

## The Center for Sustainable Behavior & Impact

# Introduction to Creating More Equitable Recycling Outreach Guide

**A guide to help local and state recycling leaders design public engagement programs, campaigns, and tools with inclusion in mind.**

When it comes to recycling outreach, there is no “one size fits all” strategy or solution. Each program and priority audience is different and therefore merits a custom approach.

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.

By developing inclusive outreach and engaging with empathy, understanding, and compassion, recycling programs can truly resonate and make a difference.

## Applying a DEIB Lens to Recycling

- **Diversity** = Representation of All Members of Your Community
- **Equity** = Resources that are Justly Distributed
- **Inclusion** = User-Centered Design
- **Belonging** = Authentic Connectedness to Community Services and Waste Reduction



## What's Included

- Research-backed data and information about what is needed to create equitable outreach
- 5-step process to get started
- Access to a library of free photos featuring single-family and multifamily images created to represent the diversity in communities we serve
- Access to a library of customizable educational and instructional messaging in Chinese, Spanish, Tagalog, and Vietnamese