

**CalRecycle
Public Affairs
Office
Outreach and
Education
Campaign
Update**





CAMPAIGN GOALS

- Raising awareness by **informing Californians** about the importance of waste reduction, recycling, and composting
- **Promoting positive behavior** change among Californians to increase waste reduction, recycling, and composting
- **Achieve measurable improvements** in waste reduction, recycling, composting and the participation rate in the state's sustainability efforts

CalRecycle has determined that we do not want to release statewide ads directing Californians to throw materials in landfills because:

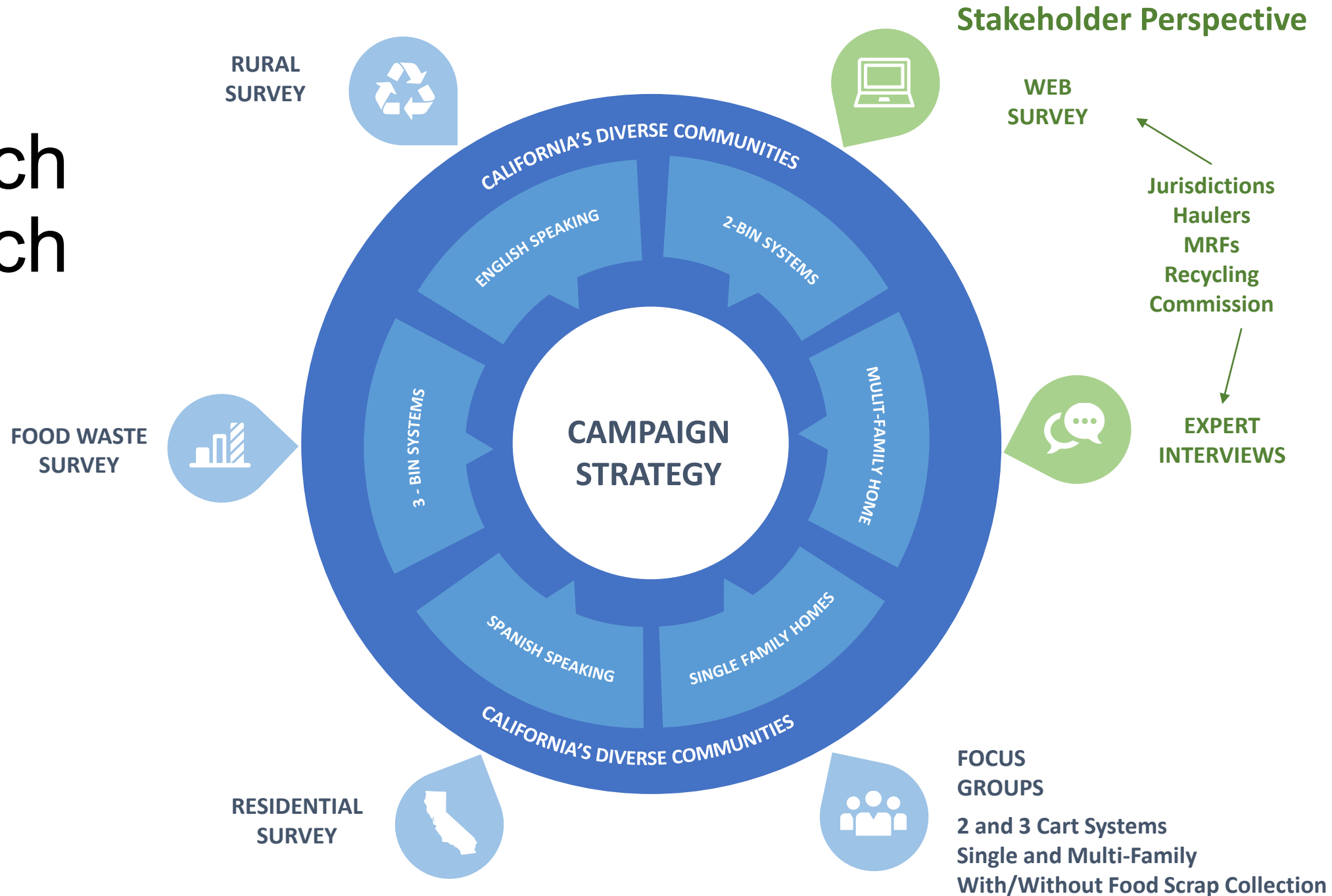
1. CalRecycle doesn't have the authority to ban any specific materials. Statewide calls to action could be interpreted as a statewide ban or underground regulations.
2. [SB 343 \(Allen\)](#) was just signed by the Governor, which bans the use of the "chasing arrows" recycling symbol on products unless 60% of California communities collect them to recycle.
It's appropriate to wait for the changes to the use of this symbol before educating the public on using it as a guide.

Research on Behaviors

- **Food and liquid residue is the top contaminant.**
- Clean and dry is the top message:
 - Clean up CRV in the curbside bin
 - Keep cardboard and paper cleaner for recycling
- **CalRecycle doesn't have authority to ban materials but can provide creative tools for local jurisdictions.**
- Will acceptance lists reduce overall recycling?
 - Survey: **Changes to acceptance lists can increase proper sorting, reduce contamination, but also decrease overall recycling (meaning truly recyclable materials are put into trash because people recycle overall less).**
 - This could be counterproductive to our 75% goal and campaign's objective.



A 360° Research Approach



Stakeholder Feedback

Jurisdictions, Haulers, MRFs, Recycling Commissioners

"Outreach on a state-wide level would help local programs succeed."

"When you ban materials from recycling bins, many people just throw it all in the trash."

"Simple instructions are easiest to understand."

Sorting and Contamination

- **Recyclable items become unrecyclable because of:**
 - **Food contamination**
 - **Material Contamination**
- **Top contaminants: Liquids and food waste and residue**
- CRV collected from recycling centers is much cleaner than curbside CRV.
 - Removing food residue will decrease curbside CRV contamination.
- Changing recycling acceptance lists reduces material type contamination, but also reduces the number of recyclables



Stakeholder Feedback

"The primary challenges are not logistics related, but behavior change related."

"People continue to view kitchen waste as something that belongs in the garbage."

Reducing Contamination

- Jurisdictions reported a 20-25% curbside contamination rate
- MRFs reported 15-20% of recyclables were residuals sent to landfill
- Many reported issues with the chasing arrow symbol and recommended policy changes to limit use of the arrows



Residential Research Findings

Traditional Recycling

"I really want to recycle but it's not offered at our complex."

"I would also like to know more effort is made to reuse and recycle more items."

"Can you give us a complete and detailed list of what we can actually recycle?"

Current Attitudes and Behaviors

- **69% already empty, rinse, scrape or dry recyclables**
- **72% recycle everything they know to be recyclable**
- 74% use the recycling symbol to determine if item is recyclable
- 88% say trash is a big problem, but everyone recycling makes a difference
- 72% are worried about how much actually gets recycled



Residential Research Findings

Food and Yard Waste

"We would collect food scraps if we were given a bin to do this."

"Please add composting bins and bins for yard waste!"

"I am interested in getting composting pickup at my complex."

Current Awareness & Participation

- 82.6% were unaware of a food scraps program
- Over 83% with food scrap recycling available don't recycle food scraps
 - 61.7% place food scraps in trash
 - 21.3% manage food scraps in garbage disposal

Likelihood of Participation

- 63% stated they would be likely to participate
- 57% reported a low difficulty for recycling food scraps
- Majority stated a pail with liner bags would make composting easier

What We Heard

Trust In The Recycling
System

Receptive And
Open-minded To New
Information

Most Believe They Are
Recycling Correctly

Spanish Speaking
Californians Expressed
Higher Commitment To
Doing Their Part

Multi-family Dwelling
Barriers Are Less Personal
and More Systemic

Children Are
Recycling Educators

Main Contaminants:
Food/Liquid Residuals

Plastics, Packaging, Film +
Food Containers Are
Most Confusing

Most Rely On The
Chasing Arrows Symbol



VALUE STATEMENTS

It's the right
thing to do

I want to
protect the
environment,
ocean, wildlife

I don't want
to be
wasteful

I want to
leave a better
earth for
future
generations

I want to keep
things out of
the landfill

I want to
reduce my
impact on
climate
change

I see it as my
responsibility

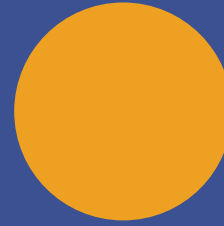
Increase Recycling



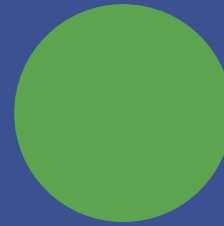
What: Promote traditional recycling

How: Highlight truly recyclable items

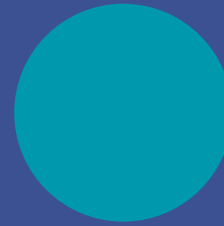
Why: Fight trash pollution



Californians are open and receptive to new recycling information



People recycle when they understand the compelling reason why



People want to recycle and will recycle if they know what to recycle

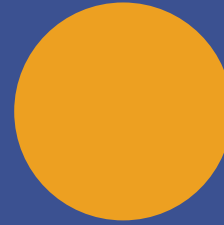
Clean & Dry



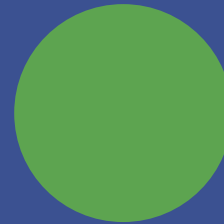
What: Reduce contamination.

How: Clean and dry your recyclables.

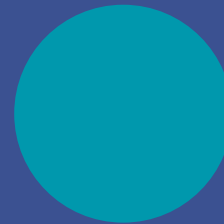
Why: Food and liquid residue makes
recycling trash



About half of Californians need to start cleaning and drying their recyclables



Only 8% of Californians are unwilling to do some form of empty and dry behavior



Californians are willing to learn new recycling behaviors that will benefit the environment

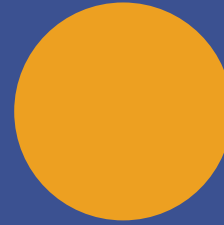
Organics Recycling



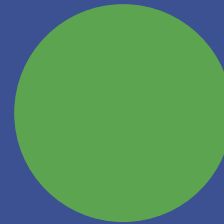
What: Introduce statewide food waste and yard waste collection

How: Focus on kitchen composting pail actions, proper bin sorting

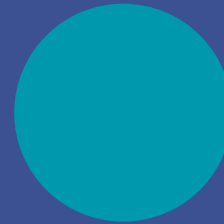
Why: Recycling food and yard waste fights climate change, reduces air pollution



Californians can make a difference in the fight against climate change and see a difference in their lifetime



63% of respondents are willing to participate in organics recycling



Californians are excited about the biggest change to recycling since the 80s and seeing recycled products benefit their community

A Statewide Strategy with Local Customization

- Address universal barriers with statewide messaging
 - Universal contaminants (food and liquid)
- Address unique barriers with toolkits for jurisdictions
 - Acceptance lists vary by jurisdiction
 - Multi-family barriers
- Campaign website with recycling instructions and jurisdiction toolkits
- Messaging mediums will likely include:
 - Educational materials
 - Earned media
 - Radio spots
 - Social media messaging
 - Banner and bill stuffer ads
 - Customizable stickers for bins



Target Audience & Geography

Primary: Adults 25-64

- *Demographics:*
 - Multicultural English-speaking and Bilingual Groups
 - Spanish Speaking
- *Characteristics:*
 - Recyclers, Single Family and Multi-Family Dwellings

Geography: State of California - specifically **Suburban, Urban and San Francisco/Bay Area** regions of the State





Media Strategy



TRADITIONAL RADIO & OUT-OF-HOME

Multicultural English/
Spanish Speaking



DIGITAL ADVERTISING

Multicultural English/
Spanish Speaking