



MICHIGAN DEPARTMENT OF  
ENVIRONMENT, GREAT LAKES, AND ENERGY

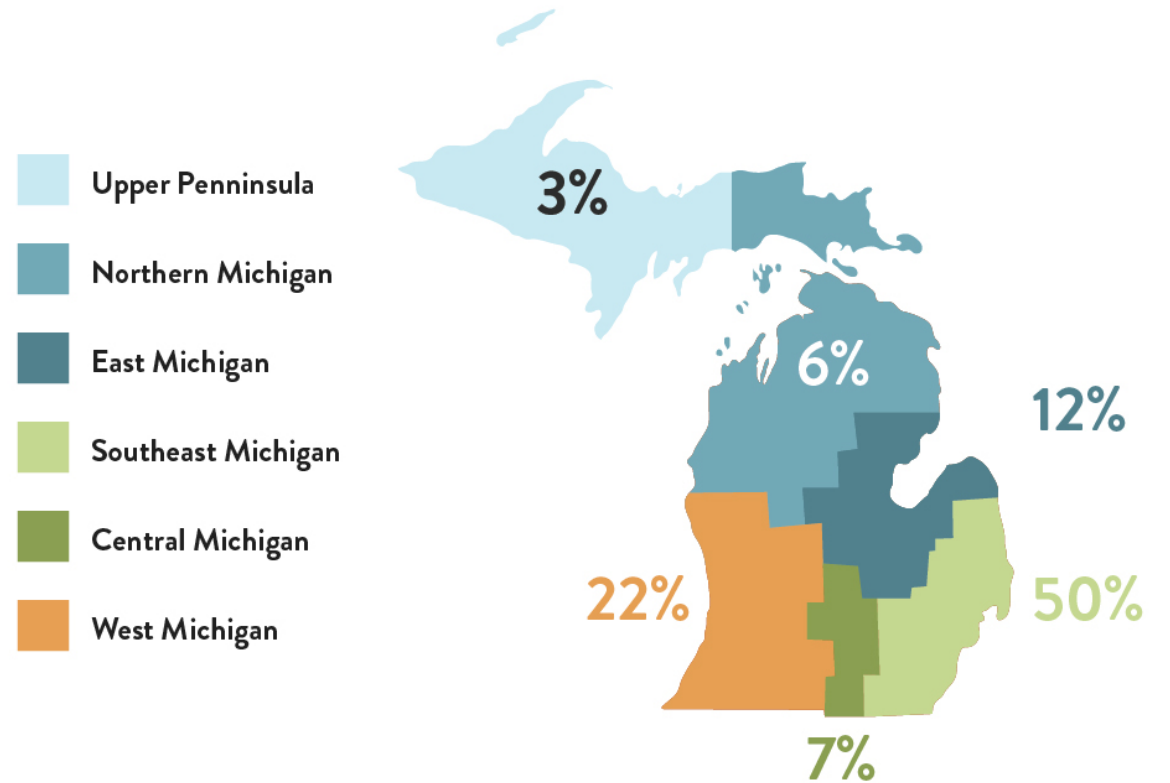
**EDUCATIONAL RECYCLING CAMPAIGN**



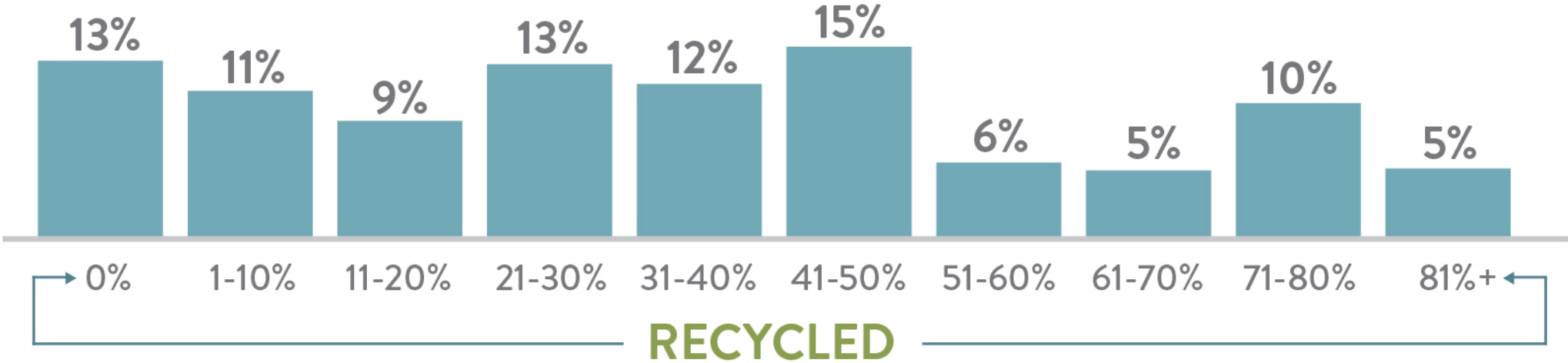
MARKETING  
THAT  
MATTERS.

# STUDY METHODOLOGY

- 1,500 respondents
  - Matched state demographics for age and income
  - Matched state regional population spread
- Online survey fielded 9/27/18-10/9/18

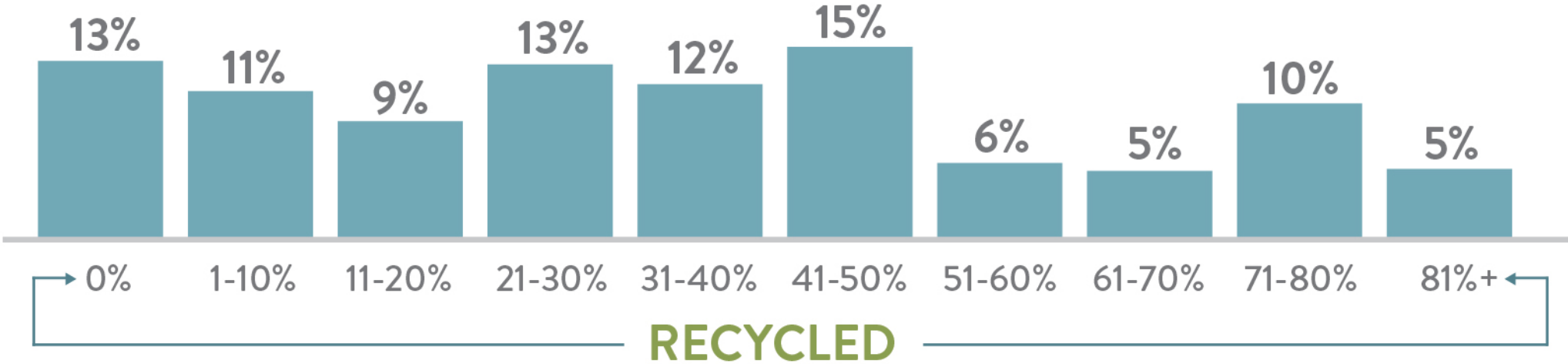


# SELF-REPORTED PROPORTION OF HOUSEHOLD RECYCLING



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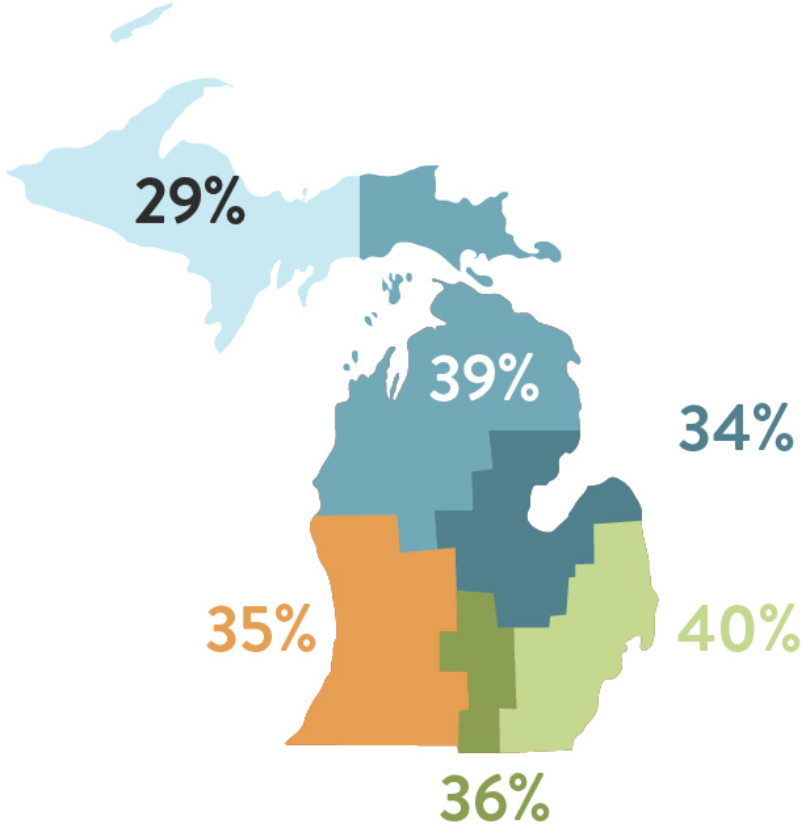
STATE AVERAGE:  
**38% RECYCLED**



# SELF-REPORTED PROPORTION OF HOUSEHOLD RECYCLING

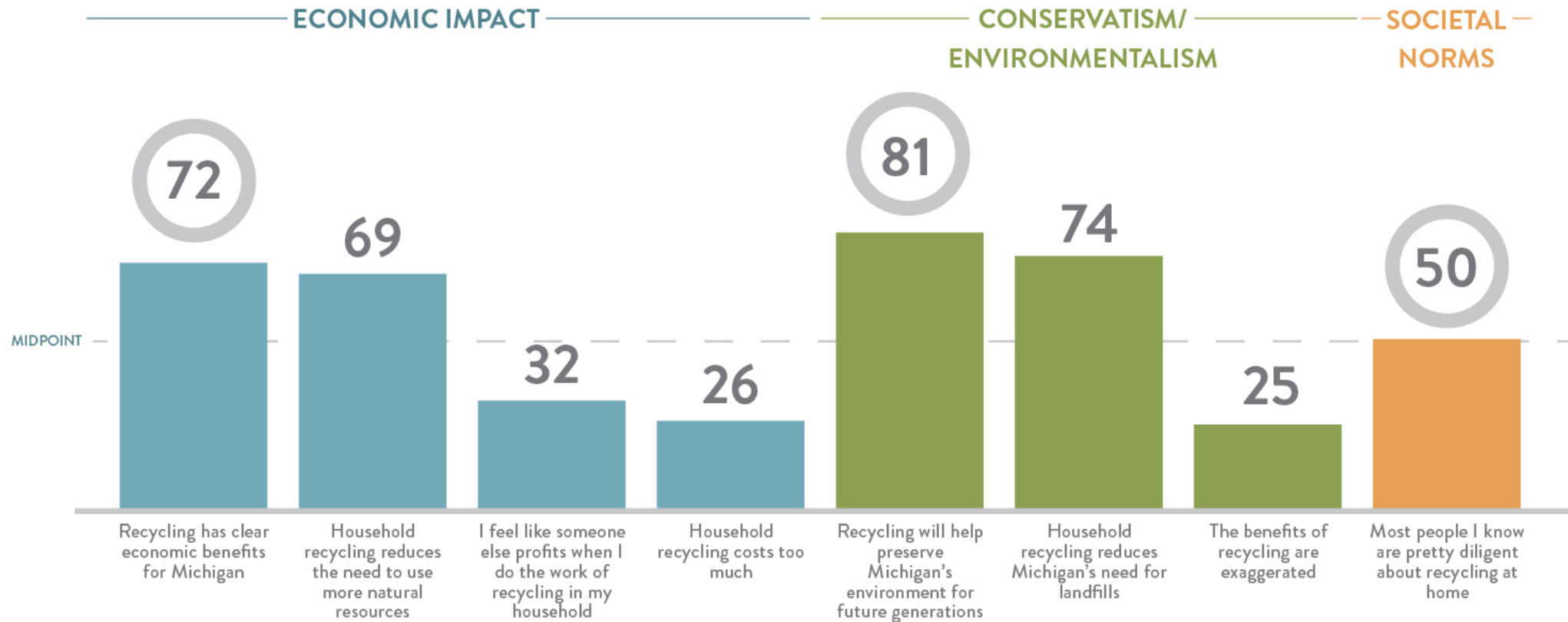
Amount of household waste recycled by region

- Upper Peninsula
- Northern Michigan
- East Michigan
- Southeast Michigan
- Central Michigan
- West Michigan



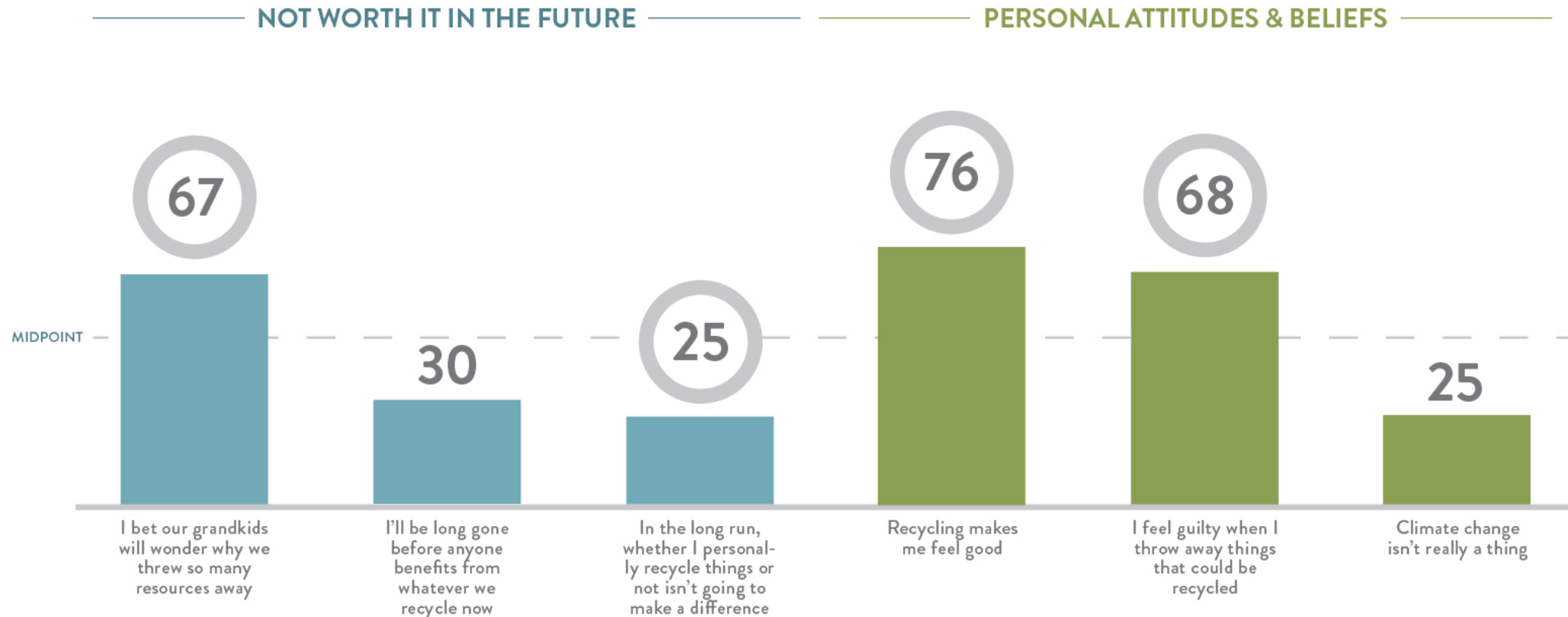
# RECYCLING ATTITUDES AND BELIEFS

Mean score on 100-point scale where 100 = “describes how I feel perfectly”



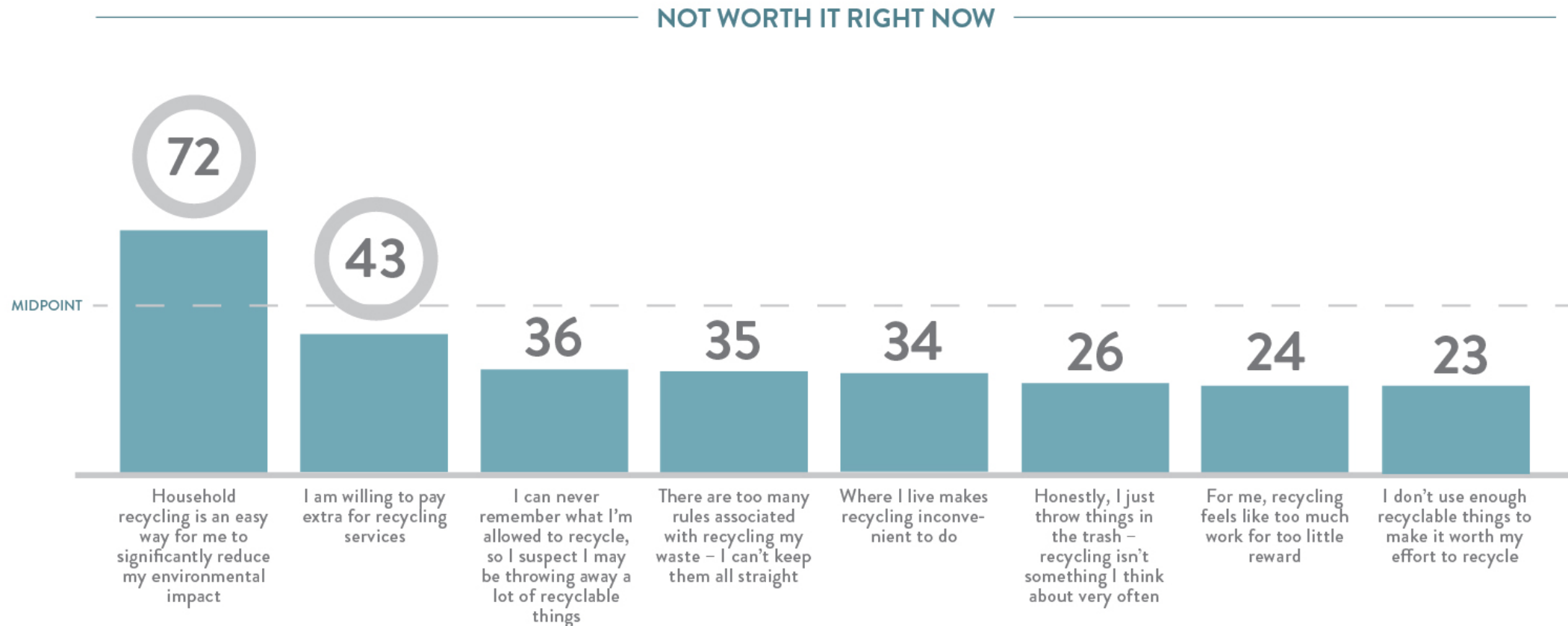
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# RECYCLING ATTITUDES AND BELIEFS

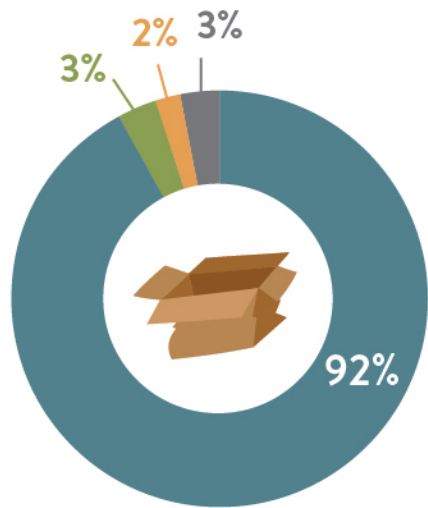
Mean score on 100-point scale where 100 = “describes how I feel perfectly”



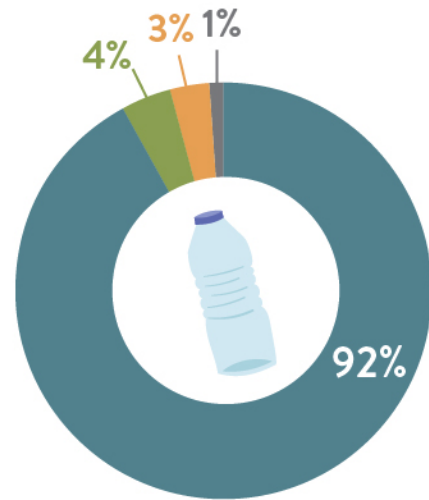


# AVAILABILITY OF CURBSIDE RECYCLING – BY MATERIAL

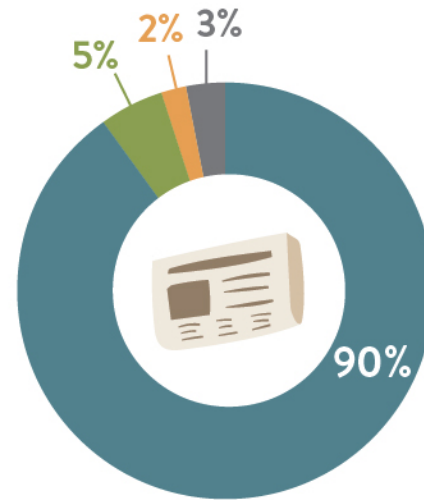
Self-reported among those with access to curbside recycling; n = 947



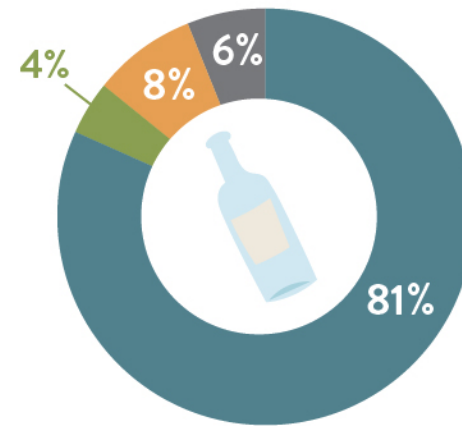
CARDBOARD



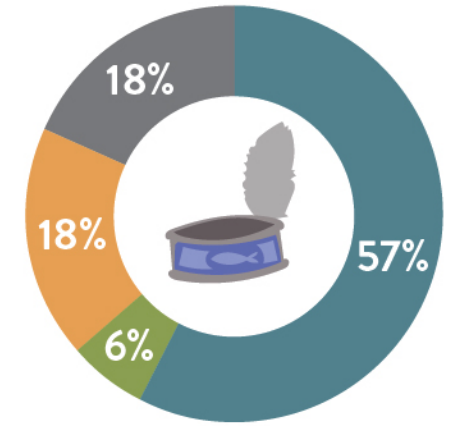
PLASTIC



PAPER



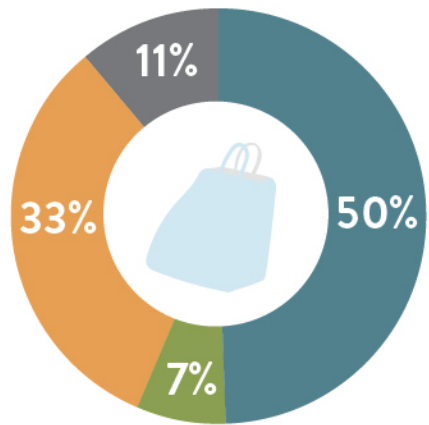
GLASS



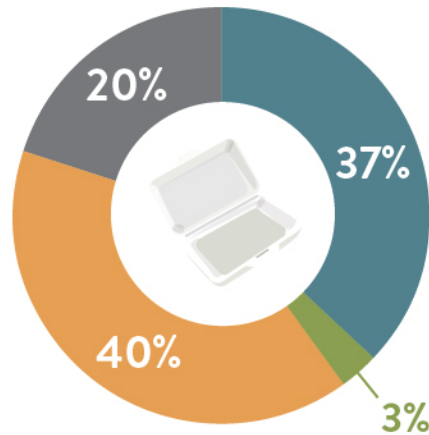
METAL

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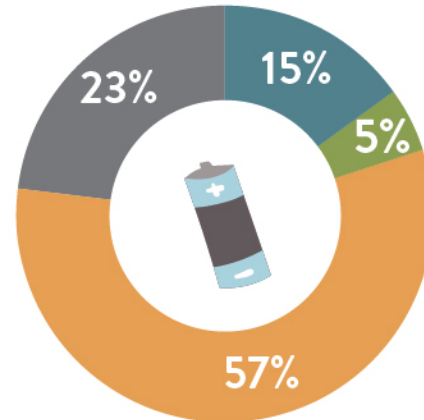
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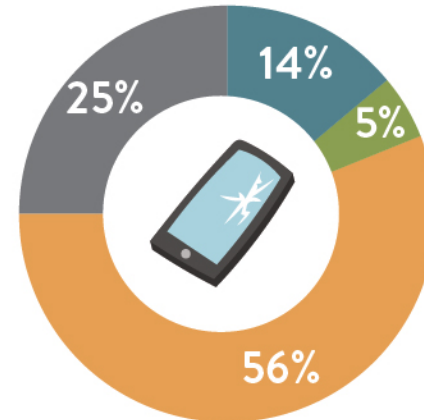
PLASTIC BAGS



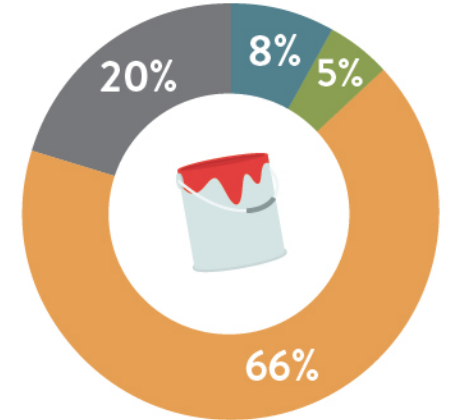
STYROFOAM



BATTERIES



ELECTRONICS

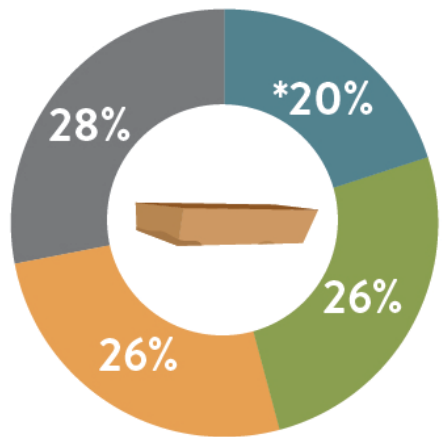


HAZARDOUS MATERIALS

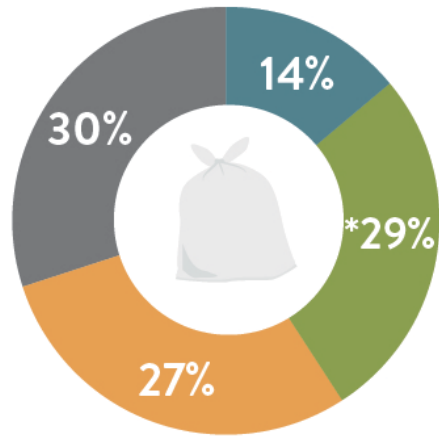
# PERCEPTIONS OF THE EFFECTS OF CONTAMINANTS

■ It would ruin the whole recycling load  
■ It wouldn't ruin the load, but it would make the load more expensive to recycle

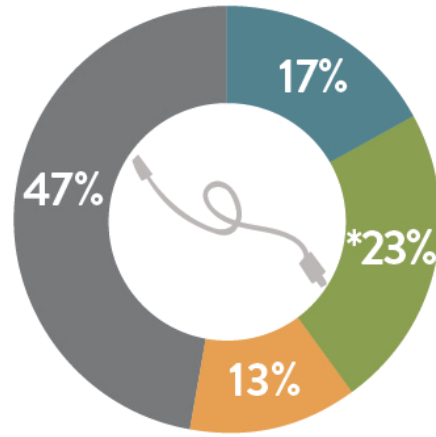
■ It wouldn't impact the recycling load at all  
■ Not sure enough to even guess



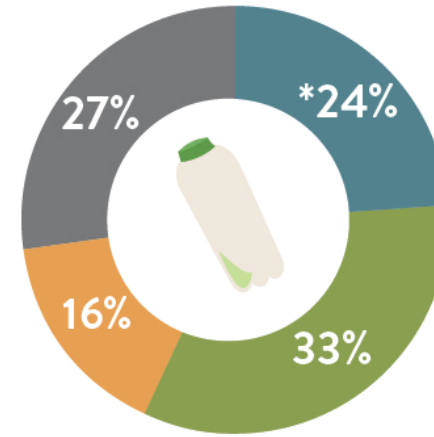
A PIZZA BOX WITH GREASE SOAKED THROUGH



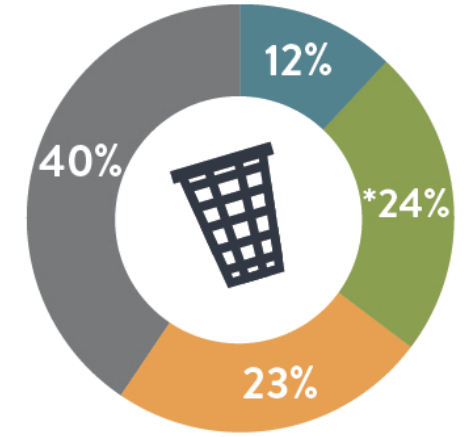
PUTTING RECYCLABLES IN A PLASTIC BAG



HOSES AND ROPES



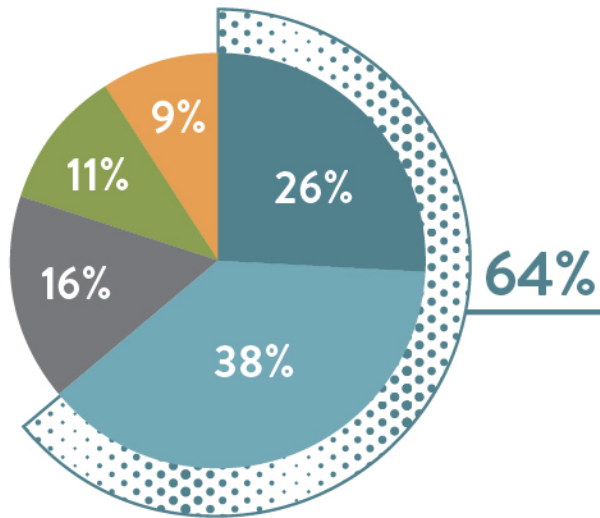
FOOD OR LIQUID INSIDE OF A JAR



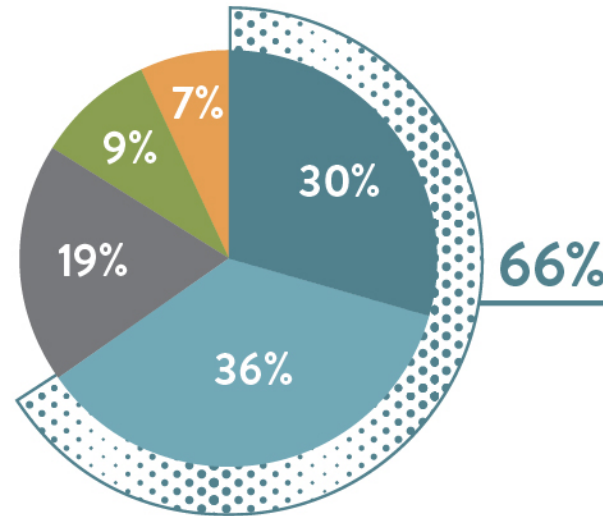
PLASTIC FURNITURE (I.E. LAWN CHAIR, LAUNDRY BASKET, ETC)

# UNDERSTANDING OF CURRENT RECYCLING PROGRAMS

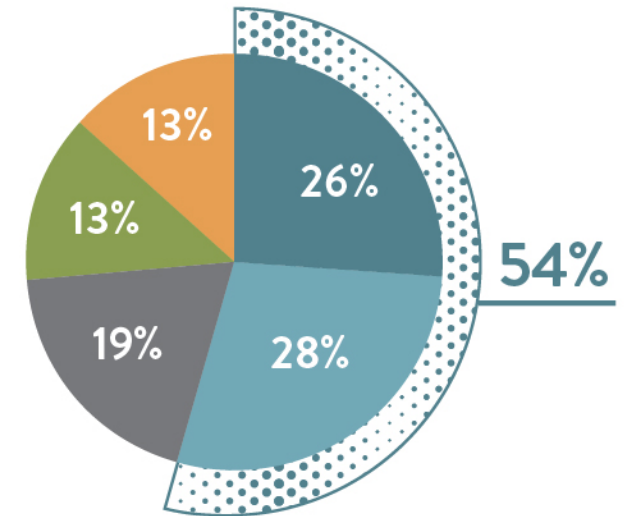
Completely Agree
  Somewhat Agree
  Not sure
  Somewhat disagree
  Completely disagree



I am confident about what materials I can recycle with my current recycling program and how to sort it



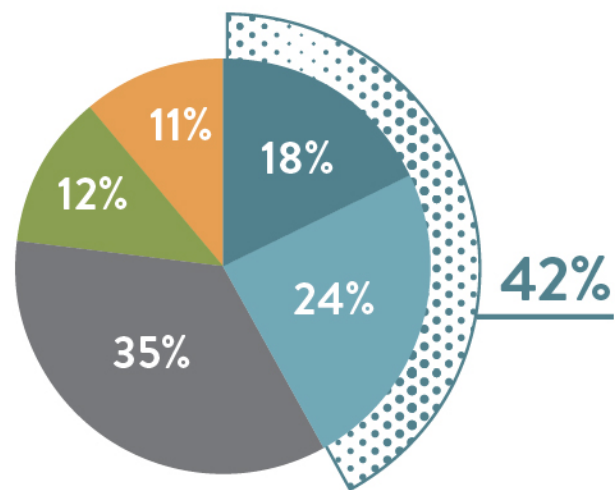
There are clear-cut rules about what materials I can recycle



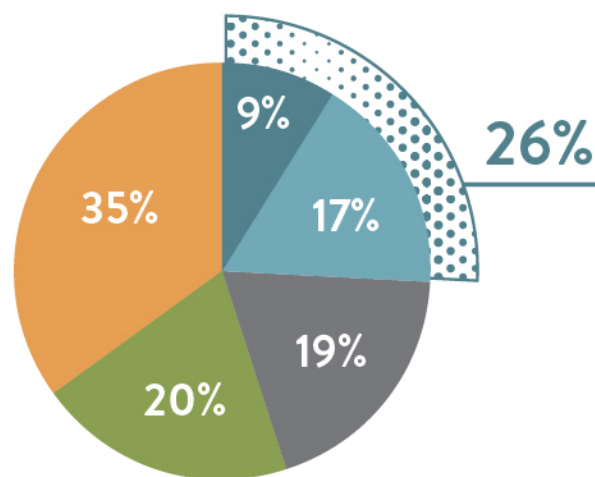
If I need to double-check whether an item can be recycled, I know where to find that information

# UNDERSTANDING OF CURRENT RECYCLING PROGRAMS

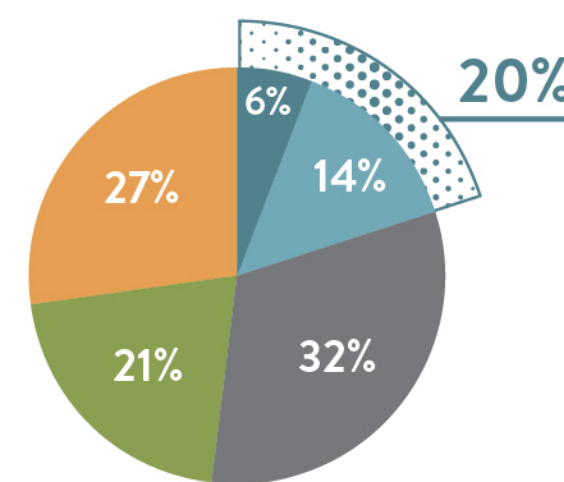
Completely Agree
  Somewhat Agree
  Not sure
  Somewhat disagree
  Completely disagree



Where I live, everything with a recycling symbol can be recycled



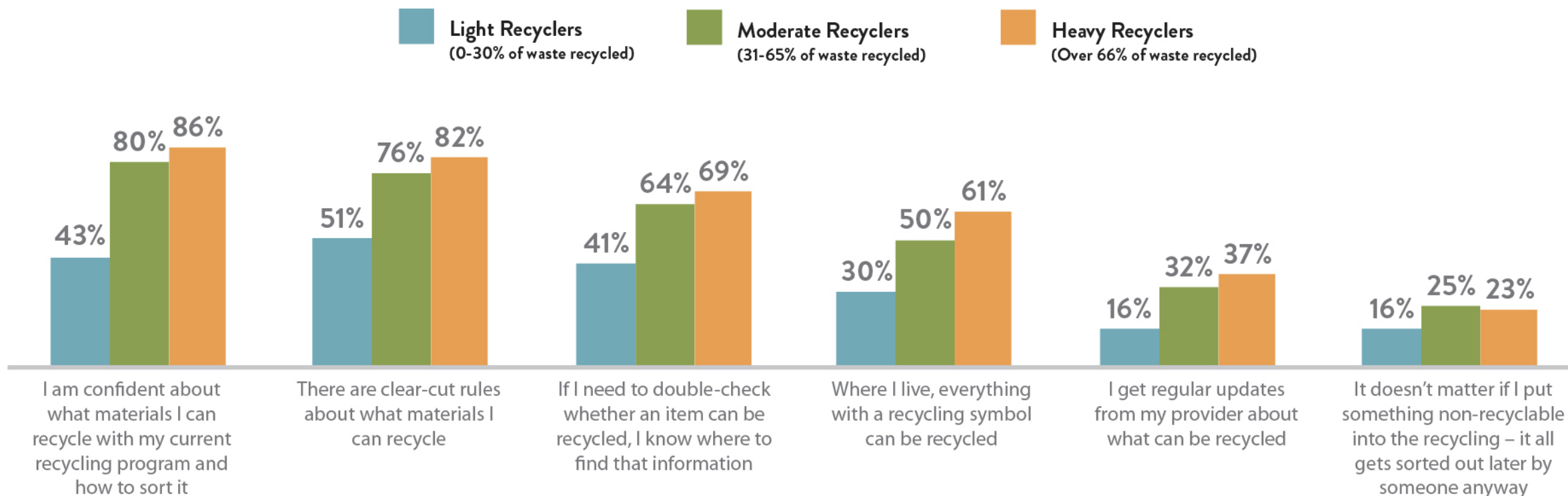
I get regular updates from my provider about what can be recycled



It doesn't matter if I put something non-recyclable into the recycling – it all gets sorted out later by someone anyway

# UNDERSTANDING OF CURRENT RECYCLING PROGRAMS BY RECYCLING GROUP

(Percent agreement)



# KEY TAKEAWAYS

- High agreement about the benefits of recycling
- Positive reactions to both environmental and economic benefits
- Access drives action, but access does not equal understanding
- High uncertainty about what, how, where and best source of info among light recyclers
- Misconceptions common among moderate and heavy recyclers

# MEASURES OF SUCCESS

1. Audience understands there are **clear-cut rules**
2. Audience understands **how contaminants affect recycling**
3. Audience understands **how specific contaminants could affect a load**



**CAMPAIGN GOALS:**  
**INCREASE QUALITY**  
**INCREASE QUANTITY**

# CREATIVE CRITERIA

- Broadly relevant
- Inviting, encouraging
- Adoptable – partner appeal

# COMMUNICATIONS STRATEGY

- Build energy around getting better at recycling (as individuals, households, as a state)
- Educate the state about the rules
- Communicate the consequences of not knowing the rules
- Encourage engagement and learning
- Increase confidence
- Direct people to local authority

**INCREASE AWARENESS**  
**INCREASE KNOWLEDGE**  
**BUILD CONFIDENCE**

# THE BIG IDEA:

# Know It Before You Throw It

# WHAT YOU'LL SEE

- **High-level conceptual demonstration:**
  - Broad theme, “sketch” level – details come with build-out
  - Sample TV script and storyboard

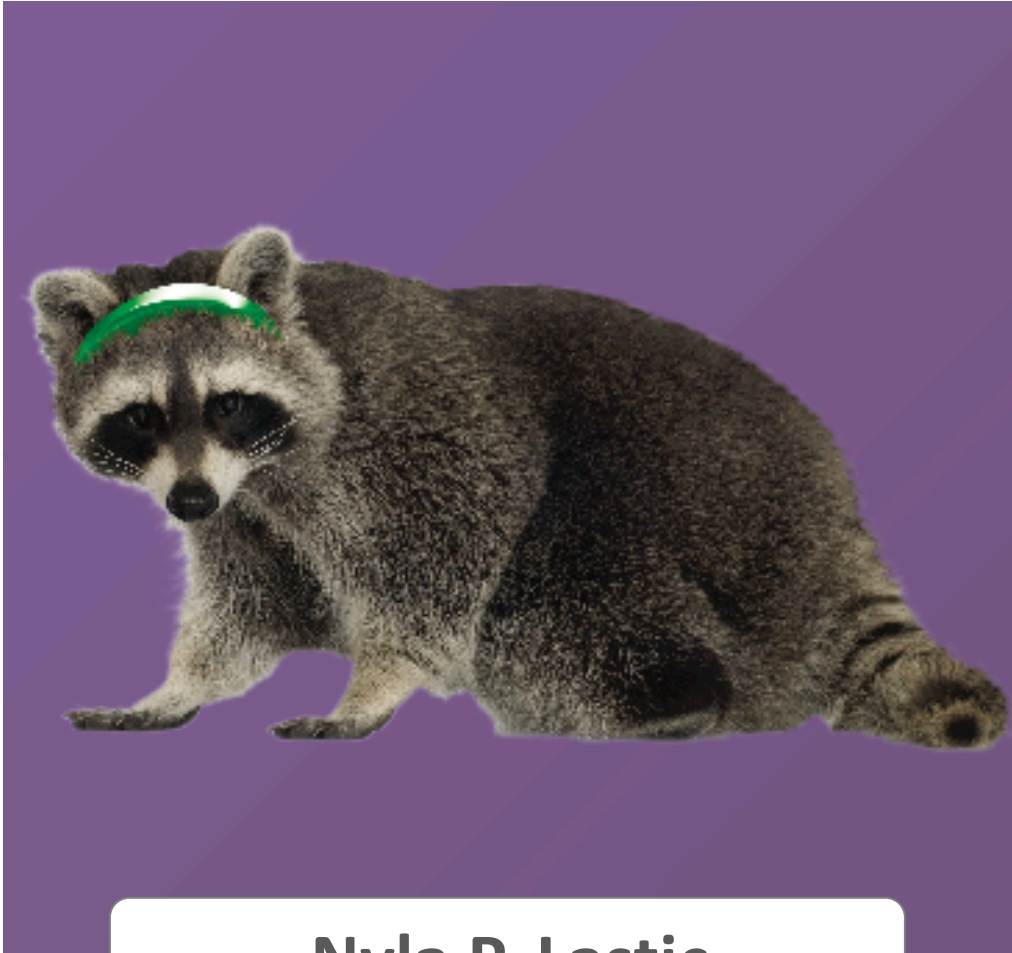
# CONCEPT CRITERIA

- Align with campaign and communications goals
- Align to success measures
- Focused on education
- Both broad and customizable
- Culminate in a call to action – clarity
- Foster relevance to audience members





# THE RECYCLING RACCOON SQUAD!



**Nyla P. Lastic**

- PERSONALITY TRAITS
  - ✓ Strong, resilient and complex
  - ✓ A natural teacher with a scientific bent and a particular love of polymers
- EDUCATIONAL POINTS
  - ✓ Plastics must be clean and dry
  - ✓ Check for the number!
  - ✓ 1s and 2s are pretty universally accepted; check with your local recycler for everything else



## Precious Metale

- PERSONALITY TRAITS
  - ✓ Sharp and dependable
  - ✓ Likes to bang out tunes on empty cans of all shapes and sizes
- EDUCATIONAL POINTS
  - ✓ Metal must be clean and dry
  - ✓ Cans and metal lids are OK
  - ✓ Scrap metal, wire hangers and construction materials are not for curbside recycling



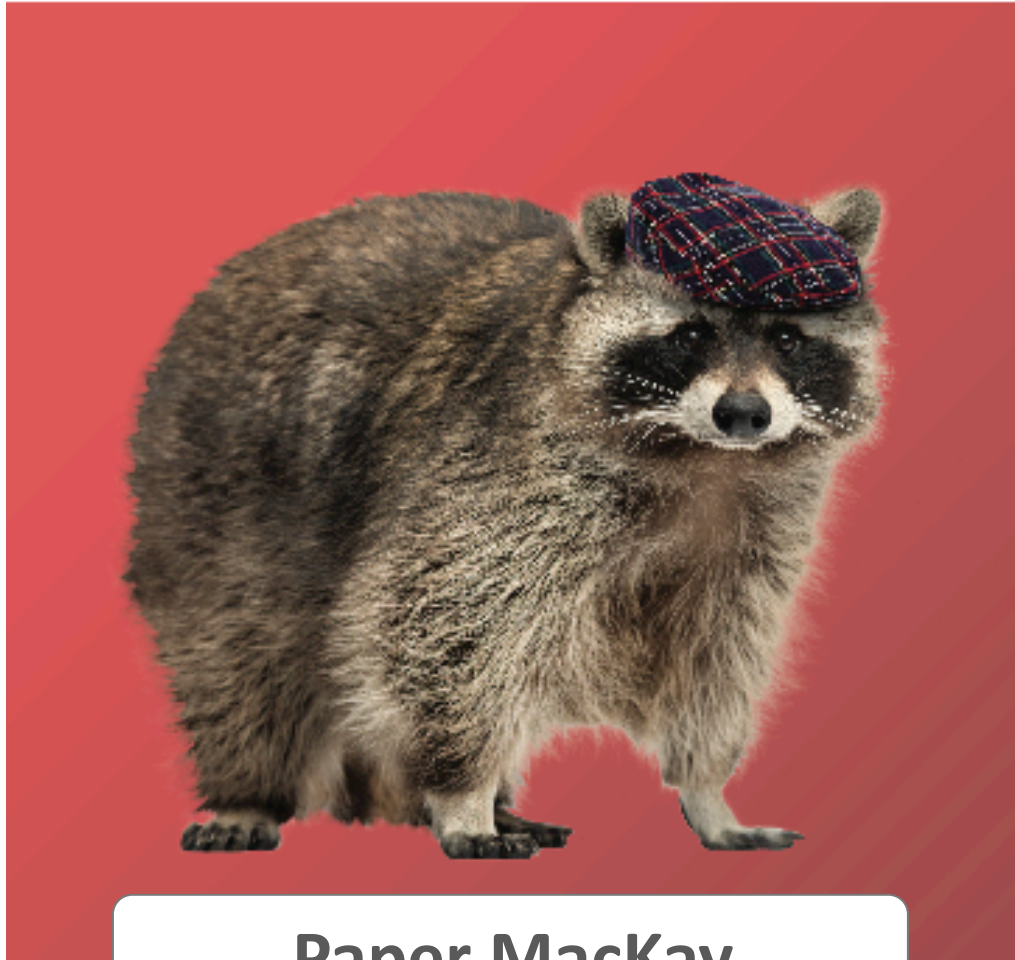
**Gladys Glass**

- PERSONALITY TRAITS
  - ✓ The unofficial leader of the squad
  - ✓ Sophisticated and meticulous, she loves clarity, sparkle and the squeak of clean glass
- EDUCATIONAL POINTS
  - ✓ Glass must be clean and dry
  - ✓ Clear food glass is OK
  - ✓ No dishes, window glass, mirrors or lightbulbs
  - ✓ Check locally for colored glass



**Carlos Cardboard**

- PERSONALITY TRAITS
  - ✓ Flexible but tough
  - ✓ Builds the coolest cardboard structures
- EDUCATIONAL POINTS
  - ✓ Break down your boxes
  - ✓ Pizza boxes with food and grease are not recyclable
  - ✓ Paper coffee cups, receipts and frozen food boxes contain plastic – throw 'em out (usually)



**Paper MacKay**

- PERSONALITY TRAITS
  - ✓ Well read
  - ✓ Loves his paper-bag pipes
- EDUCATIONAL POINTS
  - ✓ Keep your paper dry!
  - ✓ Staples are OK
  - ✓ Envelopes with plastic windows are OK
  - ✓ Books and photos are a no in most places



**Frank**

- PERSONALITY TRAITS
  - ✓ Uncategorizable, doesn't neatly fit into any boxes
  - ✓ Generally directs you to check with your local recycler
- EDUCATIONAL POINTS
  - ✓ Ropes, twine, hoses and wire a no – they get tangled in the machines
  - ✓ Styrofoam, batteries, hazardous materials, rigid bulky plastics, etc. – can't be recycled curbside, but check for a local drop-off location



**Nyla P. Lastic**



**Precious Metale**



**Gladys Glass**



**Carlos Cardboard**



**Paper MacKay**



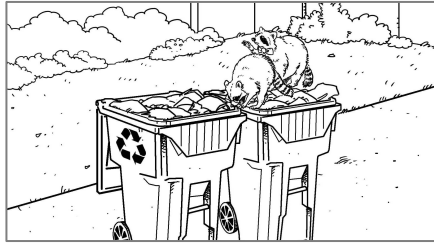
**Frank**



THE RECYCLING RACCOON SQUAD

# TELEVISION

# STORYBOARD



**GLADYS GLASS:** Glass bottles not emptied ...  
**CARLOS CARDBOARD:** Greasy pizza boxes ...



**NYLA P. LASTIC:** Yogurt containers with ... eww!



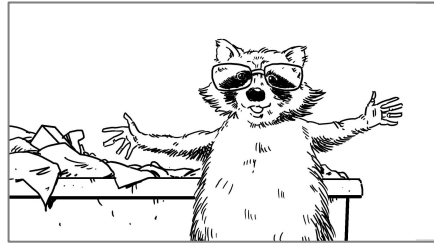
**PRECIOUS METALE:** (Talking with her mouth full) Cat food still in the can is bad... but oh so good.



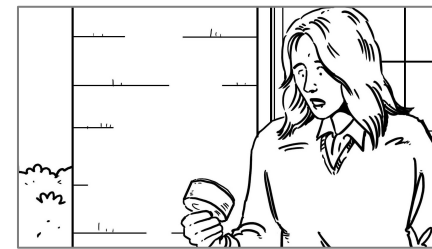
**HOMEOWNER:** Hey!



**PAPER MaCKAY:** Relax, ma'am, we're here to help.



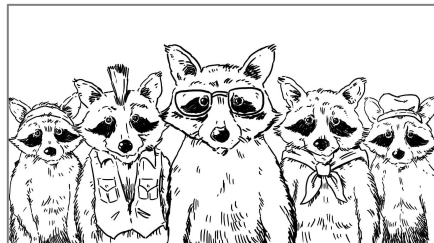
**GLADYS:** These dirty recyclables could ruin this entire load.



**HOMEOWNER:** Wow! I had no idea.



**NYLA P. LASTIC:** Chill, human. We'll show you the ropes.



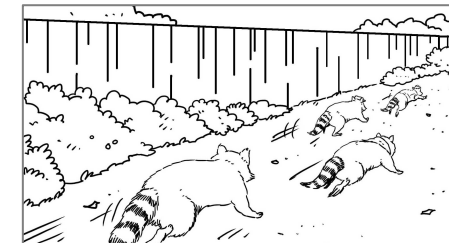
**GLADYS GLASS:** Michigan needs to recycle better ...



**GLADYS GLASS:** ... and that change starts with you.



**VO:** Join the squad and learn the rules at [recyclingraccoons.org](https://recyclingraccoons.org).



**FRANK:** You know, technically you're not supposed to recycle ropes. I'm just sayin'.



# RACCOON SQUAD TONALITY:

The Key to Public & Partner Engagement

- Adoptable & adaptable
- Inviting, likable
- Engaging, dynamic
- Unexpected, memorable



## PARTNER ENGAGEMENT

- Toolkit with framework, assets and resources for customizable messaging on multiple platforms
- Work with a pilot community to develop and beta-test the kit



## WHAT'S NEXT

- Public launch
- Multimedia campaign
- Your engagement