city implements the standardized labels throughout the city in residential recycling, public spaces and government building and encourages businesses to recycle and to use the standardized labels on their bins, it helps the businesses have more successful recycling programs and helps the business's recycling programs be more effective and economically beneficial. When your city joins this mission, RAA will help create a successful city-wide business recycling campaign for your city.



The Standardized Labels for Bins at Schools and Universities



Schools and universities can benefit from standardized label solution in both the short and long term and so can the city, when the schools adopt this solution. When the next generation grows up seeing the standardized labels at their homes, in their school, at the local supermarket, at the park, at mall, etc. they will learn to be better recyclers throughout their lives.

Universities and private learning institutions are encouraged to order the labels directly from our website or through [Office Depot](#), especially if they are a preferred vendor.

Public K-12 institutions can receive standardized labels for free when donations are available. Contact us if your K-12 school would like to be considered as a donation recipient. Each donation comes with a recycling toolkit, which is available to the public for free download on our [website](#).

The Standardized Labels for Airports and Parks



The standardized labels are starting to be used in airport and transportation centers across the country, as well as parks, beaches and the National Parks (thanks to a partnership with Subaru).

The more the standardized labels are seen throughout society, the more people will take recycling seriously and do it properly, and the more your city's recycling program will thrive. It's just that simple.

CITIES CAN USE THE
CELEBRITY PSA CAMPAIGN
TO PROMOTE THEIR
RECYCLING PROGRAM

The celebrity Led "Let's recycle right!" campaign can be used

Celebrity featured door hangers



Refrigerator magnets of recycling labels



RAA will create in home mailers and tools for communicating the standardized label program in a city or municipality. These may include: magnets, mailers, door hangers, newsletters or announcements, etc. with the RAA *Let's Recycle Right* celebrity campaign and tips to recycle right. These communication tools can also be available as bilingual (i.e. English and Spanish).

City-Branded Celebrity *Let's Recycle Right!* PSA Campaign Assets



The celebrity-led PSA print ads, billboards, television “Let’s recycle right!” ads, and take-home educational materials are available for cities using the standardized labels. The [Let's Recycle Right!](#) celebrity campaign makes recycling fun, magnetic and relatable.



Communications



As part of our communications plan, RAA will create press releases and will celebrate the city's leadership on our social media accounts, on our [website](#), and in our [blog](#).

The participating city or state will be responsible for putting press releases on the wire and will spearhead most communication and celebration efforts.



City of Winter Park

November 16 · 🌐

The Orlando International Airport and the City of Winter Park Joined Society-Wide Recycling Label Movement on America Recycles Day #FLYMCO #RecycleAcrossAmerica #LetsRecycleRight #winterparkfla #winterparkevents #winterparkflorida



Press Release

MEDIA.WIX.COM



Rhode Island becomes first state to adopt Recycle Across America standardized labels, honored at Hollywood event

April 27, 2016

Just in time for Earth Day 2016, Rhode Island Resource Recovery Corporation (RIRRC) announced that Rhode Island will be the first state in the nation to adopt standardized recycling bin labels from [Recycle Across America](#) (RAA).

Read More

ADDITIONAL BENEFITS

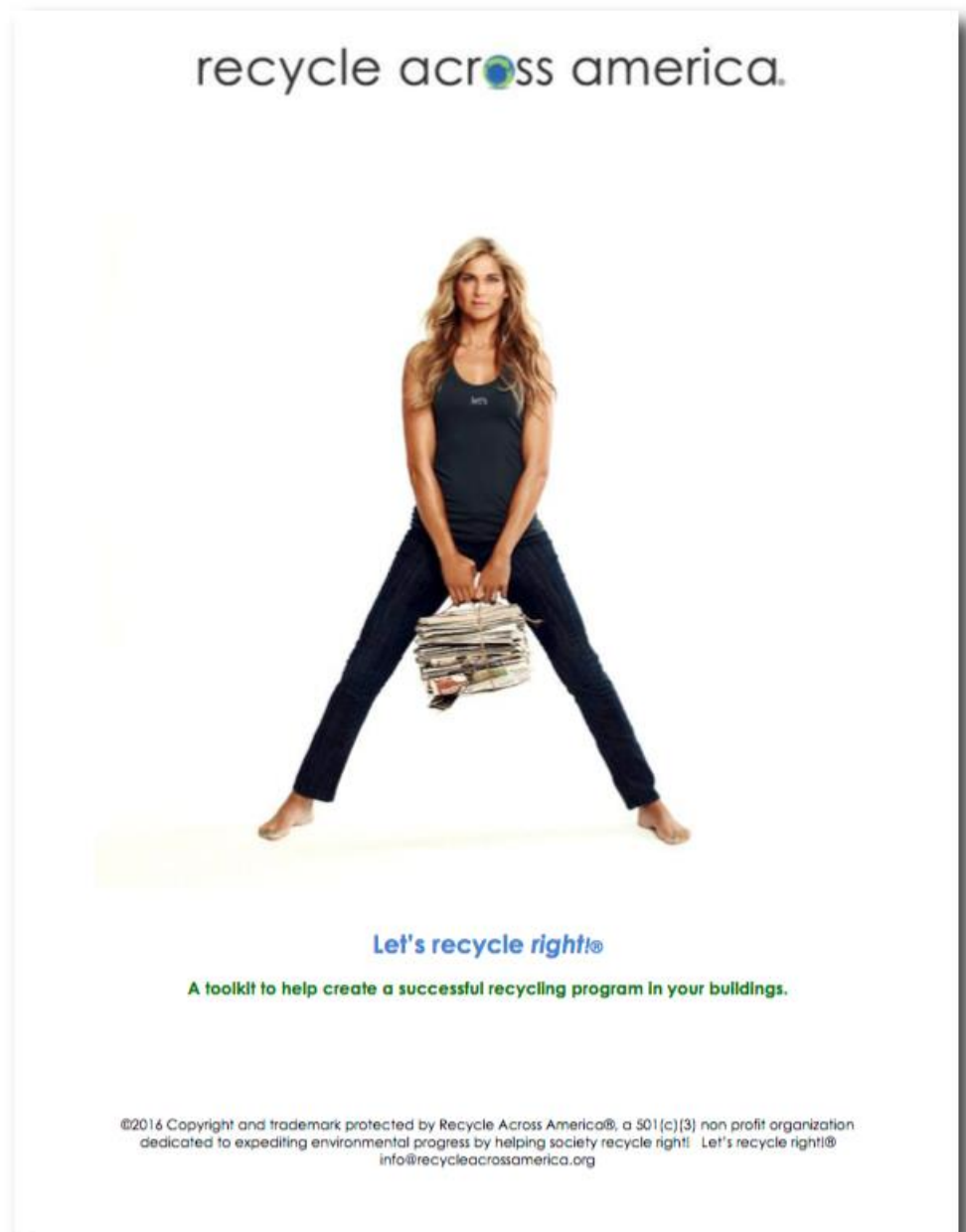
License Agreement, Adoption Protocol, and Recycling Toolkit

When discussing the implementation process and roles/responsibilities, please review the [city adoption protocol](#) to get a glimpse of the suggested timeline and strategy.

If your city is using an in-house printer to produce the standardized label artwork, take home materials, or any other RAA branded prints, we will create a license agreement.

We also provide a [recycling toolkit](#) and will host a webinar to teach best practices and ensure your program is as successful as possible!

Additional: Audits and waste/recycling characteristic studies may be conducted through RAA partnerships to measure baselines and progress.



recycle across america.

Let's recycle right!®

A toolkit to help create a successful recycling program in your buildings.

©2016 Copyright and trademark protected by Recycle Across America®, a 501(c)(3) non profit organization dedicated to expediting environmental progress by helping society recycle right! Let's recycle right!® info@recycleacrossamerica.org

Recycle Across America will work with the city or municipality's MRFs and haulers for the city to ensure there is a successful and unified program for all stakeholders.



Recycle Across America has national partnerships that can help a city implement the standardized labels as well.

Office DEPOT[®]
OfficeMax[®]



Thank you!

For more information, contact:
info@RecycleAcrossAmerica.org