

# Unlocking Recycling's Potential: Equity & Recycling

February 21, 2024



**The Recycling Partnership**  
Solving for Circularity



**CENTER FOR  
BEHAVIOR & THE  
ENVIRONMENT**



**CRRA**  
Ending waste.

# Agenda

## DAY 1

**Welcome**

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**Why Behavior Change Matters in this Moment?**

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**Behavior Change & Behavior-Centered Design**

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**Equity & Recycling**

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**Interactive Adventures with Behavioral Insights**

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**Framing, Empathizing, Mapping**

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## DAY 2

**Opening, Reflections, and Warm-Up**

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**About Connected Recyclability**

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**Levers of Behavior Change**

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**Ideate, Prioritize & Refine Solutions**

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**Prototype, Test, Launch, Assess**

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**Equity - What's next?**

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# Introduction To Creating More Equitable Recycling Outreach

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The Recycling Partnership





**Overview of DEIB at The Recycling Partnership**

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**DEIB By the Numbers**

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**Barriers to Consider**

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**Equitable Outreach in Recycling Programs**

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**Creating Outreach that Resonates**

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**Introduction to Equitable Recycling Outreach Guide**



WE  
*Envision*  
*a Future* WHERE THE  
**BURDEN**  
OF WASTE IS  
*transformed*  
INTO A  
**BENEFICIAL  
RESOURCE**

## The Recycling Partnership Stands Up and Speaks Out for Equity & Inclusion

### Our Team

We foster a culture of belonging through inclusion efforts and our commit to diversifying both staff and board through thoughtful, intentional recruitment and continuous learning.

### Our Work

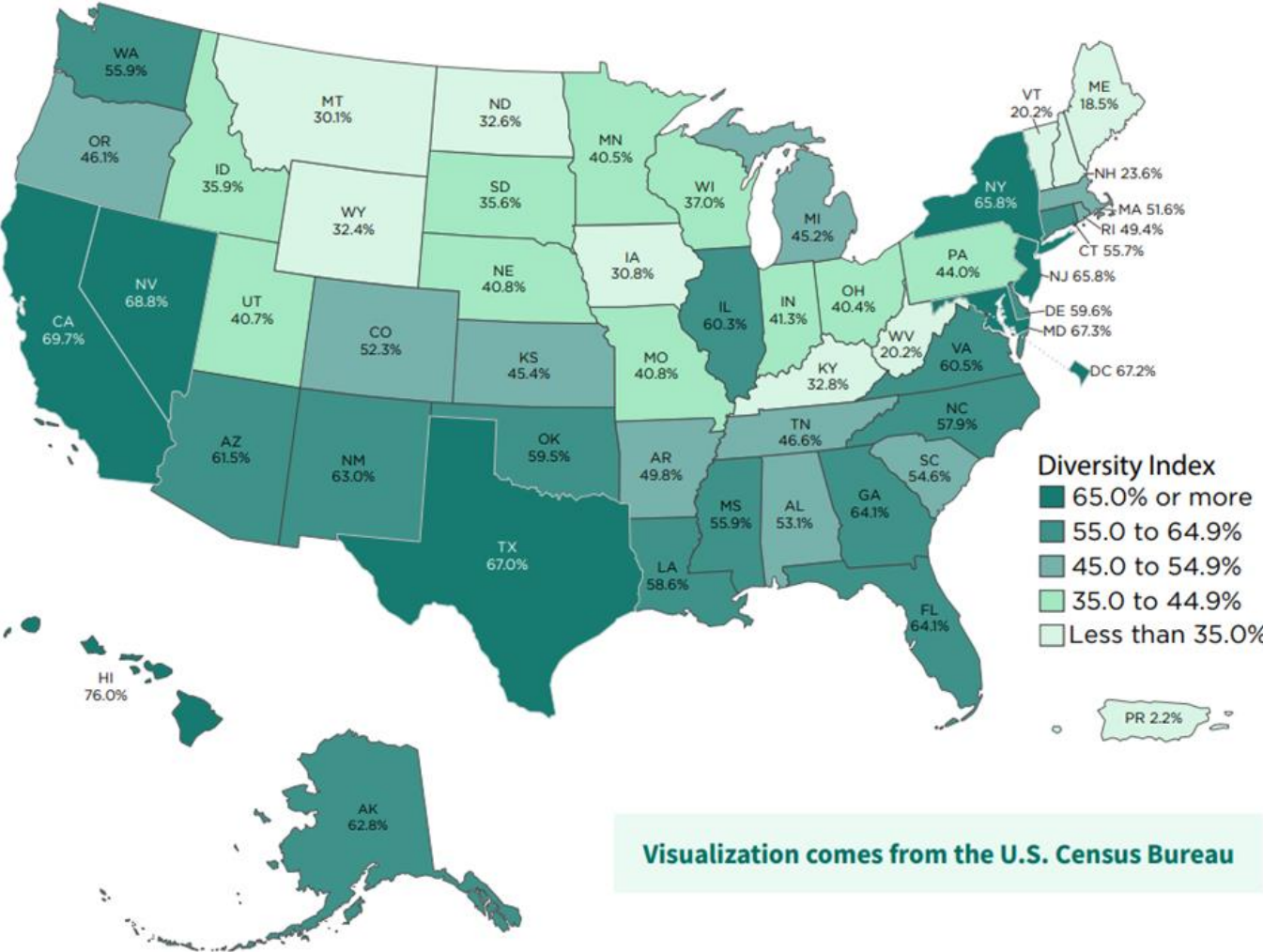
We work to enhance recycling access, education, and participation in communities through research, prioritizing historically under-served BIPOC populations, and by integrating diverse perspectives into all our initiatives.

### Our Industry

We are committed to propelling the diversification and equitable representation of all people within the recycling and circular economy industry, starting through the establishment of the FTP Fellowship Program.



# By The Numbers: The US Is Becoming More Diverse But Recycling Is Lagging In Many Places



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- 2
- 3

Cities with majority Black populations are 50% more likely to not have a curbside recycling program than the country as a whole.

BIPOC households are twice as likely to live in multifamily housing, which offers on-property recycling access at a rate 50% lower than single-family housing.

Wealth disparities related to household income and home ownership have clear impacts on recycling participation, with subscription programs skewing towards white, wealthy homeowners.

### Barriers Might Look Like:

- Lack of access to collection service as well as lack of information about how to sign up, ask questions, or recycle properly.
- Out of pocket or perceived costs of recycling, including bags, service, taxes, potential fines, or time and effort.
- Social pressures and frustrations, such as not seeing others recycle, feeling judged for not recycling, or judged for recycling.



*There is no "one size fits all" strategy or solution.*

# Applying a DEIB Lens to Recycling

**Recycling through a DEIB lens means having access to outreach resources that are:**

- Reliable and easy-to-use
- Culturally appropriate and relevant
- Readily available for different audiences

**It also means:**

- Engaging with diverse audiences in effective and respectful ways.
- Seeking diverse partners to collaborate with and co-create relevant outreach materials.
- Finding ways to embed equity into program strategies.

**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





A photograph of a young couple in a modern kitchen. The woman, on the left, has long dark hair and is wearing a light green button-down shirt. She is holding a white mug and looking towards the man with a smile. The man, on the right, has dark hair and is wearing a teal V-neck sweater over a collared shirt and blue jeans. He is also holding a white mug and looking back at the woman. They are standing in front of a kitchen counter with a granite top. On the counter, there is a blue recycling bin with a white recycling symbol. In the background, there is a large window with white frames, showing green trees outside. The kitchen has white cabinets and a stainless steel refrigerator on the right side.

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

# Creating Meaningful Outreach that Resonates



## Translation

Translation replaces words in one language with corresponding words in another language.

## Transcreation

Transcreation goes beyond translation and adapts messaging to convey culturally relevant meaning in an audience's language.

## Social Marketing

A way to inspire social change by understanding an audience and a behavior through interventions and marketing.

## Co-Creation

Include all stakeholders in the design process to ensure results meet their needs.

# Introduction to Creating More Equitable Recycling Outreach, A Guide to Meaningful Engagement

- Designed to provide guidance to tailor public engagement
- Offer practical tips, data and insights to improve effectiveness and strengthen community engagement

## Key Themes

- Each program priority audience is different and merits a custom approach
- Effectively reaching individuals requires a welcoming approach
- Inclusive multicultural outreach must take complexities of reality that people face every day into account





## The Free Download Includes Resources

### Research-Backed Insights

Data and information supporting equitable outreach strategies.

### 5-Step Process to Get Started

Clear, actionable steps for implementation.

### Photo Library

Photos representing the diverse communities we serve.

### Customizable Messaging

Educational and instructional messaging in the following languages:

- Chinese
- Spanish
- Tagalog
- Vietnamese



Links to resources are in the guide: [recyclingpartnership.org/equitable-recycling-outreach](https://recyclingpartnership.org/equitable-recycling-outreach)

Get in Touch:

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**The Recycling  
Partnership**  
Solving for Circularity

We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits.