

# #RECYCLERIGHTNC



## RECYCLERIGHT

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# Introduction: Welcome!

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## WHY WE'RE HERE:

To Learn About Recycle Right!

To share tools, resources, and services we offer at DEACS for your operations and employees

## WHY I'M HERE:

### *Thrift Stores*

- How will it flow and where will it go

### *Ecocycle*

- MRF tours
- Hauling
- Commercial Sector Sustainability
  - ❖ Waste Diversion Strategies
  - ❖ Operations in warehouse and trainings

2019 CAMPAIGN CHAMPION

#RecycleRightNC



RECYCLERIGHT

Dedicated to Recycling Excellence



10-week statewide anti-contamination campaign for local governments to execute culminating on ARD



Educate the public about contamination and how to recycle right



Counteract the relentless stream of negative press around recycling

# What is Recycle Right NC?



# Why America's recycling industry is in the dumps

## Who Killed Recycling?

Is this the end of recycling?

**As Costs Skyrocket, More U.S. Cities Stop Recycling**

'Moment of reckoning': US cities burn recyclables after China bans imports

*Your Recycling Gets Recycled, Right? Maybe, or Maybe Not*

# Wish-cycling

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- Single-stream recycling: high participation + no education = contamination
- Booming, Overseas Markets: out of site/out of mind
- Plastics Proliferation
- Zero Waste Movement Social Media Craze
- Everything can be recycled/**WHEN IN DOUBT  
THROW IT OUT!**

# Recycling Myths and Truths

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- Recycling will save us
- Recycling is free/profitable
- We're doing it all right/wrong
- Recycling is complicated and confusing
- Recycling is different from place to place
- It is just one "R"
- It has a cost
- Contamination must be addressed
- Only a few items are recyclable- SIMPLE
- There are more similarities than differences

**Bad press around  
recycling**

**Confusing  
guidelines and  
public education  
tools**

**Limited  
resources to  
fight back**

# Problems

**Misinformed  
citizens, press, and  
public officials**

**Rising cost of  
contamination**

# Challenges for Recycling

Recycling is being threatened by

- Widespread, expensive, unchecked contamination
- Confusing lists
- Lack of unified messaging
- Lack of sustained and consistent education

Contamination is Driving Costs of Recycling UP

We can work together with **uniform messaging** to fight our common enemy – CONTAMINATION!



# Recycle Right NC Campaign

- Set of Informational and Education Tools for Local Implementation
- 225+ Local Governments Participated in the Campaign
- DEACS Social Media Platforms:
  - Reached ~1 million people
  - Generated 30,000+ responses, likes and shares



# Accepted Material Lists

## Customized Local Outreach Design

**DON'T TANGLE OR CONTAMINATE RECYCLE MORE FOR A GREENER STATE**

**PLASTIC**  
Bottles, tubs, jugs and jars  
No pumps

**GLASS**  
Bottles and jars  
No pumps

**METAL**  
All cans  
Empty and rinse

**PAPER**  
Paper, cartons and cardboard  
Flatten cardboard

**KEEP THESE OUT!**

- Aerosol cans (car, lithium, etc.)
- All batteries (car, lithium, etc.)
- Aluminum foil
- Ceramic items
- Clothing or textiles
- Diapers
- Disposable cups (plastic and paper)
- Disposable cups (plastic and coffee)
- Electronics
- Food-tainted items
- Hazardous waste
- Household glass
- Medical waste
- Plastic bags/wrap
- Scrap metal/wood
- Shredded paper
- Styrofoam/peanuts
- Tanglers (cords, hoses, wires, etc.)
- Tires
- Toys

**PLEASE DON'T BAG YOUR RECYCLABLES!**

The N.C. Division of Environmental Assistance and Customer Service (DEQ) is a non-regulatory division of N.C. DEQ offering technical and financial assistance to businesses, manufacturers, local governments, institutions, economic developers and citizens in environmental management. For questions, call 1-877-624-6748.

**ACCEPTED RECYCLABLES:**

**PLASTIC** Bottles, tubs, jugs and jars  
Empty and rinse

**METAL** Cans  
Empty and rinse

**PAPER** All paper, cartons and cardboard  
Flatten

**GLASS** Bottles and jars  
Empty and rinse

**OOPS!**

**WE WERE UNABLE TO COLLECT YOUR RECYCLING TODAY.**

- PROHIBITED MATERIALS**  
These are not accepted in your curbside recycling:  
 Longers  
 Plastic bags  
 Food waste  
 Medical waste  
 Clothes  
 Scrap metal
- INCORRECT CART PLACEMENT**  
Recycling cart must be placed along the side of the road with at least three feet of clearance on all sides.
- OVERFILLED CART**  
Only items placed inside of the cart will be collected.
- INCORRECT CONTAINER**  
Please call your hauler to request a roll cart.
- BAGGED RECYCLABLES**  
Please keep your recyclables loose and free. No bags needed!

**RECYCLE ALL TOGETHER**

**PLASTIC** Bottles, tubs, jugs and jars  
Empty and rinse

**GLASS** Bottles and jars  
Empty and rinse

**METAL** Cans  
Empty and rinse

**PAPER** All paper, cartons and cardboard  
Empty and rinse

**ALSO ACCEPTED**

Used cooking oil  
Used motor oil  
Car and light bulbs  
Household appliances

**KEEP**

**USING YOUR COUNTY'S CONVENIENCE DROP-OFF SITES**

Waste County residents will maintain a list of approved drop-off sites on the back of this brochure. These participating drop-off sites of this household waste and recycling only. All commercial and industrial waste generators must contact with a private hauler or take waste directly to a transfer and disposal of other special facilities.

**CONVENIENCE DROP-OFF SITES**

**Hours of Operation**

- Highway 29 Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Interstate Road Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Old Road Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Langston Road Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Old Airport Road Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- North Chatham Road Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Prison Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Stallin Road Site: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)
- Transfer Station and Recycling Facility: 7 a.m. - 5 p.m. (Mon-Fri), 8 a.m. - 4 p.m. (Sat), 10 a.m. - 4 p.m. (Sun)

**DON'T TANGLE OR CONTAMINATE! RECYCLE MORE FOR A GREENER STATE**

A GUIDE FOR USING YOUR COUNTY'S SOLID WASTE AND RECYCLING CONVENIENCE SITES  
Your county's contact information here

**RECYCLE RIGHT**

**PLASTIC** Bottles, tubs, jugs and jars  
Empty and rinse

**METAL** Cans  
Empty and rinse

**GLASS** Bottles and jars  
Empty and rinse

**PAPER** All paper, cartons and cardboard  
Empty and rinse

**DON'T TANGLE OR CONTAMINATE RECYCLE MORE FOR A GREENER STATE**

Save space in your trash by recycling common household items listed on the back.



# The Journey: 14 MRFS and 14 Signs

**DON'T TANGLE OR CONTAMINATE  
RECYCLE MORE  
FOR A GREENER STATE**



<p><b>PLASTIC</b> Bottles, tubs, jugs and jars</p>  <p>No pumps Empty and rinse</p>	<p><b>METAL</b> All cans</p>  <p>Empty and rinse</p>
<p><b>GLASS</b> Bottles and jars</p>  <p>Empty and rinse</p>	<p><b>PAPER</b> Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>

**KEEP THESE OUT!**



- ⊗ Aerosol cans
- ⊗ All batteries (car, lithium, etc.)
- ⊗ Ceramic items
- ⊗ Clothing or textiles
- ⊗ Diapers
- ⊗ Disposable cups (plastic and paper)
- ⊗ Electronics
- ⊗ Food-tainted items
- ⊗ Household glass
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood
- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys

**PLEASE DON'T BAG YOUR RECYCLABLES!**



**OUT!**

- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood

**American Recycling of Western North Carolina**  
1291 Sand Hill Road, Candler, NC 28715  
828-418-0777  
rmoore@amrecycling.com

**DON'T TANGLE OR CONTAMINATE  
RECYCLE MORE  
FOR A GREENER STATE**



<p><b>METAL</b> All cans</p>  <p>Empty and rinse</p>	<p><b>PAPER</b> Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>
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**KEEP THESE OUT!**



- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood

**PLEASE DON'T BAG YOUR RECYCLABLES!**



**OUT!**

- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood

**Curbie**  
116 Woodfin Ave, Woodfin, NC 28804  
828-252-2332  
www.curbie.com

**DON'T TANGLE OR CONTAMINATE  
RECYCLE MORE  
FOR A GREENER STATE**



<p><b>METAL</b> All cans</p>  <p>Empty out</p>	<p><b>PAPER</b> Paper, cartons and cardboard</p>  <p>Flatten cardboard</p>
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**KEEP THESE OUT!**



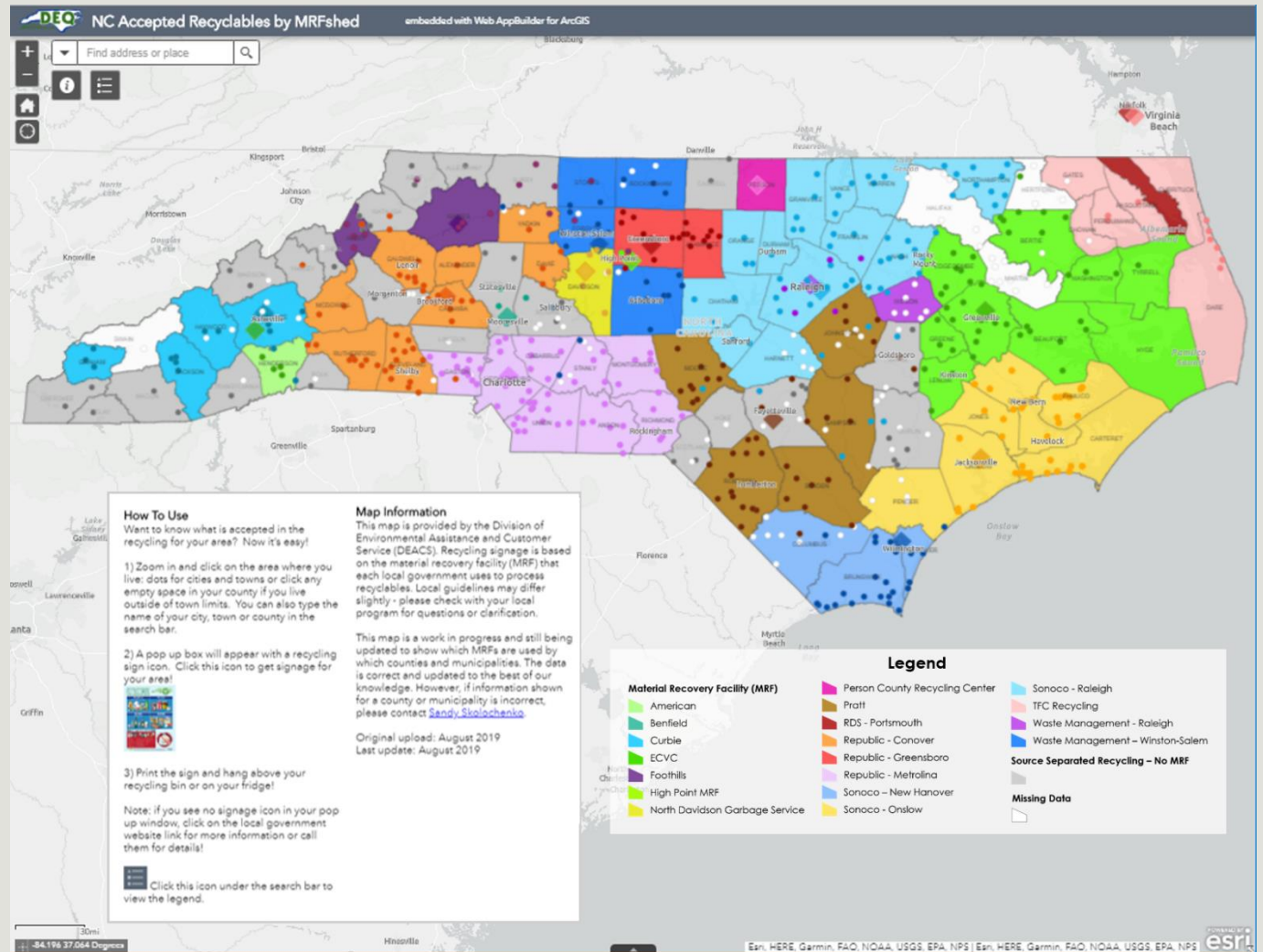
- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys
- ⊗ Hazardous waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood

**PLEASE DON'T BAG YOUR RECYCLABLES!**



**ECVC**  
ECVC, Inc.  
2100 N. Greene Street  
Greenville, NC 27834  
Toll Free: 1-800-758-4188

# MRFshed Map



# MRF Signage Differences

## NO DIFFERENCES:

- Foothills
- TFC
- North Davidson
- Waste Management
- American
- ECVC
- Republic Conover

## NO GLASS:

- Pratt
- Benfield

## SMALL DIFFERENCES:

- Person County (omitted cartons from Yes)
- Curbie (omitted aerosol from No)
- Sonoco (added clamshells and chip cans to Yes)
- RDS (added pizza boxes to No; removed tubs from Yes)
- Republic Greensboro (removed images of caps/lids; omitted cartons from Yes; omitted scrap metal from No)



# Recycling Basics

- 4 Categories, 9 Items
- Plastic bottles, tubs, jugs, & jars
- Metal cans
- Glass bottles & jars
- Paper & cardboard

**DON'T TANGLE OR CONTAMINATE  
RECYCLE MORE  
FOR A GREENER STATE**



<b>PLASTIC</b> Bottles, tubs, jugs and jars  No dumps Empty out	<b>METAL</b> All cans  Empty out
<b>GLASS</b> Bottles and jars  Empty out	<b>PAPER</b> Paper, cartons and cardboard  Flat on cardboard

**KEEP THESE OUT!**



- ⊗ Aerosol cans
- ⊗ All batteries (car, house, etc.)
- ⊗ Aluminum foil
- ⊗ Ceramic items
- ⊗ Clothing or textiles
- ⊗ Diapers
- ⊗ Disposable cups (plastic and coffee)
- ⊗ Electronics
- ⊗ Food-soiled items
- ⊗ Hazardous waste
- ⊗ Hot, sealed glass
- ⊗ Medical waste
- ⊗ Plastic bags/wrap
- ⊗ Scrap metal/wood
- ⊗ Shredded paper
- ⊗ Styrofoam/peanuts
- ⊗ Tangles (cords, hoses, wires, etc.)
- ⊗ Tires
- ⊗ Toys

**PLEASE DON'T BAG YOUR RECYCLABLES!**



**ECVC** ECV, Inc.  
2302 N. Greens Street  
Greenville, SC 29615  
Tel: 864.633.2388



# GET CART SMART

**IT'S ALL ABOUT** Recycling your waste responsibly throughout the stages of containers of 1 liter or more plastic bottles, 1.6L or more metal cans, glass bottles or jars, or cardboard cartons. Place all paper or cardboard in your brown recycling bin.

**GET CART SMART**

Everyone knows bottles and cans go in the recycling bin, but the following items are often mistaken as curbside recyclables. **When in doubt, throw it out!**

**STRAIGHT TO THE LANDFILL**

Before these items are recycled, they will be sent to a landfill.

- No aerosol cans**  
Aerosol cans are a fire hazard at the recycling facility.
- No ceramics items**  
Ceramics are hard to sort and can't be recycled.
- No pumps or tubes**  
They are made of multiple materials and can't be recycled for manufacturing.
- No needles**  
The type of "syringe" used in contaminated water filter and can't be remanufactured.
- No Styrofoam**  
Manufactured from oil and is not accepted for recycling.
- No tires**  
Tires, hoses, belts, plastic, rubber, and other items are not accepted for recycling.

**NON-CURBSIDE RECYCLABLES**

When these items are NOT accepted in your curbside recycling bin, use alternative ways to keep them out of the landfill. Call your local recycling coordinator for more information.

- Appliances**  
Refrigerators, air conditioners, and other appliances.
- Electronics**  
TVs, computers, monitors, and other electronics.
- Clothing and textiles**  
Don't donate and take to a donation center.
- Hazardous waste**  
Call your local public health department for medical disposal information.
- Medical waste**  
Call your local public health department for medical disposal information.
- Plastic bags and wrap**  
Recycle clean, dry plastic bags, wraps and packaging to your local retailer.
- Paper towels and napkins**  
Recycle clean, dry paper towels and napkins at your local retailer.
- Food waste**  
Do not put food waste in your curbside bin.

# IT'S ALL ABOUT SHAPE AND SIZE

## PLASTIC

Bottles, tubs, jugs  
and jars



No pumps

Empty and rinse

No lids, straws, single-use cups,  
six-pack rings, to-go containers  
or pouches



## METAL

All cans



Empty and rinse

No scrap/mixed metals  
such as ladders, pots  
or hangers



## GLASS

Bottles and jars



Empty and rinse

No mirrors, windows  
or glassware



## PAPER

Paper, cartons and cardboard



Flatten cardboard

No small paper pieces and  
packaging, or shredded paper





# STRAIGHT TO THE LANDFILL



## No aerosol cans

Aerosol cans are a fire hazard at the recycling facility.



## No ceramics items

Ceramic is a hard material to sort and can't be remanufactured.



## No pumps or tubes

They are made of multiple materials that can't be separated for remanufacturing.



## No receipts

This type of thin "paper" can contain non-recyclable layers and chemicals and can't be remanufactured.



## No Styrofoam

Styrofoam breaks down into tiny pieces in the recycling machinery.



## No tangles

Cords, hoses, wires, plastic gloves, etc. get caught in the recycling machinery.

# NON-CURBSIDE RECYCLABLES



## Appliances

Take appliances to a convenience center.



## Electronics

Take computers, televisions and other electronics to a convenience center.



## Clothing and textiles

Donate clothing and textiles to a convenience center or thrift store.



## Hazardous waste

Take to a convenience center or call 877-623-6748 for other drop-off locations.



## Medical waste

Call your local public health department for medical disposal information.



## Plastic bags and wrap

Return clean, dry plastic bags, wraps and packaging to your local retailer.



## Paper towels and napkins

This paper is too thin to remanufacture and often dirty. Compost instead.



## Food waste

Dispose of food waste in your compost.



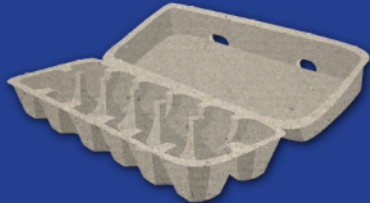
# YES PLEASE, NO THANKS



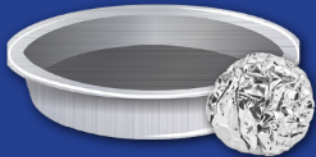
**Screw on caps, please!**



**Recycle clean pizza boxes, please!**



**Recycle paper egg cartons, please!**



**Clean aluminum foil and pans, please!**

**No lids. Put in trash.**



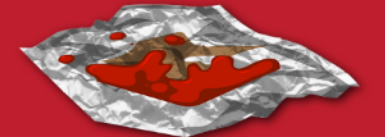
**No greasy pizza boxes. Compost them.**



**No Styrofoam or plastic egg cartons. Put in trash.**



**No dirty aluminum foil and pans. Rinse and reuse or put in trash.**



# ACCEPTED MATERIALS

Social Media Posts for Recycling Guidelines

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Accepted Materials* to encourage recycling and reduce contamination by clearly identifying the items accepted by most recycling programs statewide. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	
	Bagging your recyclables? Time to quit! When plastic bags enter the recycling system, they tangle the gears and shut down the sorting machines. So leave those recyclables loose and free in the curbside bin! #RecycleRightNC	
	Recycling confusion got you down? Remember bottles, tubs, jugs and jars, cans, boxes and paper belong in the recycling bin. If it isn't one of those shapes, don't be a wishful recycler. Empty, rinse and remove any pumps. When in doubt, throw it out! #RecycleRightNC	
	Confused about which plastics can be recycled? Now you know - bottles, tubs, jugs, and jars are what to put in the recycling bin. When in doubt, throw it out! #RecycleRightNC	
	Metal belongings in the recycling bin, right? Only if it is a CAN. Don't be tempted to put pots and pans, hangers and other metal items in the curbside recycling bin. Take them to the scrap metal collection at your recycling convenience center. #RecycleRightNC	

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# KNOW YOUR NO'S

Social Media Guide for Reducing the Top 16 Contaminants

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Know Your No's* to reduce contamination by highlighting the 16 most problematic contaminants in the recycling bin. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	
	Know your no's! Styrofoam doesn't belong in the recycling bin. Instead, reduce your single-use. Put it in the trash where it belongs. Don't tangle or contaminate. Recycle right for our state! #RecycleRightNC	
	Know your no's! Don't toss that cup in the recycling bin! Put it in the trash. These single-use items are often contaminated with liquid. Even when clean, cups splinter in the recycling machinery. The lids and straws can't be sorted by the equipment either. #RecycleRightNC	
	Know your no's! Don't toss that cup in the recycling bin! Put it in the trash. These single-use items are often contaminated with liquid. Even when clean, cups splinter in the recycling machinery. The lids and straws can't be sorted by the equipment either. #RecycleRightNC	
	Know your no's! Don't toss that cup in the recycling bin! Put it in the trash. These single-use items are often contaminated with liquid. Even when clean, cups splinter in the recycling machinery. The lids and straws can't be sorted by the equipment either. #RecycleRightNC	

# GET CART SMART

Social Media Guide for Common Recycling Questions

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Get Cart Smart* to encourage accurate recycling by answering the public's most frequent questions about what to put in the bin and why. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	
	Get Cart Smart! Most paper can be recycled, including boxes, bags, office paper, newspapers and magazines. Put paper smaller than a business card, wrapping paper and paper lined with plastic or foil in the trash. Compost paper towels and tissues. #RecycleRightNC	
	Get Cart Smart! What glass is recyclable? Bottles and jars. However, drinking glasses, glass dishes and Pyrex are made to withstand high temperatures and aren't recyclable. Neither are mirrors or window glass. Take these unbroken household glass items to the thrift store. #RecycleRightNC	
	Get Cart Smart! Only metal CANS go in the recycling bin. Take pots, pans, hangers and other metal items to the scrap metal collection at your recycling convenience center. #RecycleRightNC	

# RECYCLING REVEALED

Social Media Guide for Reducing Recycling Confusion

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Recycling Revealed* to encourage accurate recycling by taking the mystery out of recycling. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.

Together, we can recycle more and recycle better. #RecycleRightNC

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION	
	Recycling Revealed! Confused by recycling terms for items? Let's clear it up to clean it up! #RecycleRightNC	
	Recycling Revealed! How clean should it be? Clean enough to not contaminate other recyclables or be off-putting to the recycling sorters. Give a quick rinse and pop it in the recycling bin. If it's caked in grime, soak it overnight or run it through the dishwasher. #RecycleRightNC	
	Recycling Revealed! Items made of more than one material can't be recycled. Put them in the trash or don't buy them at all. Don't tangle or contaminate, recycle right for our state! #RecycleRightNC	

# SOCIAL MEDIA TOOLKITS





# KNOW YOUR NO'S

Don't tangle or contaminate. Recycle right for our state!



**NO BAGGED RECYCLABLES**  
Bagged recyclables are the #1 contaminant. Keep your recyclables loose and free!



# KNOW YOUR NO'S

Don't tangle or contaminate. Recycle right for our state!



**NO FOOD WASTE**  
Dispose of food waste in your compost or trash bin.





# KNOW YOUR NO'S

Don't tangle or contaminate. Recycle right for our state!



# NO PLASTIC WRAP

Return *clean, dry* plastic bags, wraps and packaging to your local retailer.



# KNOW YOUR NO'S

Don't tangle or contaminate. Recycle right for our state!



# NO HAZARDOUS OR MEDICAL WASTE

Call 877-623-6748 for hazardous waste drop-off locations. Call your local public health department for medical disposal information.



# KNOW YOUR NO'S

Don't tangle or contaminate. Recycle right for our state!



# NO PAPER TOWELS OR TISSUE

Paper towels and napkins are often soiled and too thin to recycle.



# RECYCLING REVEALED

## RINSE IT!

How clean does it need to be? Clean enough to not contaminate other recyclables or be off-putting to the people who sort the recycling. Give it a quick rinse and pop it in the recycling bin.







# RECYCLING REVEALED



## PLASTIC CODES

The chasing arrows symbol and “Please recycle” used on products and packaging doesn’t always mean an item is recyclable in your recycling bin.





# RECYCLING REVEALED

## FLATTENED THINGS

Are you still crushing your cans and flattening juice cartons? No need! The recycling machinery recognizes the items by shape and size.





# RECYCLING REVEALED


## CUPS

Truth is, your single-use cup belongs in the trash — along with its lid and straw. It's that simple.





# Social Media Toolkits










## DO YOUR PART

Be Cart Smart During COVID-19!

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Do your Part* to educate the public on the importance of proper disposal. The social media posts below coordinate with the *Recycle Right NC* information campaign materials designed for use by local recycling programs and private recycling collectors.]

**Together, we can recycle more and recycle better. #RecycleRightNC**

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>NO</b> Paper towels or tissues in the recycling cart! Put them in the trash.</p>	<p>Coronavirus have you cleaning? Those paper towels (and tissues) are too thin to recycle. Plus, they are dirty. Put them in the trash.</p>
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>NO</b> Single-use masks in the recycling cart! Put them in the trash.</p>	<p>Masks aren't recyclable. They also don't belong in the parking lot or on the side of the road. Put them in the trash.</p>
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>NO</b> Single-use gloves in the recycling cart! Put them in the trash.</p>	<p>Gloves don't belong in the parking lot or on the side of the road. They aren't recyclable either. Put them in the trash.</p>
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>NO</b> Plastic Packaging in the recycling cart! Put them in the trash.</p>	<p>Score a bunch of toilet paper? Recycle the plastic wrapper at the grocery store with your plastic bags — not with your curbside recycling!</p>
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>NO</b> Plastic Packaging in the recycling cart! Put them in the trash.</p>	<p>Ordering a lot online? The plastic packaging can be recycled at your grocery store with your plastic bags — not with your curbside recycling!</p>
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>YES</b> Paper rolls in the recycling cart!</p>	<p>Your paper towel and toilet paper rolls CAN be recycled!</p>
 <p><b>DO YOUR PART</b> Be Cart Smart!</p> <p><b>YES</b> Cardboard boxes in the recycling cart! Make sure to flatten them.</p>	<p>Ordering a lot online? The recycling industry NEEDS those boxes! Flatten them and put them with your curbside recycling.</p>

# COMPOST

INCLUDE THE FOOD, PLANTS AND PAPER TOO!



Social Media Guide for Backyard Composting

The N.C. Division of Environmental Assistance and Customer Service (DEACS) has developed *Compost: Include the Food, Plants and Paper Too!* to educate the public on backyard composting.

**Do Your Part — Be Compost Smart. #CompostNC**

IMAGE	TEXT FOR FACEBOOK AND TWITTER CAPTION
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! FRESH GREENS</b> <b>YES! DRY BROWNS</b></p>	<p>Want to keep your garden healthy and reduce your carbon footprint at the same time? Start backyard composting! #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! BREAD</b></p>	<p>Now is the time to start that backyard compost pile! Here is what you can (and can't) compost! #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>NO! KEEP THESE OUT</b></p>	<p>Keep your compost bin contaminant free! Make sure you keep these items out! #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! GRASS AND PLANT TRIMMINGS</b></p>	<p>Want a well-manicured lawn this summer? Toss those grass and plant trimmings in your compost bin. #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! EGG SHELLS</b></p>	<p>Egg shells are a great source of calcium and are good for plant cell growth. Toss them in the compost bin! #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! BREAD</b></p>	<p>Food waste stops with you! That loaf of stale bread doesn't have to go to the landfill. Toss it in your compost bin! #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! RICE AND LEGUMES</b></p>	<p>When you have leftovers, toss the rice and beans in the compost and reduce landfill space. #CompostNC</p>
 <p><b>COMPOST</b> INCLUDE THE FOOD, PLANTS AND PAPER TOO! <b>YES! TEA LEAVES AND COFFEE GROUNDS</b></p>	<p>Working from home? After you get your caffeine fix, toss those tea leaves and coffee grounds in your compost bin. #CompostNC</p>

<https://deq.nc.gov/conservation/recycling/general-recycling-information/recycle-right-nc-social-media-toolkit/do-your>

<https://deq.nc.gov/conservation/recycling/general-recycling-information/recycle-right-nc-social-media-toolkit/backyard>

# Training Handouts

## GET CART SMART

Everyone knows bottles and cans go in the recycling bin, but the following items are often mistaken as curbside recyclables. **When in doubt, throw it out!**

### STRAIGHT TO THE LANDFILL

Refuse, reduce, reuse, or re-purpose these items — otherwise put them in the trash.

- Aerosol cans**  
Aerosol cans are a fire hazard. Take them to a hazardous waste drop-off center; if empty, send to the landfill.
- Ceramic Items**  
Ceramic is a hard material to sort and can't be remanufactured.
- Pumps or tubes**  
They are made of multiple materials that can't be separated for recycling.
- Receipts**  
This type of thin "paper" can contain non-recyclable layers and chemicals.
- Styrofoam**  
Styrofoam breaks down into tiny pieces in the recycling machinery.
- Tanglers**  
Cords, hoses, wires, plastic gloves, etc. get caught in the recycling machinery.

## NON-CURBSIDE RECYCLABLES

While these items are **NOT** accepted in your curbside recycling, there are other ways to keep them out of the landfill. Call your local recycling convenience center to find out if they accept these items and more!

- Appliances**  
Take appliances to a convenience center.
- Electronics**  
Take electronics to a convenience center.
- Clothing**  
Don't toss clothing.
- Hazardous**  
Take hazardous materials to a convenience center.
- Medical**  
Call your doctor for disposal instructions.
- Plastic**  
Recycle plastic bags to a convenience center.
- Paper**  
Call your doctor for disposal instructions.
- Food**  
Recycle food waste to a convenience center.

## KNOW YOUR NO'S

Don't tangle or contaminate. Recycle right for our state!

The N.C. Division of Environmental and Natural Resources (DENR) is a non-regulatory division offering technical and financial assistance to businesses, manufacturers, local governments, and developers and leaders in environmental management. For questions, call 1-877-522-6718.

## REDUCE YOUR SINGLE USE

You can refuse single-use packaging. These are the top five alternatives to reduce using wasteful products!

- TRY REUSABLE BAGS AND TOTES** (Plastic and paper bags)
- TRY REUSABLE WATER BOTTLES** (Bottled water)
- TRY REUSABLE COFFEE MUGS** (Paper coffee cups)
- TRY DURABLE UTENSILS AND CLOTH NAPKINS** (Plastic utensils and paper napkins)
- TRY STURDY FOOD CONTAINERS** (Styrofoam to-go containers)

When you find yourself with a plastic bottle or bag, please recycle! Bottles are easily recycled curbside, and plastic bags should be brought back to retail/grocery stores that accept them. Remember that plastic bags should not be placed in the curbside cart, and do not bag your recyclables — keep them loose and free!



# Urgent Information Handouts for: Press Elected Officials Public

- Facts
- Talking Points
- Program Adjustments

**DON'T TANGLE OR CONTAMINATE  
RECYCLE MORE  
FOR A GREENER STATE**



## DEFENDING RECYCLING

Quick training guide for those defending recycling to elected officials, other governing bodies and the media.

**WHAT THE ELECTED OFFICIAL MAY SAY:**  
"We don't have to provide recycling for our citizens."

**WHAT THE PUBLIC MAY HEAR:**  
"Recycling isn't mandatory."

**THE FACTS/A BETTER MESSAGE:** legislation, the North Carolina General materials, including plastic bottles and household recycling mix. As recycling of a non-landfill option for easy to recycle (all cans), glass (bottles and jars) and pi grant programs available to every comm The state of NC also provides common community to help educate their citizen

**WHAT THE ELECTED OFFICIAL MAY SAY:**  
"I don't have the budget to keep this program."

**THE FACTS/A BETTER MESSAGE:** TH to restructure the way we fund recycling and processing. When markets are good further enhance the program.

**WHAT THE ELECTED OFFICIAL MAY SAY:**

- "Landfilling is cheaper than recycling, let's just send it there."
- "We shouldn't have to pay to get rid of recyclables"
- "Recycling isn't profitable."

**THE FACTS/A BETTER MESSAGE:** There's ab it. When we don't reclaim a resource thro paying to bury it in a landfill. Recycling red materials out of the landfill. Recycling is Relying on recycling revenues to cover th markets recover. We shouldn't abandon because markets are down. That would b

## Recycle Right NC Factsheet



Use these facts to support conversations with citizens, press, elected officials and decision makers or to draft your own versions of press releases or letters to the editor.

**Important Recycling Truths**

- Single-stream recycling is here to stay. It yields the high efficiency in the most expensive part of the recycling system. Americans view recycling as a valuable public service.
- Recycling:
  - Creates jobs.
  - Returns valuable resources (and their embodied energy)
  - Supplies manufacturers with feedstock they rely on
  - Preserves virgin materials.
  - Saves energy and water and reduces greenhouse gas
  - Conserves landfill space.
- Recycling is an essential part of a comprehensive municipal waste management plan. Recycling is a cost-effective alternative to landfill disposal. All materials, whether recycled or not, are eventually landfilled.

**Current Stressors on the Recycling Industry**

- Chinese import restrictions led to more recycled materials being sent to landfills. Recycling bins contain too much trash.
  - The public is confused by conflicting and changing messages.
  - Sustained education and enforcement campaigns are needed to reduce contamination.
  - Domestic markets for recycling are a necessity and a challenge.
- The COVID-19 pandemic has created new challenges for recycling.
  - Operations must be modified to prioritize worker safety.
  - Recycling volume has moved from the commercial to the residential sector.
  - Economic and consumer spending changes lead to less recycling.
  - Local governments are facing budget shortfalls due to reduced revenues.

**Actions Needed NOW**

- Modify operations to protect workers by enabling social distancing, wearing masks, and regularly cleaning vehicles, equipment and facilities.
- Review funding mechanisms for recycling programs at the local, state and federal levels or modifying the level of services provided.
- Reduce the amount of trash and non-recyclables (contaminated and low-value items, plus, removing and sending contaminants to a separate facility).
- Use education paired with enforcement to reduce contamination (cart tagging) campaigns to achieve contamination reduction in Chicago. We can do the same in North Carolina.
- Reduce single use. Many single-use products (disposables) are not recyclable.
- Buy products with recycled content to help build demand for recycled materials.
- Keep moving forward. The current system of collecting and transporting materials, yields the most participation in recycling programs. Americans love to recycle. Educate the public about changes.

## SAVING RECYCLING



These are unprecedented times for the recycling industry. Already experiencing market fluctuations and educational challenges, recycling then faced COVID-19, which affected budgets and service provision while leading to increased residential volumes with more contamination. Going forward, some local governments may be faced with challenges as they examine their budgets and assess possible shortfalls.

The N.C. Division of Environmental Assistance and Customer Service (DEACS) would like to suggest some options to consider should you be faced with altering your recycling program. Remember that cutting a recycling program does not make the items that would have gone into the recycling bin go away; rather, that volume and associated cost has now been added to your solid waste budget.

If faced with a budget shortfall, communities should consider the following recommendations — many of which would never be suggested under non-pandemic circumstances — as temporary means to keep recycling programs intact during extraordinary times. Manufacturers in North Carolina and across the country are still depending on recyclable materials to make everyday products like toilet paper, plastic bottles, and food packaging. Temporary changes should always be clearly communicated to your residents with honest and concise messaging.

**Prevention** **Adjusting Revenues**

Before making any cuts or changes to your recycling program, we recommend a close review of your budget to look for ways to increase revenues. The Recycling Partnership found that 84 percent of Americans view recycling as a valuable public service. The per household cost to keep your recycling program running could only be pennies per day. While not all local governments in North Carolina charge fees, those that do assessed an average fee of \$14 per household per month for combined solid waste and recycling services in 2019.

**Small Changes** **Special Collections and Service Frequency**

**Eliminate Special Collections:** Some curbside special collections programs such as textiles or electronics could temporarily be changed to drop-site only. You may also want to look at the costs for bulky items and white goods collection as they could be changed to drop-site or fee-for-collection.

**Reduce Service Frequency:** If your program has weekly collection, studies show that changing your pickup schedule to twice per month with 96-gallon carts has a large effect on your budget with little change in the amount of material collected. Most of the industry has moved to every-other-week (EOW) pickup. If your pickup schedule is already EOW, a temporary change to monthly pickup can help keep operation costs down. These options can drive additional traffic to your drop sites, so you may need to adjust your hours of operation. To keep recycling route drivers employed, they can be temporarily assigned to drop sites. Residents may also ask for additional recycling carts. Grants are available from DEACS and others to help you purchase 96-gallon carts, make changes to your drop sites and educate the public about changes.

**Reducing Cost** **Removing Glass**

**Collect Glass Separate from Single-Stream:** Most material recovery facilities (MRFs) in North Carolina have multi-tiered pricing menus with glass-in or glass-out options. Choosing glass-out can be a quick way to cut costs from your program. Instead of requesting that your residents throw the glass in the trash, we recommend that you first partner with your county to use its existing convenience sites to collect glass. A second option is to convert one of your own established drop sites to have a glass-only dumpster or carts. If you do not have any established drop sites of your own, you can make one with very limited space. Grant funds can be used to help you build a glass collection center and to educate the public about changes. Strategic Materials has options to assist you with cost efficient glass-only pickup. To connect with Strategic, contact: **Tom Syre, Regional Sourcing Manager, Strategic Materials, Inc. | 281.702.0984 | tsyre@strategicmaterials.com**



# RECYCLE

<h2>PLASTIC</h2> <p>Bottles, tubs, jugs and jars</p> <p>No pumps      Empty and rinse</p>	<h2>METAL</h2> <p>All cans</p> <p>Empty and rinse</p>
<h2>GLASS</h2> <p>Bottles and jars</p> <p>Empty and rinse</p>	<h2>PAPER</h2> <p>Paper, cartons and cardboard</p> <p>Flatten cardboard</p>

The N.C. Division of Environmental Assistance and Customer Service (DEACS) is a non-regulatory division of N.C. DEQ offering technical and financial assistance to businesses, manufacturers, local governments, institutions, economic developers and citizens in environmental management. For questions, call 1-877-623-6748. [www.recycling.org](http://www.recycling.org)

# LANDFILL

**PLASTIC-COATED PAPER PRODUCTS**

**NON-RECYCLABLE PLASTICS**

**FOOD, WRAPPERS AND FROZEN FOOD PACKAGING**

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# RECYCLE

RECICLE LATAS Y BOTELLAS  
EMPTY BOTTLES AND CANS

# TRASH

BASURA

WHEN IN DOUBT, THROW IT OUT!

# Bin Signage and Decals

# Recycle Right NC Resources



A screenshot of the website [recyclemorenc.org/RecycleRightNC.html](http://recyclemorenc.org/RecycleRightNC.html). The browser's address bar shows the URL. The page has a green header with the "RECYCLE MORE NC" logo on the left and the text "RECYCLE MORE NC" on the right. Below the header is a green navigation bar with links for "Home", "About", "Recycle Right NC", "Recycle Guys", and "Recycling C". The main content area is split into two columns. The left column has a green background and lists four options: "Outreach for the General Public", "Order Customized Outreach Materials", "Outreach for Kids and Schools", and "Order School Materials". The right column features a large blue recycling symbol graphic made of smaller symbols, with the text "#RecycleRightNC" above it and "RECYCLERIGHT" below it.

Outreach for the  
General Public

Order Customized  
Outreach Materials

Outreach for Kids  
and Schools

Order School Materials

Recycling Facts,  
Press Releases, and  
Educational Materials

Social Media Posts

MRF Video

A promotional graphic for the #RecycleRightNC campaign. It features a blue background with a large recycling symbol made of smaller symbols. Text includes "#RecycleRightNC", "RECYCLERIGHT", and a paragraph: "Unsure what to put in the bin? Confused by headlines that say recycling is dying? Ready to be a recycling influencer? All the tools you need are HERE. Join NC's anti-contamination campaign and clean up recycling!". A blue button at the bottom right says "LEARN MORE". There are also a "Save" icon and a share icon in the top right.

**#RecycleRightNC**

**RECYCLERIGHT**

Unsure what to put in the bin? Confused by headlines that say recycling is dying? Ready to be a recycling influencer? All the tools you need are HERE. Join NC's anti-contamination campaign and clean up recycling!

**LEARN MORE**



**WHAT  
CAN I  
RECYCLE?**



**WHAT  
CAN'T I  
RECYCLE?**



# So what now...

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- Extended producer responsibility
- Domestic markets
- Recycled Content
- Unified messaging
- Food Waste/Compost!
- Waste Reduction Goals/Plans/Bans
- Citizen Awareness/Activism

# And What Can You Do?

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- On site bin placement/color coded/with signs
- Train via webinars or in person
- Share resources via social media
- Share resources via emails
- Consider Hard to Recycles, Compost, Packaging
- Waste Reduction Goals/Plans
- Employee Engagement
- Find out if your community needs recycling support!

# How DEACS Can Help

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- Community Recycling Support
- Bin System and Signage
- Recycle Right Presentations
- Employee Engagement Consultation
- HTR Solutions
- Food Waste/Compost!
- And whatever you dream up next!



# Contact Us

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<https://www.facebook.com/RecycleMoreNC/>  
[www.recyclenc.org](http://www.recyclenc.org)



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