The Recycling Partnership
Solving for Circularity

Center for Sustainable Behavior & Impact

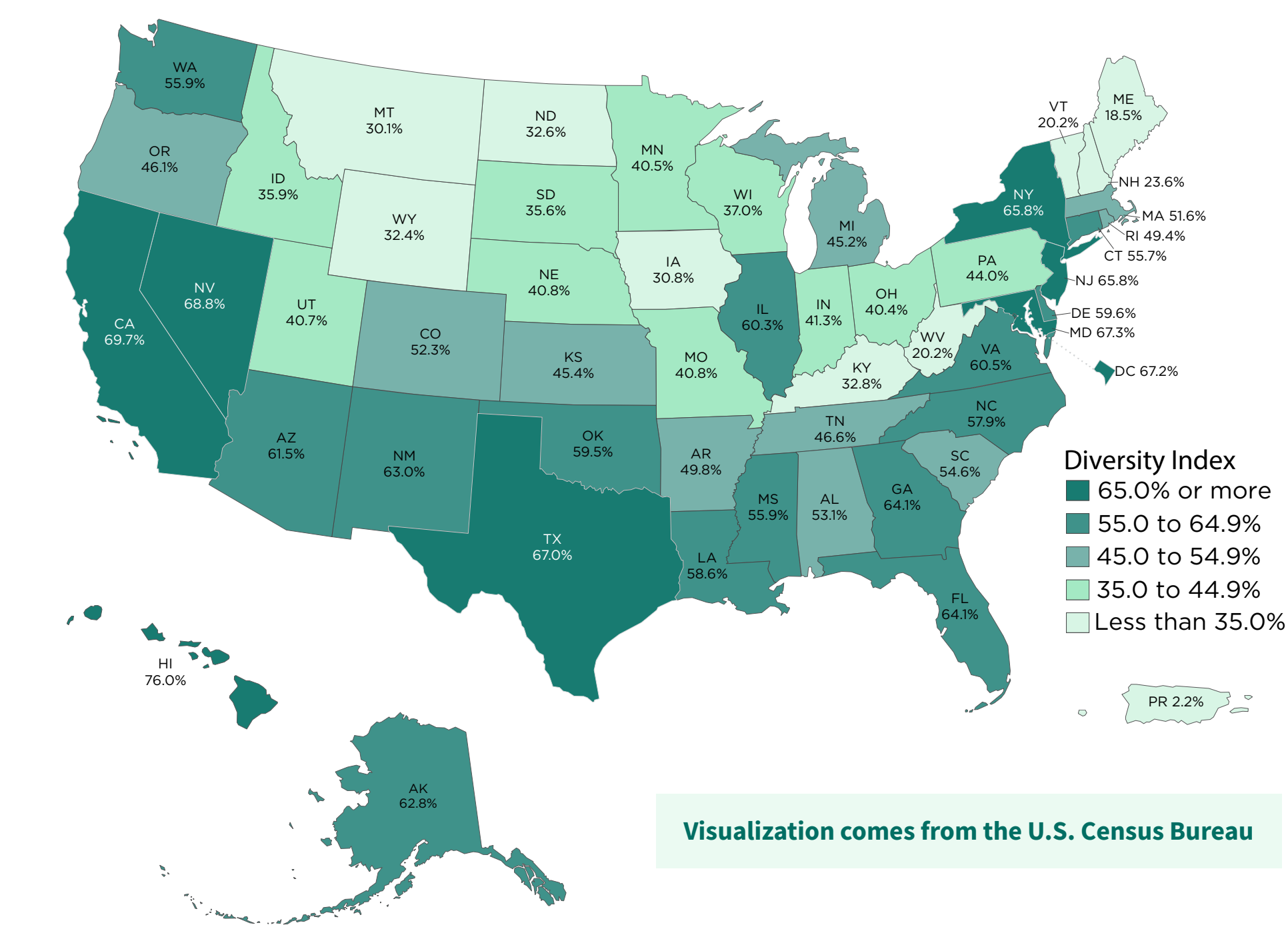# Introduction to Creating More Equitable Recycling Outreach

Table of Contents

By the Numbers

Thank you for your interest in learning how to help the U.S. recycling system reach its fullest potential through inclusive education and outreach. You have an essential role to play in making recycling work better for everyone, and central to this is ensuring equitable outreach.

According to the 2020 U.S. Census, the overall racial and ethnic diversity of the United States has increased since 2010. Communities are becoming more diverse and the need for more equitable outreach is growing.

Diversity Index
- 65.0% or more
- 55.0 to 64.9%
- 45.0 to 54.9%
- 35.0 to 44.9%
- Less than 35.0%

Visualization comes from the U.S. Census Bureau

Suggested Reading: Our Literature Review on Multicultural Strategies for Behavior Change (Nov, 2019)

What does this mean for recycling outreach and public education?

The U.S. Census Diversity Index shows that the probability that we, as recycling professionals, will be interacting with audiences of differing racial and ethnic groups is increasing too. This creates an opportunity—and call to action—for us to approach outreach initiatives more equitably and inclusively, and ultimately more effectively!

Beyond Education
Looking at recycling through a lens of diversity and equality has impacts beyond education. Analysis of our **National Recycling Database** identifies that communities with a majority Black population are 50% more likely than the rest of the nation to not have automatic curbside collection and are 50% more likely than the rest of the nation to not have a recycling program at all. (The Recycling Partnership)

Additionally, barriers to recycling are felt more strongly by certain segments of the population. According to our national segmentation research, Black respondents reported a number of deterrents to recycling and Hispanic/Latinx reported even more frustrations, more strongly.

Both groups, (especially in southern U.S. or under the age of 44) were more likely than other groups to point to:

→ **Lack of access or practical knowledge** about how to recycle properly

→ **Out of pocket or perceived costs of recycling**, including bags, service, taxes or time

→ **Social pressures and frustrations**, not seeing others recycle, feeling judged for not recycling and for Hispanics, some felt they would be judged for recycling

→ **Asian/Pacific Islanders and Indigenous respondents also felt many of these barriers** but to lesser degrees

→ **White respondents were more likely to feel confident** and reported very few barriers

Not surprisingly, our research repeatedly pointed to the need to engage "trusted advisors" such as friends and family, community events, centers (such as YMCA/YWCA), even grocery stores, and neighborhood chats.

Co-Creating Solutions for People

State and local recycling program leaders have expressed interest in having more guidance around creating tailored public engagement that includes all members of their communities. This Introduction to Creating More Equitable Recycling Outreach offers practical tips, data, and insights to improve effectiveness and strengthen community engagement.

If you have already taken steps to offer equitable outreach, this introduction can serve as a prompt to double check your progress and identify next steps. If you have not started or are early in your process, this introduction walks you through ideas for planning, collaborating, and taking actionable steps that are foundational to inclusive public engagement.

Across our research and that of others, recycling is considered to be a strongly felt social good, the "morally right" thing to do, and a civic duty that connects people to their community. However, research also shows there is a disconnect between the idea of recycling and the act of confidently and properly recycling. One reason may be that recycling is organized and communicated through municipal and government structures and data focused on moving materials efficiently, not through a people-first, service focus. Recycling educators, customer service representatives, and sometimes route drivers have a difficult job sharing all information with all people.

This Introduction to Equitable Outreach and related resources were made possible through two of The Recycling Partnership's key workstreams, **The Center for Sustainable Behavior and Impact** (CSBI) and the **Recycling Inclusion Fund** (Inclusion Fund). Our dedicated staff is working diligently to create replicable and inclusive resources through collaboration with experts and members of the recycling value chain. We are appreciative of the continued support of our contributors who believe in our mission and work to advancing a circular economy by building a better recycling system.

By identifying needs and creating resources to support racial equity, we are building solutions for a circular economy that works for everyone. To learn more about The Partnership's solutions, staff, and funders, visit **recyclingpartnership.org**.

The Center for Sustainable Behavior & Impact conducts in-home research to identify solutions that can support all people in their efforts to recycle.

What Do We Mean By DEIB?

At The Partnership, we use a DEIB (diversity, equity, inclusion, and belonging) framework to achieve desired outcomes. We believe in a world where it is as easy to recycle as it is to throw something away and any burden of waste is shared across all stakeholders so that it may be reimagined to create more equitable and generative solutions.

Recycling through a DEIB lens, means having access to outreach resources that are reliable and easy-to-use, are culturally appropriate and relevant, and are readily available for different audiences. It also means engaging with representatives throughout the development and evaluation of outreach for collaboration, involvement, listening, and respect. There are many possible applications, but here are a few.

Diversity = Representation of All Members of Your Community

Can community members see themselves represented in the recycling education and outreach materials shared with them? What diversity might mean for recycling: upholding values that acknowledge, respect, and embrace the complexities of a given community through the unbiased representation of its members.

Equity = Resources that are Justly Distributed

Does everyone have what they need to recycle well? Who needs additional support? What equity might mean for recycling: understanding that support might look different from one person to the other. Investing in relevant resources and tools and equitably sharing them with community members to encourage their full participation is needed. Tools and resources might look like in-home recycling containers for specific audiences , in-language instructional guides, regular and repeated outreach, time, and attention.

Inclusion = User-Centered Design

Are recycling programs and services set up for full community participation? Are recycling outreach initiatives updated to improve engagement? What inclusion might mean for recycling: creating versions of educational materials that are intentional and inviting so all community members receive information and feedback that is easy to understand and resonates.

Belonging = Authentic Connectedness to Community Services and Waste Reduction

Do people feel like they can fully contribute to community recycling? Do they feel assured that their recycling participation and efforts matter? Do they feel like their opinions and contributions are valued? What belonging might mean for recycling: embedding all the above into a culture that takes the time to see and hear community members. Valuing points of view may be activated through community-level listening sessions to deepen mutually beneficial relationships, or an advisory board, active liaisons, or trusted advisors. It may be community-led messaging or opportunities for creative expression.

Why Equity Matters in Recycling Outreach

In many programs, recycling education, engagement and support are designed with one-size-fits-all strategy. Equitable outreach means meeting people where they are and finding ways to engage in ways that are meaningful and respectful.

Nearly Everyone Agrees that Recycling is Important, but Barriers are Felt Unevenly and Many Lack Clear Ease

Aligning exactly with our national research, our BIPOC-focused research shows 87% believe recycling is a positive action to take, but our other national general population research showed that Black and Hispanic/Latino, especially those aged 18-44, were more likely than others to feel more barriers and frustrations.

It is not surprising given there are significant infrastructure gaps to recycling that need to be addressed to help communities fully participate in recycling programs.

Analysis of The Recycling Partnership's **National Recycling Database** shows that communities with a majority Black population are 50% more likely than the rest of the nation to not have automatic curbside collection and are 50% more likely to not have a recycling program at all.

Paying It Forward: How Investment in Recycling Will Pay Dividends

Not only is strengthening equitable outreach the right thing to do, it is also the only way for the US to achieve recycling as a social norm. Effective, efficient operations and outreach is only possible if the majority of residents are truly included and thus feel proud to participate and confident in their ability to properly recycle. Our **Paying It Forward Report** embedded the need for equitable engagement in its projection that an average of $10/household (HH) is needed to improve recycling. Imagine that for the last ten years a community has spent $1 per household reaching an already-engaged audience. It is time to make that same investment (e.g.: $1 per HHx10 years=$10 per HH) in audiences that have not meaningfully been reached.

> According to a survey by the Alliance for Inclusive and Multicultural Marketing, in 2022 60% of consumers from diverse communities indicated they felt "invisible or underrepresented" in ads, up from 58% in 2021. The poll also found that the companies that ranked high on its diversity index saw the highest return on investment (Council, 2023).

There are no one-size-fits-all solutions in recycling outreach because the recycling motivators and barriers vary across ages, regions, as well as race and ethnicity. The confusion that people report around recycling is largely due to infrequent information and outdated mental models. The anecdote to confusion is clear, readily available information and feedback. Despite frustrations and skepticisms, there are indications that meaningful engagement can restore faith and participation in recycling. There are many nuances in the data and some potential contradictions, but we see those as helping us narrow in on the reality.

We undertook a national survey of Black, Indigenous, and People of Color (BIPOC)-only respondents to establish if there were differences and similarities in sentiment that would not show up in surveys where these groups are comparably smaller within the nationally representative sets of participants.

Overall, sentiment about recyling exactly matched our national results: 9 in 10 BIPOC respondents said recycling is a strongly felt public good. (BIPOC, Aug 2021, n=1200)

In terms of reasons to recycle the statement "Recycling reduces waste and saves natural resources" scored well, but the highest scoring reasons were more specific. There was not one motivation that drastically outperformed the others across all groups. (BIPOC, Aug 2021, n=1200)

Top Reported Motivators for Recycling

Highest Among Hispanic/Latinx Respondents

"Recycling helps protect wildlife, from turtles and dolphins to bears and birds." Ranked well across groups other than Black, also in Confidence and Segmentation.

Highest Among Black Respondents

"By recycling, I am helping to protect the planet for my children and grandchildren." Ranked well across groups other than AAPI and "being required to" although Black or African American respondents rank reducing waste the lowest among demographic groups in both projects that ask this question. It is the highest they rank any of the offered motivators. This suggests that common motivational messaging is less effective among Black or African American communities and additional research on what is compelling should be done.

Highest Among Indigenous Respondents

"By recycling, I am helping to protect the planet for my children and grandchildren" tied with "recycling reduces the need for landfill space." Ranked well across groups other than AAPI.

Highest Among Asian, Asian American, or Pacific Islander Respondents

"Recycling ultimately leads to cleaner air and water." Ranked well across groups other than Indigenous and "Recycling reduces climate change."

Segmentation, Jan 2022, n=2509 | Recycling Confidence Index, Jun 2022, n= 3127

These results are not prescriptive, but could serve as a starting point for your local research and community-led approach.

Reasons on the previous page seemed to be logical and less emotional, however, when tested, preference shifted across all groups to two messages, shown below.
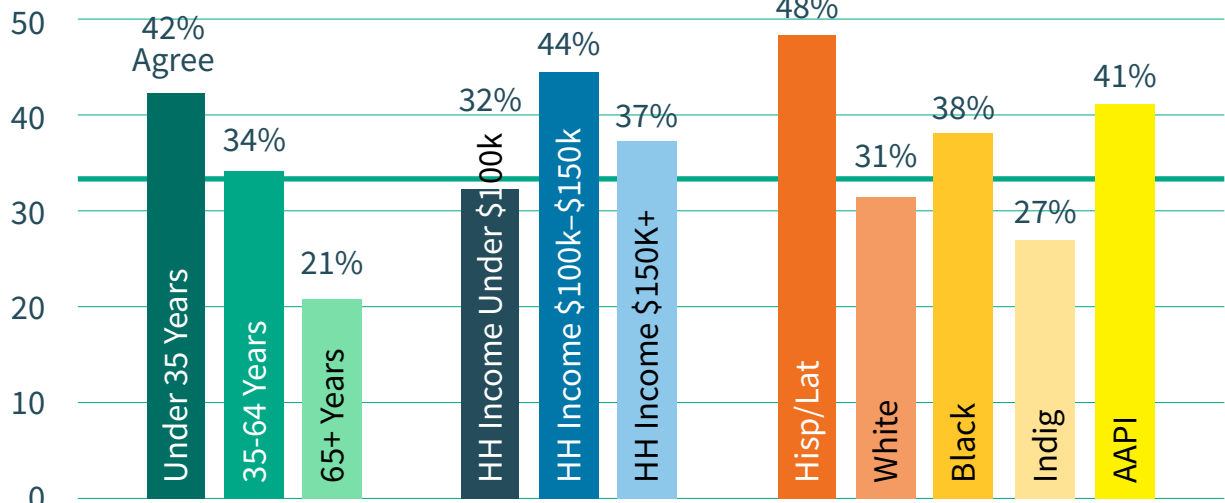

By age, household income, and race and ethnicity, some responses are more alike than others, but issues with most were for more information and support. Otherwise, responses vary underscoring the need to understand audiences (ideally by involving them) and layer tactics.
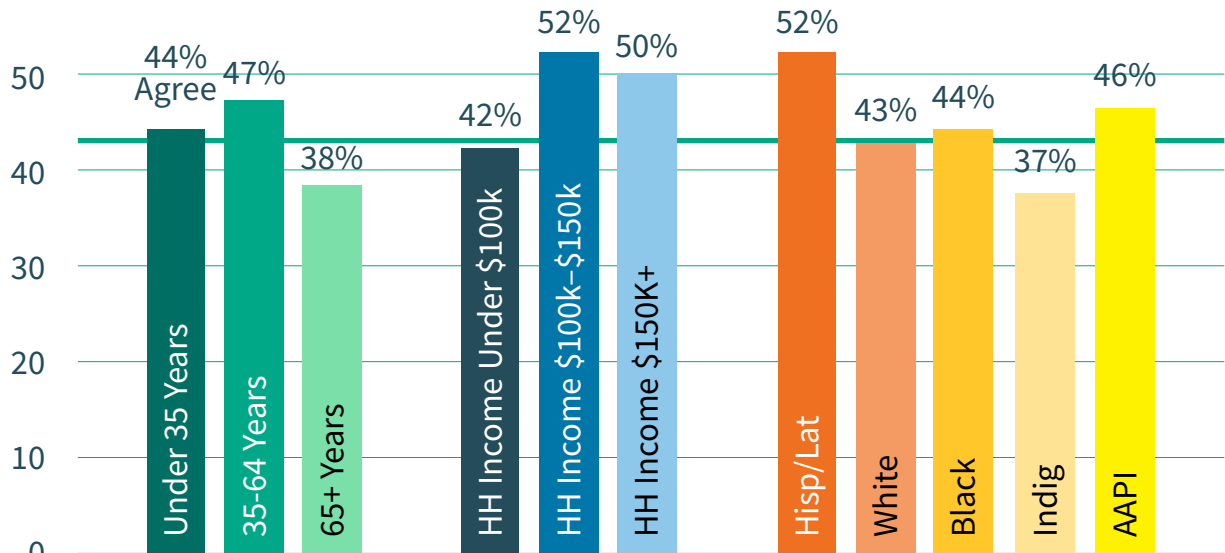
Looking into psychology and context in a large survey across single-family households nationally, motivations and barriers show up in different ways: (Segmentation, Jan 2022, n=2509)

There is clear evidence that access to recycling as well as education, tools, and outreach are not yet equitable in the U.S. The best way to identify and create significant and meaningful supports for any audience is to involve participants in the process, to use multiple channels, and to establish frequent and ongoing engagement.
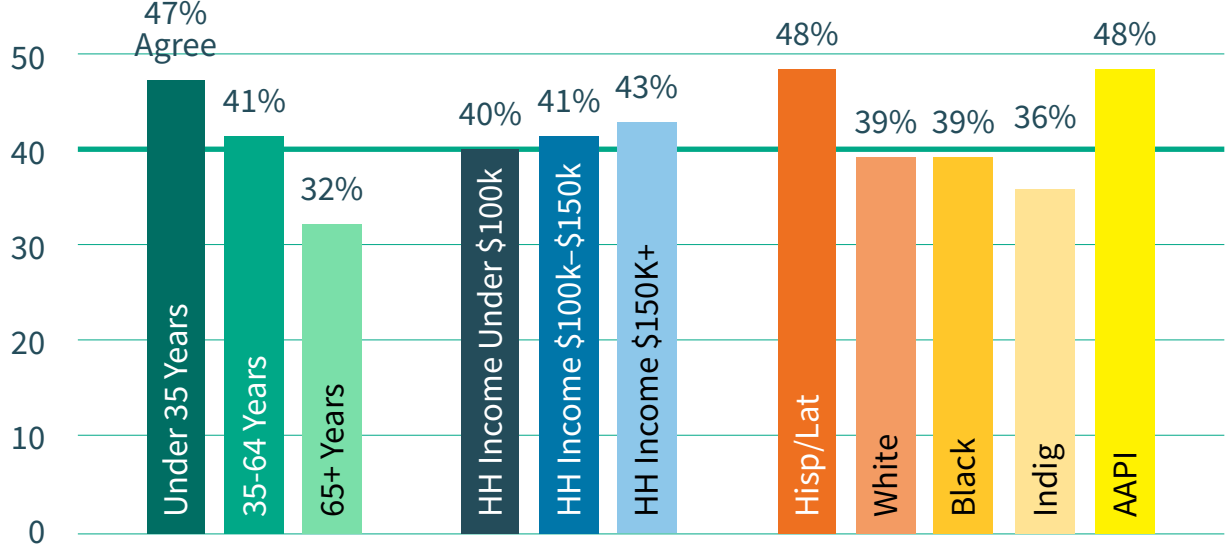
Research shows that younger people are more concerned about climate change and environmental issues (State of the Planet, Columbia University) and they also feel more burdened than older respondents.

"I actively research information about recycling" (Avg 33%)

Under 35 Years: 42% Agree
35-64 Years: 34%
65+ Years: 21%
HH Income Under $100k: 32%
HH Income $100k-$150k: 44%
HH Income $150K+: 37%
Hisp/Lat: 48%
White: 31%
Black: 38%
Indig: 27%
AAPI: 41%

"I'm vocal about the importance of recycling" (Avg 43%)

Under 35 Years: 44% Agree
35-64 Years: 47%
65+ Years: 38%
HH Income Under $100k: 42%
HH Income $100k–$150k: 52%
HH Income $150K+: 50%
Hisp/Lat: 52%
White: 43%
Black: 44%
Indig: 37%
AAPI: 46%

"I feel guilty about not recycling / not recycling often" (Avg 40%)

Under 35 Years: 47% Agree
35-64 Years: 41%
65+ Years: 32%
HH Income Under $100k: 40%
HH Income $100k-$150k: 41%
HH Income $150K+: 43%
Hisp/Lat: 48%
White: 39%
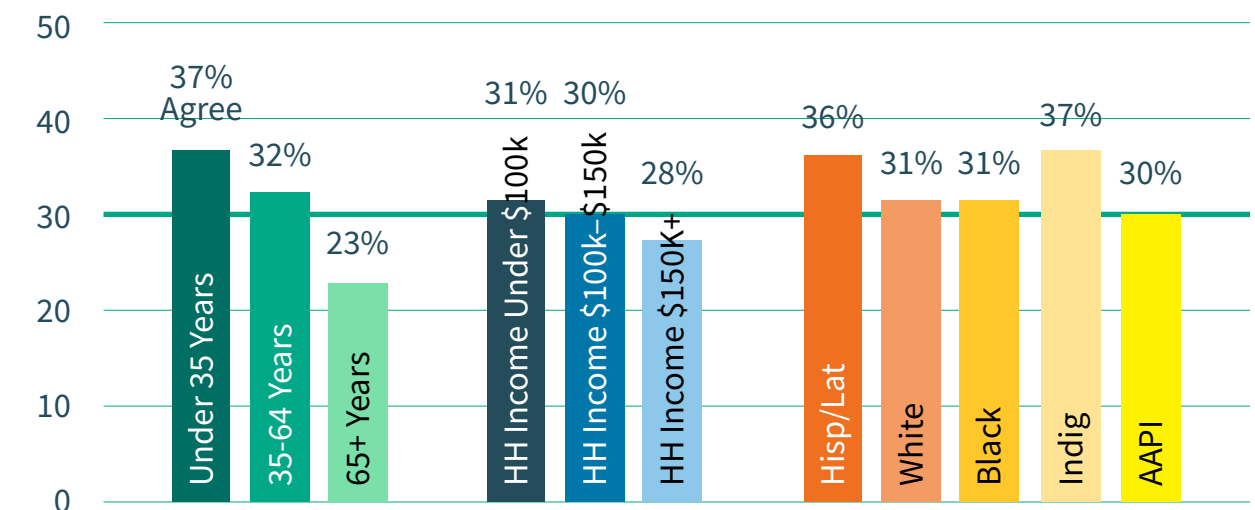Black: 39%
Indig: 36%
AAPI: 48%

Unlike individual guilt, social pressure is pushing some people away from recycling. One in five Hispanics/Latinx and those under the age of 45 feel their neighbors or community would laugh at or judge them for recycling, where nearly no one (1-4%, with Hispanic/Latinx reporting 5%) feels judged for not recycling, but a third are frustrated when others do not recycle.

34%

"I am frustrated when others in my community don't recycle."

(e.g., neighbors, friends)

Chart (34% Agree line):
- Under 35 Years: 30%
- 35-64 Years: 35%
- 65+ Years: 33%
- HH Income Under $100k: 34%
- HH Income $100k–$150k: 36%
- HH Income $150k+: 31%
- Hisp/Lat: 37%
- White: 35%
- Black: 30%
- Indig: 39%
- AAPI: 26%
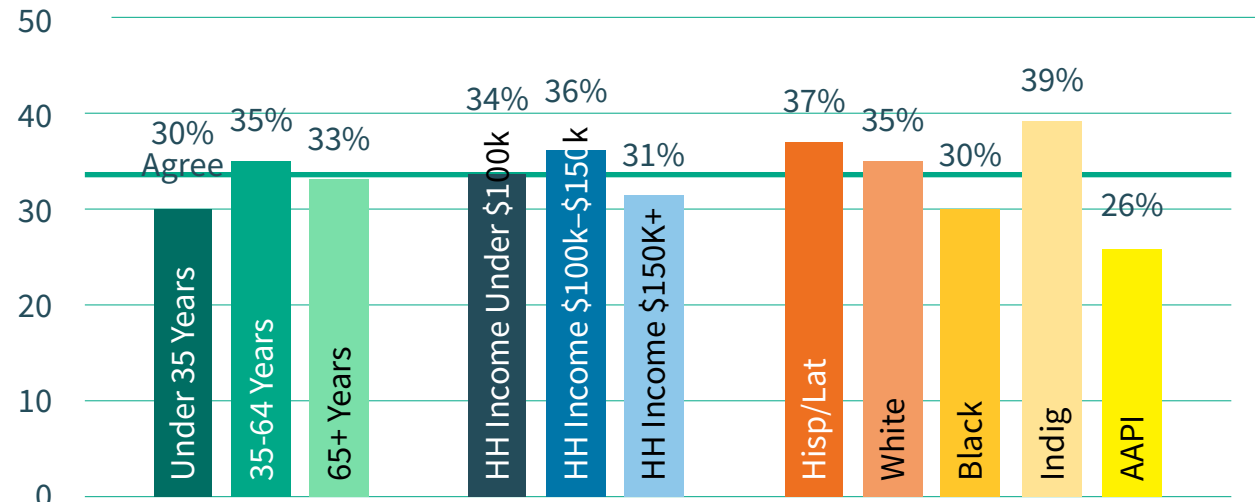
Even though half reported their program had clear instructions about what is and is not recyclable, two thirds need more instructions and only 18% say it is easy to ask questions or get information. After seeing the results below, we dug deeper into communications in our **Recycling Confidence Index** (Jun 2022, n=3000) and only 1 in 4 remember receiving recycling information within the past 6mos to a year.
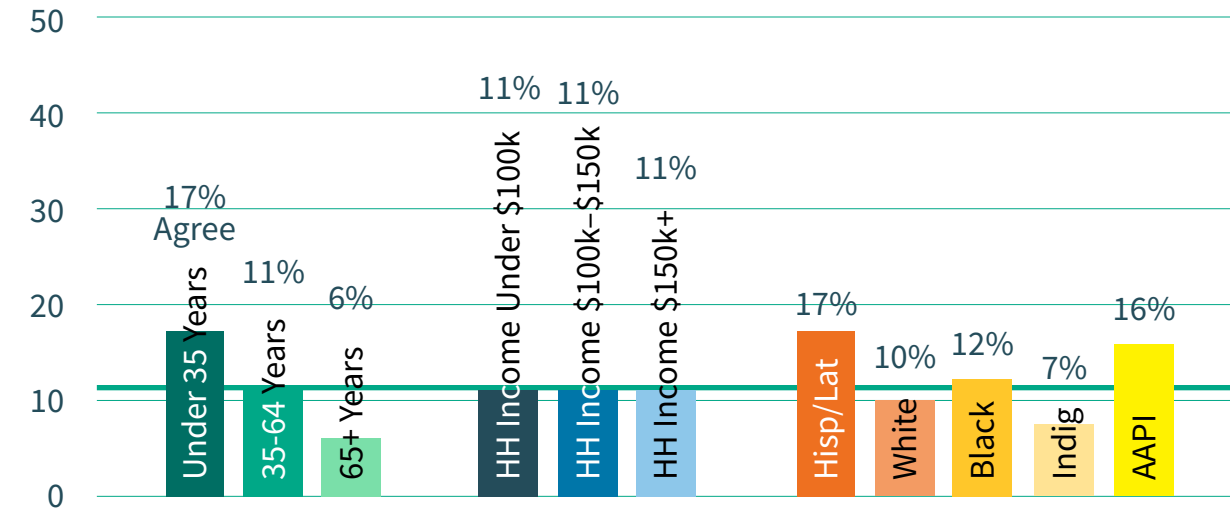
30%

"I don't get recycling information from my local service often enough."

Chart (30% Agree line):
- Under 35 Years: 37%
- 35-64 Years: 32%
- 65+ Years: 23%
- HH Income Under $100k: 31%
- HH Income $100k–$150k: 30%
- HH Income $150k+: 28%
- Hisp/Lat: 36%
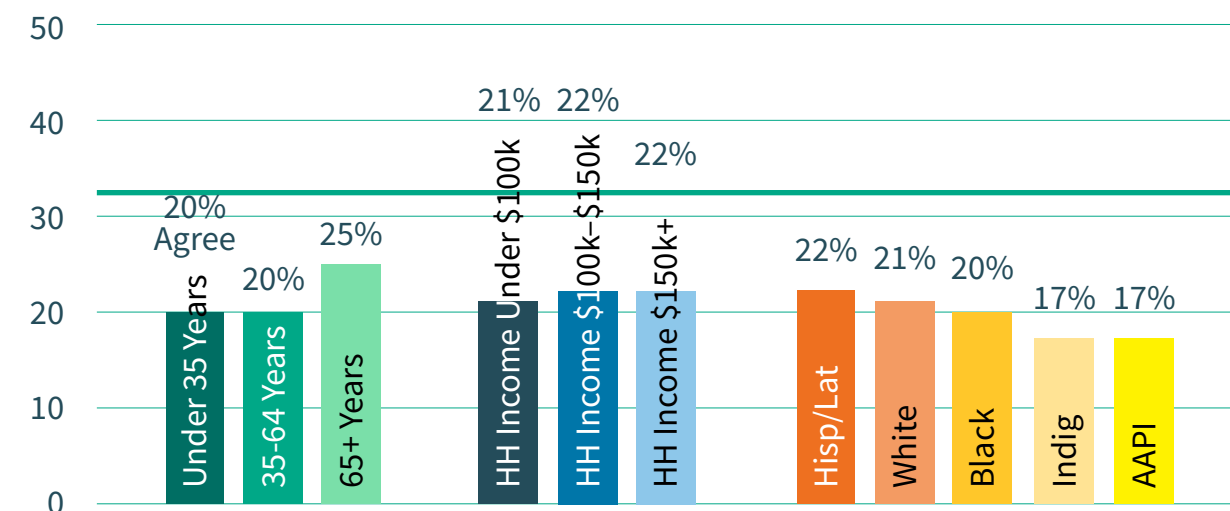- White: 31%
- Black: 31%
- Indig: 37%
- AAPI: 30%

There are Improvements Needed at all Levels of Interaction

Confusion that people report around recycling may have as much to do with partial information or conflicting ideas as with how to recycle. While most people feel recycling is easy enough, most do not feel supported, and most are curious about the impact and outcomes. Everyone needs reassurance that their recycling efforts are indeed worthwhile.

11%

"Recycling is a difficult chore."

Chart (11% Agree line):
- Under 35 Years: 17%
- 35-64 Years: 11%
- 65+ Years: 6%
- HH Income Under $100k: 11%
- HH Income $100k–$150k: 11%
- HH Income $150k+: 11%
- Hisp/Lat: 17%
- White: 10%
- Black: 12%
- Indig: 7%
- AAPI: 16%

33%

"The town/city/ district makes it easy for me to do."

Chart (33% Agree line):
- Under 35 Years: 20%
- 35-64 Years: 20%
- 65+ Years: 25%
- HH Income Under $100k: 21%
- HH Income $100k–$150k: 22%
- HH Income $150k+: 22%
- Hisp/Lat: 22%
- White: 21%
- Black: 20%
- Indig: 17%
- AAPI: 17%

Respondents in regions with more established recycling programs rated ease as high as 29% and in regions that lack strong programs ease was rated as low as 17%.

Mindset

Words have power and so do mindsets. Carol Dweck, Stanford professor and author discusses mindsets and how beliefs affect outcomes. Many assess equity in recycling in terms of access, but what may play a larger role are programmatic biases and fixed mindset that believes people's interest in recycling is static or that interest equals set out or quality. Authentic outreach creates change, and the foundation is in true connection, asking and listening, empathetic and respectful perspective— and an open mindset.

Equitable outreach is rooted in deep understanding of the audiences' barriers, motivations, communication preferences, and their lives. Equitable outreach can help ensure the process and outputs support strengths and not just needs (especially externally perceived needs) of the audience.

Instead of setting out to deliver a solution or 'solve a problem' because the audience has a deficit, reframe the issue in ways that recognize and support the rich strengths and resources and capabilities that individuals and communities have to change something in the world for the better.

Examples of Deficit-Based and More Equitable Strengths-Based Language When Designing Outreach

	Deficit-Based Language	Strengths-Based Language
Project Title	Educating an audience what they are doing wrong	Empowering residents to recycle the materials they use often and well
Design Development	Hire firm to create a commercial	Host a meeting to hear what the audience wants to know and how to best reach them
Design Principles	Inform about recycling penalties or threats	Empower co-creators to share the message that not all things that seem recyclable are
Audience	People who are contaminating (focused on barriers, situation-based)	People who want a clean community (focused on motivations and strengths, identity-based)
Prototype	You are recycling wrong. Your mistakes could mess up a whole truckload. (negative experience, deficit-focused)	Every time you recycle your bottles, cans, boxes, and paper, you make a difference. (positive experience, capabilities focused)

Based on the 5R Guidelines for a strengths-based approach to co-design (Sage Publications, 2019)

Creating Outreach that Resonates

Not all marketing is designed equitably. Equitable outreach is best achieved through research, participatory design, and co-creation.

Go beyond translation. Recycling terminology can be confusing in any language! Be mindful of using jargon and figures of speech. For instance, campaign messages that rely on alliteration or rhyming may not be as clever or clear when not in English.

Translation
Translation replaces words in one language with corresponding words in another language with the goal of conveying an understandable meaning for a specific audience. Errors in meaning, grammar, and structure are likely when relying on online translations.

Transcreation
Transcreation goes beyond translation and adapts messaging to convey meaning in an audience's language. By adding, removing, or changing words, messages seem natural and are more clear.

> For example, General Motors had to consider renaming its Chevy Nova for Spanish-speaking markets because, when translated, "no va" literally means "it doesn't go," but in fact, a Spanish speaker would refer to a malfunctioning automobile by saying "no marcha" or "no funciona" or "no camina" rather than "no va."
>
> One of the best ways to be on point is to bring your audience into the process.

Social Marketing or Marketing for Good
Social marketing is a way to inspire social change by advertising a behavior or lifestyle change to benefit society. The process may or may not include the audience in the process.

Participatory Design and Co-Creation
Participatory design and co-creation include all stakeholders (e.g., residents, employees, partners, contractors) in the design process to ensure results meet their needs. Sometimes the users design the solutions and remain involved throughout the process including the analysis and reporting.

Set expectations for an iterative and collaborative path to solutions. Adopting a mindset of co-creation and a willingness to not skip important steps makes authentic progress more achievable. It may take years or decades but the time to start is now (or decades ago).

Keep Equity Top of Mind – Use SMARTIE Goals

Strategic	Measurable	Ambitious	Realistic	Time-Bound	Inclusive	Equitable

(Adapted from The Management Center)

Baking equity into outreach and internal culture will take time. Get in the habit of pausing to check 'Where are the people in this decision?' and encourage others to do the same. The best way to keep equity top of mind is to use SMARTIE goals. (Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable).

Recycling programs center around logistics, and a mindset of consistency is necessary in the processes and metrics, but equitable outreach is less straight forward. Mindfulness in communications and decisions includes a practice awareness for the biases that show up in collaboration, planning, language, images, data, and more.

Achieving equitable outreach is a journey not a destination. There can be a sense of urgency to create change quickly. Pair that with unknowns (or 'yet-to-be-knowns') and add in elements of democratized action and you may feel overwhelmed. But informed messages and channels will be more on point and the process itself can build buy in. This document and other resources can help break the challenge down into manageable steps.

Hidden Biases in Decision Making

Unconscious or Implicit Bias
Unconscious or implicit bias is a learned assumption, belief, or attitude that exists in the subconscious favoring of or against one thing, person, or group as compared to others.

Affinity Bias
Affinity bias feeling a connection to those who seem similar.

Perception Bias
Perception bias stereotypes and assumptions about groups.

Halo Effect
Halo effect applying positive to qualities onto people without knowing them.

Confirmation Bias
Confirmation bias looking for information that supports current beliefs or practices.

Familiarity And Anchoring Biases
Familiarity and anchoring biases preferring or attaching to known processes or knowledge.

Commitment Bias
Commitment bias the tendency to be consistent with what we have already done or said even when faced with new information, particularly if it happens in public.

5 Steps Forward, Then Circle Back

This is where planning for DEIB, outreach, and programs all come together. It is important as you take these steps to be aware of the balance between going fast to establish progress and going far to create resounding change. Leave space for double checking biases, assumptions, and for audience-led collaboration.

1. Grounding

Check out your community's profile in our **Recycling Program Solutions Hub**. Does it match your program services and support? Does everyone in your community have the level of access and support that they need to recycle?

→ **Demographics**
Are there aspects of community makeup to better understand? Cultural practices, celebrations, languages, dynamics, social determinants.

→ **Access**
Who has access? Single-family or tenant, multifamily or tenant, drop-off, special collections

→ **Participation**
Do you know which households, streets, or routes are participating? Do you have household set out data to calculate participation? Are there assumptions about any of these?

2. Reflect

Look at your service and outreach with fresh eyes. Empathize with individuals and groups and seek to understand their experience with recycling.

→ **What does access, education, engagement look like for audiences?**

- What role are languages, generational roles, visuals playing?

- What supports are in place or not for ableism?

- Are your communications ADA compliant?

3. Refine

Looking at information and insights you have gathered, where do you want to go from here and what are the components of change? Sometimes there are strong levers in place, and next steps of success can come from focusing on one group, refining one outreach tactic (such as print materials, friends and family communications, or events), or meeting one specific goal (such as increasing participation on a certain route, etc.). Organize and expand your thoughts and ideas.

→ **Sketch a simplified theory of change (appendix)**

→ **What do you not know** (e.g., culture and demographics, tonnage, avg household capture, participation, capture, confidence, satisfaction)?

→ **What must be true for outreach rooted in DEIB?** What does success look like to you? Does your list align with the audience's view?

→ **What audiences can you best reach first? Next?**

→ **Where do they live? Who do they talk to? Where do they shop? What organizations support them?**

4. Plan for Success

Begin to draft how the theory of change you have outlined in the previous step becomes a plan.

→ **Identify success and SMARTIE goals (appendix).** Think about what can be done now and what might be more reasonable within 3 or 5 years.

→ **Plan for an iterative and interactive development process** (with lots of feedback and sharing), identify now, next, later (download)

- **Short-term** (e.g., Transcreation, courses, peer networks)

- **Long term** (e.g., Cultivate new and deeper local relationships toward a mutually beneficial participatory, community-led or co-creation process.)

5. Share and Grow

Across time and cultures, storytelling and food are powerful conveners for thriving community engagement. Meeting new people, building relationships, networks and gathering opens possibilities.

→ **How might you:**

- **Resonate with your audience?** (e.g., stories, quotes, photos, relationships, and introductions)

- **Identify and activate mechanisms** for connection and momentum? (e.g., empower community groups to become ambassadors, host a table at new types of events)

- **Compensate participants?**

- **Create channels** for communicating and listening?

- **Facilitate** advisors and participants?

- **Document ideas and plans** and gather feedback?

- **Plan for reviewing progress and direction** and making revisions?

Conclusion

As explored throughout this guide, when it comes to equitable outreach, there is no "one size fits all" strategy or solution. Each program and priority audience are different and therefore merit a custom approach. But it is also important to remember that at the center of all efforts and good intentions, there is a person with unique needs and aspirations.

Effectively reaching individuals and their communities means finding a way to be welcoming of diverse cultures without alienating anyone based on sex, gender, religious belief, ability, ethnicity, cultural background, language spoken, or socioeconomic position. Inclusive multicultural outreach must make every effort to understand the complexities of the reality that people experience every day - their values, aspirations, needs, challenges, and motivations. Engaging with empathy, understanding and compassion, programs truly resonate and make a difference.

The work does not end here but will continue to evolve and be informed as we learn more about what works. We hope that the ideas and concepts provided in this document help inspire productive conversations among those working on outreach programs and inspire users to:

→ **Engage with diverse audiences** in effective and respectful ways.

→ **Seek diverse partners to collaborate with** and co-create relevant outreach materials.

→ **Find ways to embed equity** into program strategies.

As always, The Recycling Partnership is on this journey with you, identifying ways to create solutions so stay in touch on our recently launched community forum at **https://community.recyclingpartnership.org/home** and share your successes and questions.

Key Concepts & Resources

Resources

Library of Free Photos
Featuring single-family, multifamily images created to make including diverse individuals the norm.

Library of Customizable Educational and Instructional Messaging
Infocards available in multiple languages (transcreated, icons, visuals) to guide residents on how to recycle properly.

Chinese, Spanish, Tagalog, Vietnamese

Multicultural Literature Review
Findings associated with recycling and resource conservation and other fields of study where there may be transferable best practices for reaching multicultural community members.

2023 Knowledge Report
Foundational findings for accelerating behaviors that reduce waste, improve peoples' confidence in their actions, and advance the circular economy.

Planning

Theory of Change
Articulates the work to be done, the expected signals of progress, and possible pathways to achieving desired goals.

SMARTIE Goals Worksheet
Learn how to embed inclusion and equity in goals with this worksheet from The Management Center.

Glossary of Terms

Affinity Bias
Feeling a connection to those who seem similar

Perception Bias
Stereotypes and assumptions about groups

Halo Effect
Applying positive to qualities onto people without knowing them

Confirmation Bias
Looking for information that supports current beliefs or practices

Familiarity and Anchoring Biases
Preferring or attaching to known processes or knowledge

Commitment Bias
The tendency to be consistent with what we have already done or said even when faced with new information, particularly if it happens in public

Diversity = Representation
Can community members see themselves represented in the recycling education and outreach materials shared with them? What diversity might mean for recycling: upholding values that acknowledge, respect, and embrace the complexities of a given community through the unbiased representation of its members.

Equity = Resources/Justness/Fairness
Who has what they need to recycle well? Who needs additional support? What equity might mean for recycling: understanding that community members' desired level of support might look different from one person to the other. Investing in relevant resources and tools and equitably sharing them with community members to encourage their full participation is needed. Tools and resources might look like in-home recycling containers, in-language instructional guides, regular and repeated outreach, time, and attention.

Inclusion = User-Centered Design
Are recycling programs and services set up for full community participation? Are recycling outreach initiatives updated recurringly to improve engagement? What inclusion might mean for recycling: creating versions of educational materials that are intentional and inviting so all community members receive information and feedback that is easy to understand and resonates with them.

Belonging = Connectedness
Do people feel like they can fully contribute to community recycling? Do they feel assured that their recycling participation and efforts matter? Do they feel like their opinions and contributions are valued? What belonging might mean for recycling: embedding all the above into a culture that takes the time to see and hear community members. Valuing points of view may be activated through community-level listening sessions to deepen mutually beneficial relationships, or an advisory board, active liaisons, or trusted advisors. It may be community-led messaging or opportunities for creative expression.

Strengths-Based (or Asset-Based) Language vs Deficit-Based Language
Deficit language uses words and phrases that prioritize what is missing or what's wrong and view situations or people from a "deficit," which perpetuates unhelpful and hurtful stereotypes. Language that instead focuses on strengths, assets, and potentials frame opportunities and holds the person ahead of characteristics.

Social Marketing or Marketing for Good
A way to inspire social change by advertising a behavior or lifestyle change to benefit society. May or may not be participatory.

Participatory Design and Co-Creation
User-centered and engage with all stakeholders (e.g., customers, employees, partners, citizens, consumers) in the design process to ensure results meet their needs. In co-creation the user designs the solution and remains involved throughout the process including analysis.

Translation
Translation replaces words in one language with corresponding words in another language with a goal of conveying the understandable meaning for a specific audience. Errors in meaning, grammar and structure are likely when relying on online translations.

Transcreation
Transcreation goes beyond translation and adapts messaging to convey meaning in an audience's language. By adding, removing, or changing words, messages seem natural and are clearer.