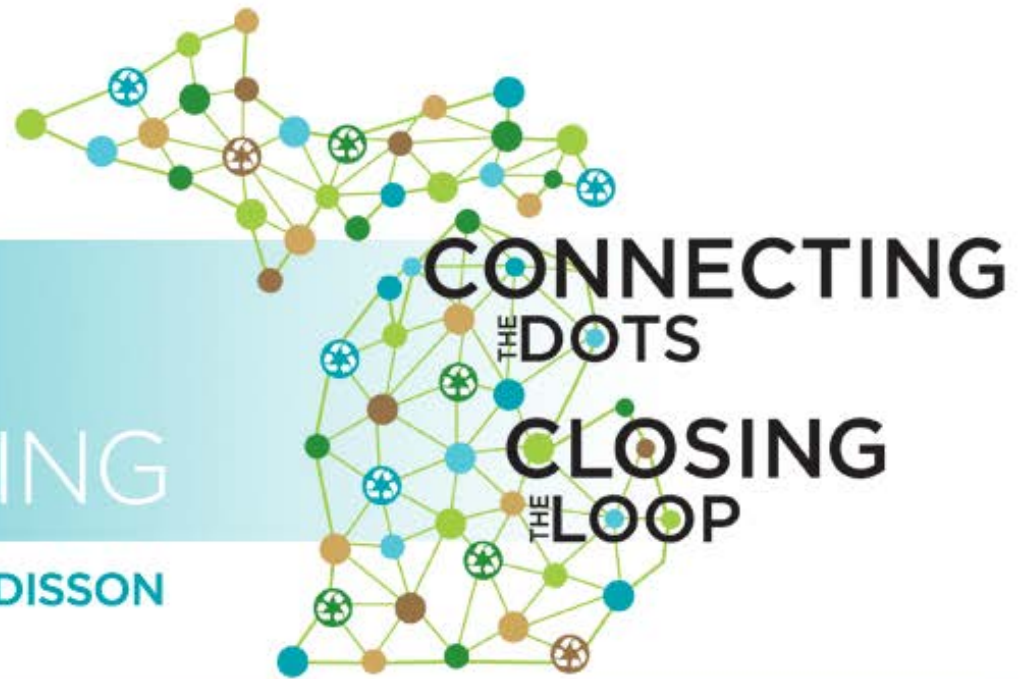


# Streamlining Education Across a Region on a Budget



36TH ANNUAL  
CONFERENCE &  
STATE OF RECYCLING

MAY 15-17, 2018 KALAMAZOO RADISSON





Emmet County  
Recycling





## Community P2 Grant



# Northeast Michigan



Council of Governments







What about your program?





# A Tiered Plan Template

- Tier 0: Make recycling systems available to the public
- Tier 1: Make basic recycling information available to people who **seek it out**
- Tier 2: Distribute basic recycling information through free channels
- Tier 3: Distribute basic recycling information through low-cost channels
- Tier 4: Distribute recycling information through **more expensive channels**
- Tier 5: Add extensive relationship building activities





# Hack it to suit your situation!

**FREE** as a Microsoft Word doc:

[EmmetRecycling.org/  
i-want-to-get/  
recycling-guide-and-plan/](http://EmmetRecycling.org/i-want-to-get/recycling-guide-and-plan/)



## Mainstream Green

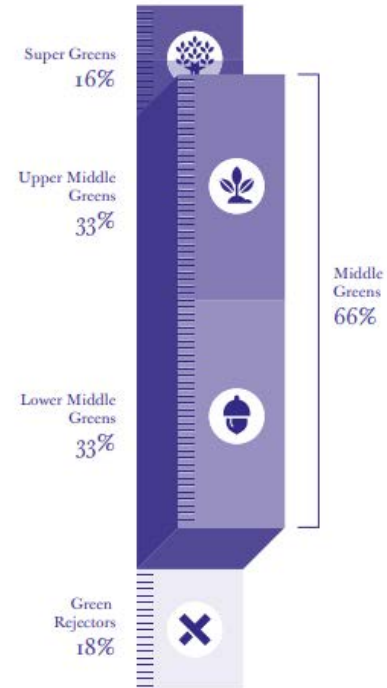
Graceann Bennett &  
Freya Williams

The Red Papers:

Ogilvy & Mather

### The massive Middle Green

Segments created based on survey respondents' perception of how green they are, taking into account variables such as stated behavior and attitudinal questions.



# Tier 0



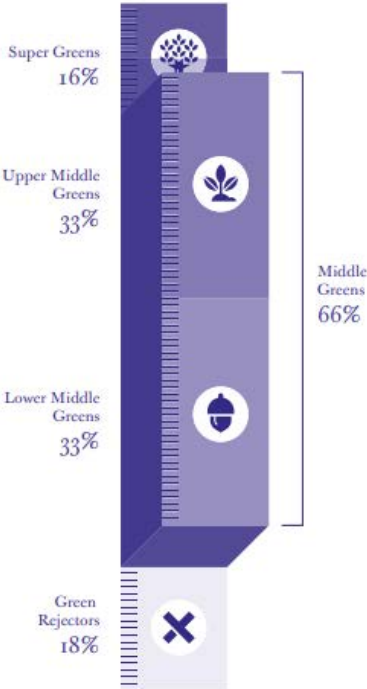
## Tier 1:

Make basic recycling information available to those who go looking for it.



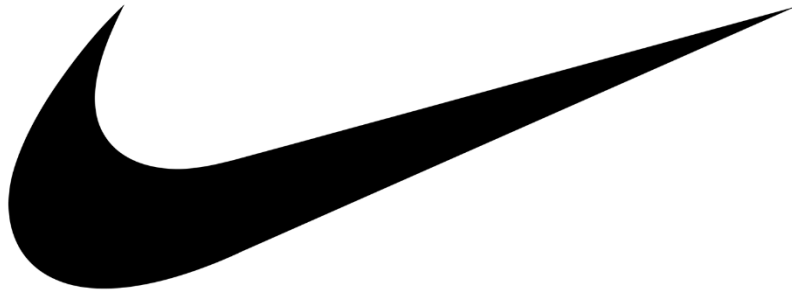
The massive Middle Green

Segments created based on survey respondents' perception of how green they are, taking into account variables such as stated behavior and attitudinal questions.





# Tier 1: Brand it!



Bigstock.com (buy credits)

# Resources

- Brainstorming and silliness
- Fonts already installed on a computer you use
- Color palettes in PowerPoint
- Bigstock.com (buy credits not subscription)



# Tier 1: Kate and Sarah agree on 3

## Website

(ideally one you can update yourself)

## Paper recycling guide

8.5x11 black and white is better than nothing!!

## A phone number to call and people to answer it

and/or respond to messages within 36 hours on weekdays



# Website: Tier 1 Partners and resources

- County/township/muni web developer
- Regional Council of Governments
- Low-cost cloud-based build-your-own platforms
- Whoever you already know!



# Website: Partnership





# Website: Hint

<http://www.EmmetCounty.org/DepartmentsandOffices/PublicWorks/Recycling>

v.

[EmmetRecycling.org](http://EmmetRecycling.org)



# Guide: Tier 1 Partners and resources



- County/township/muni copying machines/printers
- Conservation Districts
- MSU Extension Offices
- Service Clubs (fund printing?)
- Whoever you already know!

# Guide: Share graphic design across a MRF-shed

The image displays three side-by-side recycling guides for different counties: Emmet County, Otsego County, and Presque Isle County. Each guide features a consistent design with a green header, a central illustration of various recyclable items, and a list of accepted and non-accepted materials. The guides are titled 'Recycling Guide' and include the slogan 'Recycle more, sort less!' along with the website 'www.EmmetRecycling.org'.

## Emmet County Recycling Guide

From the Department of Public Works

### Yes! You really can recycle...

Plastic tubs, trays and cups!  
*(Sorry, no Styrofoam)*

Juice boxes, milk cartons and paper cups!

Cardboard boxes from frozen and refrigerated foods!

Plastic grocery and bread bags!

**And, good news for Drop-Site users**

There are now just **two simple categories** to sort into: "CONTAINERS" and "PAPER, BOXES and BAGS."

**Containers include**

- Paper cartons and cups (*juice boxes, milk cartons and cups*)
- Plastic bottles, jugs and jars
- Plastic tubs, trays and cups
- Metal cans, foil and trays
- Glass bottles and jars

**Paper, Boxes and Bags include**

- Newspapers and inserts
- Magazines, catalogs and books
- Office paper and junk mail
- Cardboard—including boxes from frozen and refrigerated foods—cereal boxes, and
- Plastic grocery and bread bags

For more details see pages 2 and 3 of this Guide.

**Recycle more, sort less!**  
www.EmmetRecycling.org

## Otsego County Recycling Guide

From the Department of Public Works

### Yes! You really can recycle...

Plastic tubs, trays and cups!  
*(Sorry, no Styrofoam)*

Juice boxes, milk cartons and paper cups!

Cardboard boxes from frozen and refrigerated foods!

Plastic grocery and bread bags!

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- Paper cartons and cups (*juice boxes, milk cartons and cups*)
- Plastic bottles, jugs and jars
- Plastic tubs, trays and cups
- Metal cans, foil and trays
- Glass bottles and jars

**Paper, Boxes and Bags include**

- Newspapers and inserts
- Magazines, catalogs and books
- Office paper and junk mail
- Cardboard—including boxes from frozen and refrigerated foods—cereal boxes, and
- Plastic grocery and bread bags

For more details see pages 2 and 3 of this Guide.

**Recycle more, sort less!**  
www.EmmetRecycling.org

## Presque Isle County Recycling Guide

From the Department of Public Works

### Yes! You really can recycle...

Plastic tubs, trays and cups!  
*(Sorry, no Styrofoam)*

Juice boxes, milk cartons and paper cups!

Cardboard boxes from frozen and refrigerated foods!

Plastic grocery and bread bags!

**And, good news for Drop-Site users**

There are now just **two simple categories** to sort into: "CONTAINERS" and "PAPER, BOXES and BAGS."

**Containers include**

- Paper cartons and cups (*juice boxes, milk cartons and cups*)
- Plastic bottles, jugs and jars
- Plastic tubs, trays and cups
- Metal cans, foil and trays
- Glass bottles and jars

**Paper, Boxes and Bags include**

- Newspapers and inserts
- Magazines, catalogs and books
- Office paper and junk mail
- Cardboard—including boxes from frozen and refrigerated foods—cereal boxes, and grocery bags
- Plastic grocery and bread bags

For more details see pages 2 and 3 of this Guide.

**Recycle more, sort less!**  
www.EmmetRecycling.org





# “Alpena” Guide Template



**What to Recycle**

**PLASTICS & METAL**

**CARDBOARD**

**PAPER**

**Alpena Resource Recovery Facility**

The graphic features three overlapping circles: a purple circle with a plastic bottle icon labeled 'PLASTICS & METAL', an orange circle with a cardboard box icon labeled 'CARDBOARD', and a blue circle with a stack of paper icon labeled 'PAPER'. The background is a green bokeh pattern. The Alpena Resource Recovery Facility logo is at the bottom.



**WHERE TO RECYCLE**

**Bin Locations**

- Alpena High School**  
3303 S 3rd St  
Alpena  
Rear entrance off Garden St
- Alpena Twp Office**  
4365 US 23 N  
Alpena
- Neiman's Family Market**  
2205 US 23 S  
Alpena
- Habitat for Humanity Restore**  
400 W Chisholm  
Alpena
- Green Twp Office**  
14621 M-32  
Lachine
- Long Rapids Twp Office**  
5310 M-65 N  
Lachine
- Maple Ridge Twp Office**  
6000 W Lacombe Rd  
Alpena
- Bob-Lo Store**  
Corner of Werth & Herron Rds
- Sanborn Twp Office**  
12011 US 23 S  
Ossineke

**Alpena Resource Recovery Facility**  
4395 W M-32 | ALPENA, MI | 989-354-2607

The graphic includes a map of Alpena County, Michigan, with purple asterisks marking the locations of recycling bins. The map shows major roads like M-32, M-65, and US 23, and labels various locations such as Alpena High School, Neiman's Family Market, and various township offices. The Alpena Resource Recovery Facility logo is at the bottom.

**FREE at**  
[EmmetRecycling.org/  
i-want-to-get/  
recycling-guide-and-plan/](http://EmmetRecycling.org/i-want-to-get/recycling-guide-and-plan/)



# Phone: Tier 1 Partners and resources



- Conservation Districts
- MSU Extension Offices
- County/Municipal Offices

# Phone: **BONUS!**

- Recruit a couple/a team of great volunteers from enthusiastic callers
- Get email addresses for future e-newsletter



# Tier 1: Another Audience

Build support for recycling among elected officials and key government employees



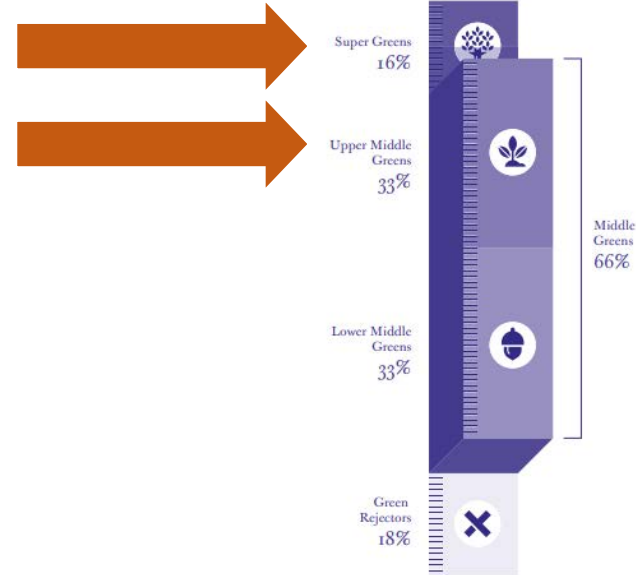
- Offer facility tours to officials and candidates for office
- Report at least twice a year to officials developments and use of the system



# Join RREM!



Tier 2:  
Distribute info  
through some  
“free” channels





# Tier 2: Website

Ask others to LINK to your recycling webpage/site

- Libraries
- Chambers of Commerce
- County, municipal and township governments
- Environmental groups
- Churches, synagogues, and other faith communities



# Tier 2: Paper Guide

Ask others to make guides available

- Libraries
- Chambers of Commerce
- Churches, synagogues, and other faith communities



# Tier 2: Paper Guide

Ask others to make guides available



- County, municipal and township facilities
- **HOT: Piggyback on county, municipal and township mailings (i.e. tax and utility receipts)**



# Tier 2: Paper Guide

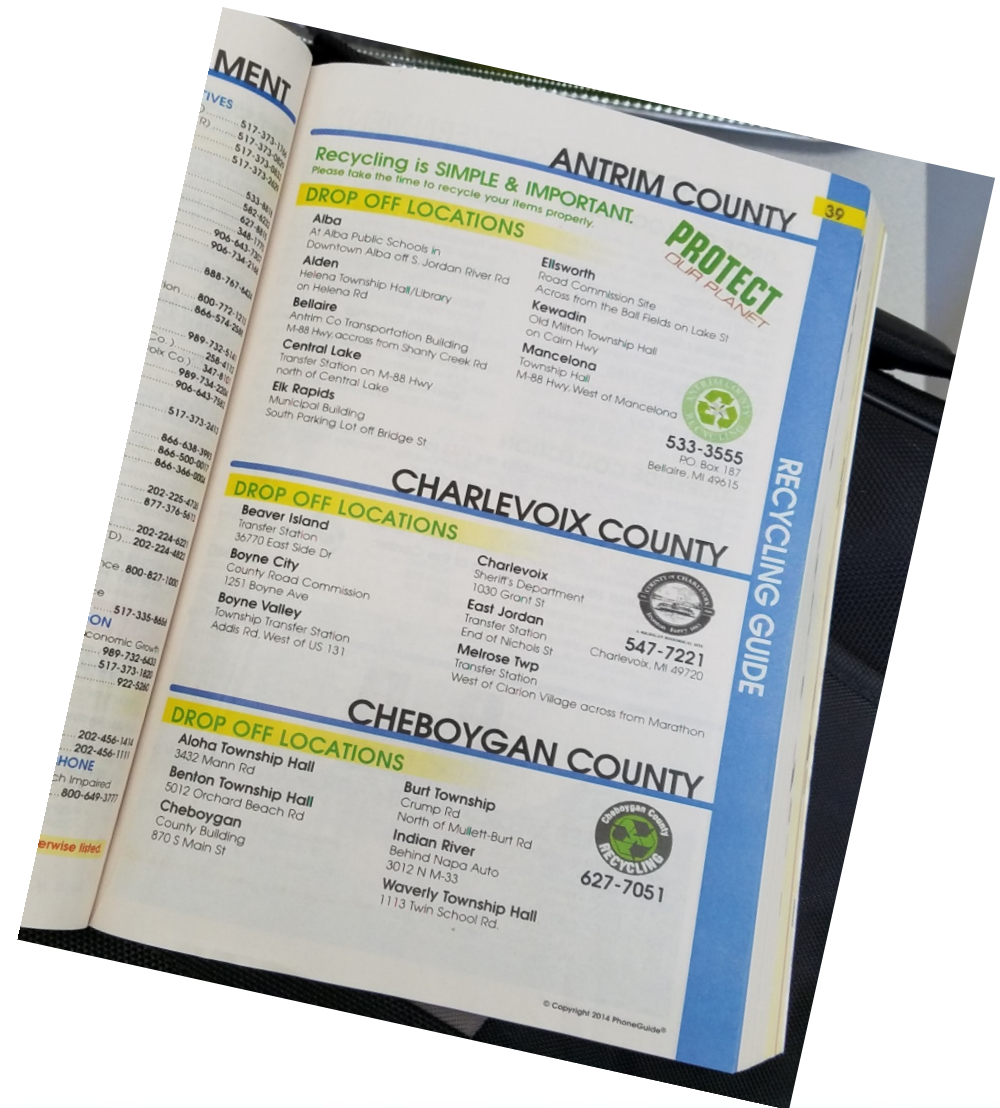
Ask others to make guides available



- Senior Centers
- **HOT: Elementary school “Friday Folders”**

# Tier 2: Phone

- Ask local phone books to give a half page for recycling info
- Ask phone books to use recycling info as filler in the yellow page.



# Tier 2: “Piggy Back”

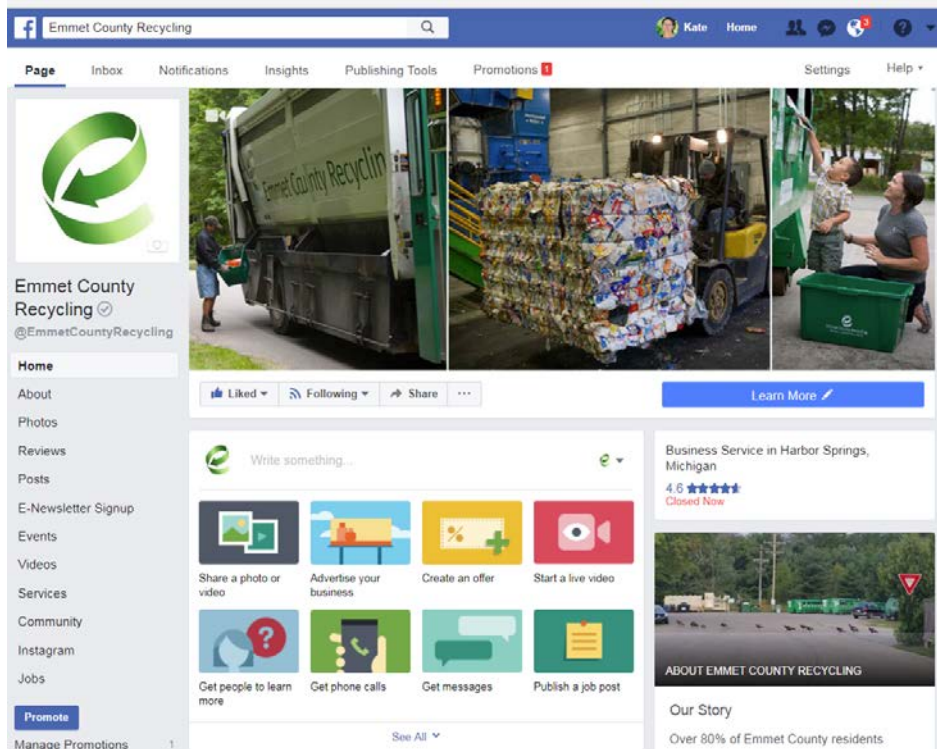
## **Announcing: Recycling Info is Available!!**

- via organizations and friends with **active social media** presence
- via organizations and friends with an **e-newsletter**

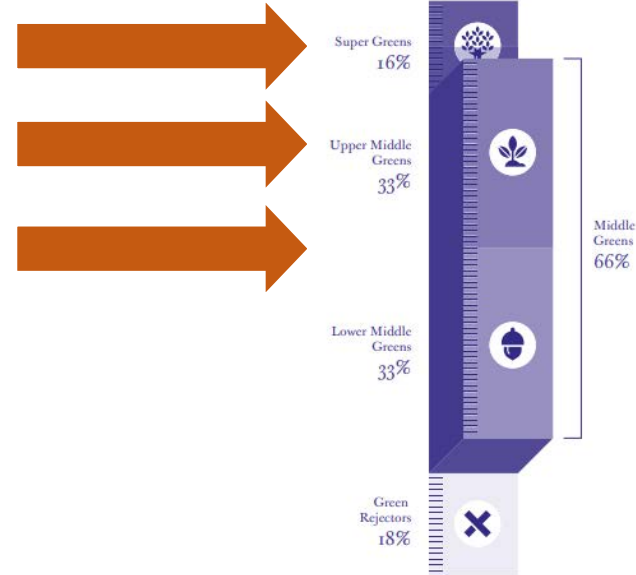




# Tier BRB: Brand Relationship Building



Tier 3:  
Distribute info  
through some  
**cheap** channels

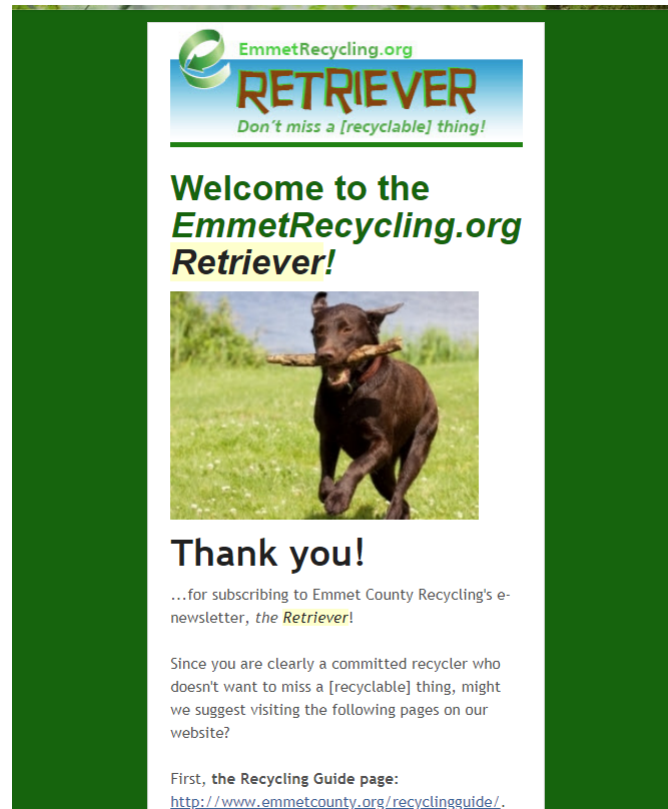


## **Tier 3:**

Relatively inexpensive ways to spread your message further



# Tier 3: E-newsletter



Mailchimp  
ConstantContact

# Tier 3: Power-up your website



**ReCollect**





# Tier 3: Insert Guide in Paper





# Tier 3: Media Releases



Wednesday, May 2, 2018 • News-Review

A3

## Grain Train named 2018 Recycler of the Year



Grain Train recycles its trash and even distributes it to outside sources for compost purposes.

PETOSKEY — More than 80 percent of Emmet County households recycle through the county's system and recycling staff report constantly hearing from enthusiastic residents that they "recycle everything."

But even in a community of avid recycling fans, recycling officials note the Grain Train Natural Foods Markets stand out for their recycling ethic.

On Saturday, the markets, which are cooperatively owned by roughly 2,800 area individuals and families, were honored with Emmet County Recycling's 2018 Recycler of the Year Award.

The Grain Train Petoskey market's recycling efforts are evident from the moment customers walk in the door: stacks of blue crates in the foyer are ready to receive reusable old-fashioned glass milk bottles from Shetler's Dairy in Kalkaska. Just inside the store proper, reusable fabric produce bags made from recycled pop bottles are for sale above the fresh broccoli and beets. Although, even the produce bags off the rolls are made from recycled material. Toilet paper and paper towel options are all-recycled content and up to 90 percent post-consumer recycled.

Chelsea Jarvis, operations manager, noted, "They just changed the source of the coffee cups because the ink used to

At the self-serve food bar, waste reduction is encouraged by racks of plates, bowls and flatware. For those who must use a carry-out container, boxes and cups are ones carefully selected for sustainability and purchased in bulk by the National Coop Grocer's Association - of which the Grain Train is one of 147 members. The association's member cooperatives also share best practices and data, challenging each other to reduce waste and energy use.

While many stores and restaurants recycle from their behind-the-scenes operations, the Grain Train stands out for also offering recycling front-of-house, in other words, for its customers. This is difficult because thousands of customers can't be trained on proper recycling in the way dozens of employees can be. Jarvis noted that putting aerial pictures of the re-

print the new ones is more sustainable."

never bought any bags in the 10 years I worked there."

Through the years, employees and farmers have continued to reclaim food scraps from the Grain Train to feed livestock or to recycle by composting. Putting food waste to the best possible use has been a particular focus recently. With nearly 340,000 customer visits in 2017 the numbers really added up: the stores donated 1,136 pounds of imperfect produce to the Manina Food Project and an even greater volume of packaged groceries; local farmers took roughly 72,800 pounds to feed their animals or compost; and, to help keep up with volume, the store recycled another 7,168 pounds of food scraps through Emmet County's commercial composting service.

Behind the scenes, the stores recycle large amounts of film plastic and cardboard, and support local suppliers' reuse efforts, for example saving carrot bins for

Country Gardens, trays for plants from Bear Creek Organics, and boxes for Providence Farm. "Waste reduction and recycling is what we do. It is how we conduct our business. We don't see it as separate," said Jarvis.

Kate Melby, communications coordinator for Emmet County Recycling, presented the recycling award to the Grain Train at the cooperative's annual General Membership Meeting, at North Central Michigan College's cafeteria. Surprising the dinner, Melby said, "You can see their recycling ethic right here at a casual, off-site event, most organizations would use disposable plates, cups, and plastic flatware. The Grain Train went with the best zero-waste option: real linens and dishes. Love it!"

For more information on the annual Recycler of the Year Awards and to nominate an individual, group or business for the 2019 award, visit EmmetRecycling.org.

### ADOPT A NEW BEST FRIEND From Little Traverse Bay Humane Society

1300 West Conway Road, Harbor Springs • 231.427.2356 • info@lthbs.com  
MONDAY - SATURDAY 10:00AM - 5:00PM • SUNDAY CLOSED



ADOPTION PRICES INCLUDE:  
Includes spay/neuter, Rabies vaccine, Hi-Dampener, Flea and tick prevention, and professional grooming. Stop in and see all our friends.

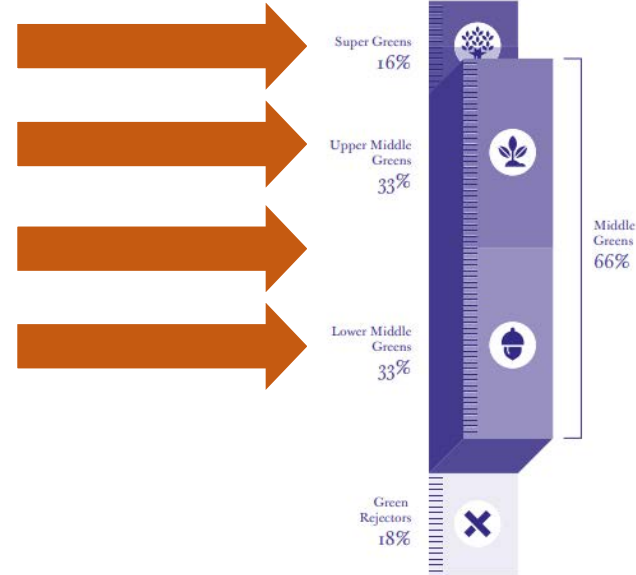
### County court news

Emmet County

# Tier BRB: Brand Relationship Building



Tier 4:  
Distribute info  
through some  
**more expensive**  
channels



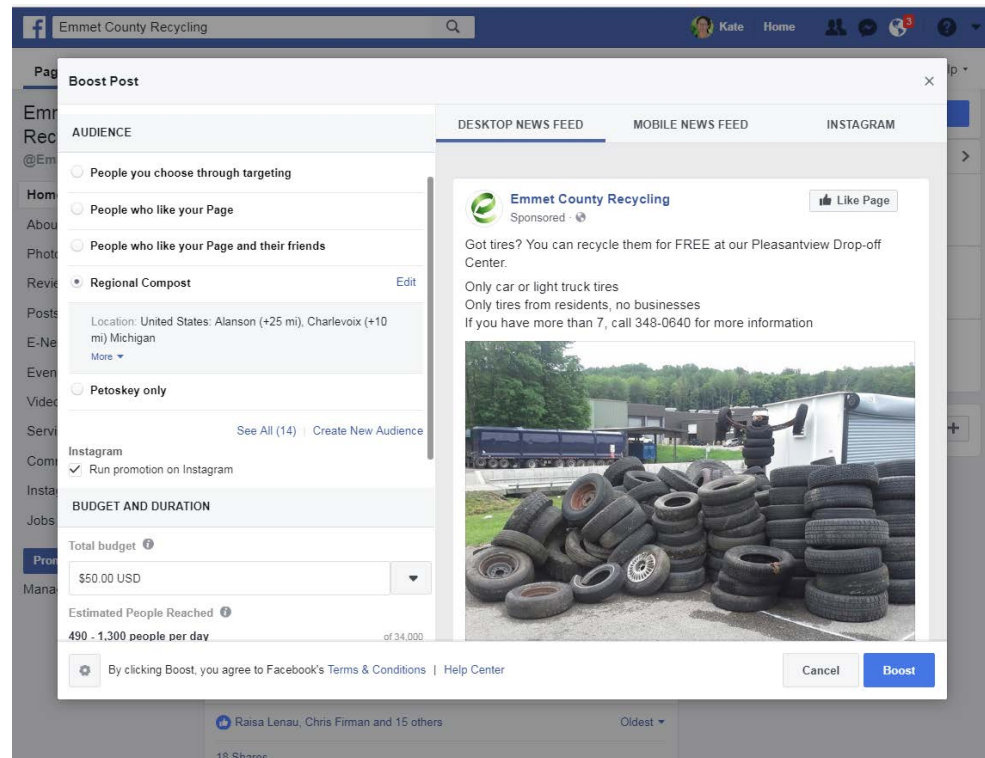


## Tier 4:

Distributing info through more expensive channels



# Tier 4: Advertising on Social Media



The screenshot shows the Facebook Boost Post interface for the page "Emmet County Recycling". The interface is divided into several sections:

- AUDIENCE:** Includes options for "People you choose through targeting", "People who like your Page", "People who like your Page and their friends", "Regional Compost" (selected), and "Petoskey only". The "Regional Compost" option is expanded to show a location: "United States: Alanson (+25 mi), Charlevoix (+10 mi) Michigan".
- BUDGET AND DURATION:** Shows a "Total budget" of "\$50.00 USD" and "Estimated People Reached" of "490 - 1,300 people per day" out of 34,000.
- Instagram:** A checkbox for "Run promotion on Instagram" is checked.
- Post Content:** The post text reads: "Got tires? You can recycle them for FREE at our Pleasantview Drop-off Center. Only car or light truck tires. Only tires from residents, no businesses. If you have more than 7, call 348-0640 for more information". Below the text is a photo of a large stack of tires.
- Buttons:** "Cancel" and "Boost" buttons are visible at the bottom right.

An orange arrow points from the left side of the slide towards the screenshot.



# Tier 4: Sponsorships





# Tier 4: EDDM Direct Mail




# Tier BRB: Brand Relationship Building



Be

re·source·ful

/rə'sôrsfəl/ 

*adjective*

having the ability to find quick and clever ways to overcome difficulties.

*synonyms:* ingenious, enterprising, inventive, creative; [More](#)

## Tier 1 Partners

- County/township/municipalities
- Conservation Districts
- MSU Extension Offices
- Service Clubs

## Share costs

- Advertising
- Promotional products
- Graphic design
- Promote Partner's message in exchange for ...
  - Printing, mailing, etc.





# Funding Partners

- Tier 1 Partners
  - Opportunities for funding
- Community Foundation
  - Family Foundations
- Tribal Communities
- Regional Economic Development groups
- Federal and State Agencies
  - USDA Rural Development, US EPA, MDEQ





# Hack away!

FREE as a Microsoft Word doc:

[EmmetRecycling.org/  
i-want-to-get/  
recycling-guide-and-plan/](http://EmmetRecycling.org/i-want-to-get/recycling-guide-and-plan/)

Kate: [EmmetRecycling.org](http://EmmetRecycling.org)

Sarah: [IrisWasteDiversion.com](http://IrisWasteDiversion.com)

