

# Unlocking Recycling's Potential: Equity - What's Next? And Closing Remarks

February 22, 2024



**The Recycling  
Partnership**  
Solving for Circularity



**CENTER FOR  
BEHAVIOR & THE  
ENVIRONMENT**

# 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? And Closing Remarks**

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# Equity: What's Next?

Host:

Kevin Goolsby, The Recycling Partnership

Panel:

Jessica Levine, The Recycling Partnership  
Freddy Coronado, SF Environment Dept.



## Equity: What's Next? Highlights from the Panel Discussion

**Kevin:** What drives your passion for this work and what personal connection or motivation inspires you in these efforts?

**Jessica:** I joined the organization in 2018 as the youngest at the time and the first person of color and I asked a lot of questions. I told you yesterday that I'd be small but mighty and use my voice to enact some type of change. And so that's what I started to do. I founded a platform called the Recycling Inclusion Fund that allocates resources to support BIPOC communities and populations in research to understand the access and participation gaps that hinder BIPOC populations from being able to actively participate in their local recycling programs. Looking at where I started and how I've been able to learn, grow, and use my voice to drive change in this industry, even if it's a small and incremental way, I feel like my passion fuels that because I'm able to really be a part of you all being in the room right now.



## Equity: What's Next? Highlights from the Panel Discussion

**Kevin:** What drives your passion for this work and what personal connection or motivation inspires you in these efforts?

**Freddy:** I have been doing multi-family residential work for almost a decade. Believe it or not, this is my 10th year doing this work in the sector. It is super difficult work, but if we're trying to get diversity and inclusion, we have to work with the sector, especially our affordable housing sites properties. I have a background in geography, and one of the best classes that I took was called the Geography of Ethnic Communities. And in this course, we learned about what are the different demographics that make up an ethnic community, like cultural traits. And I have taken this to work and applied it. As a child, I did move a lot. I noticed how much the waste management systems of where I live differed. My lived experience has resulted in me wanting to work in zero waste, especially interacting with residents.



## Equity: What's Next? Highlights from the Panel Discussion

**Kevin:** What common hurdles do you face when empathizing and communicating with diverse communities?

**Freddy:** My biggest advice, especially if your city is very diverse, is to learn the geography of the communities that you're trying to serve. Learn what you're trying to do, the culture. What are the needs of your residents? I think it's really important to show up for a community as much as you can, before you start enacting a program that's going to result in a lot of infrastructure change.

**Jessica:** It's so important for you to be visible, to get to know the communities that you're engaging with, before you make assumptions on what they may need or what they may want, because it could be a complete miss!



## Equity: What's Next? Highlights from the Panel Discussion

**Kevin:** What other strategies are there to promote inclusivity and equity? What are some practical tips and strategies that people can take away?

**Jessica:** Don't think you have to start from scratch! Find organizations that can support you with resources like research, toolkits, customizable templates. The Recycling Partnership, and many other organizations, have invested the dollars into identifying those insights so that you have a more informed approach to how you are reaching and engaging with your diverse communities.

**Freddy:** Focus on Multifamily. Connect with your government agency/office in charge of affordable housing. Create technical support throughout the system, from beginning to end, for all actors, to support change. Create tools & resources to support, rather than putting the work on to others. Find public domain resources & modify. Seek out & take advantage of EPA grants for environmental justice. There's a lot of money right now!



## Equity: What's Next? Highlights from the Panel Discussion

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**Jessica: A Question to the Audience - Do any of you have examples of how you've been able to amplify your programs with the support of community-led organizations or businesses?**

### **City of San Jose:**

Partnered with CBO's who work with English language learners in the community to co-create materials in different languages to reduce recycling contamination. Review materials, practice google searches and check results for accuracy in different languages.

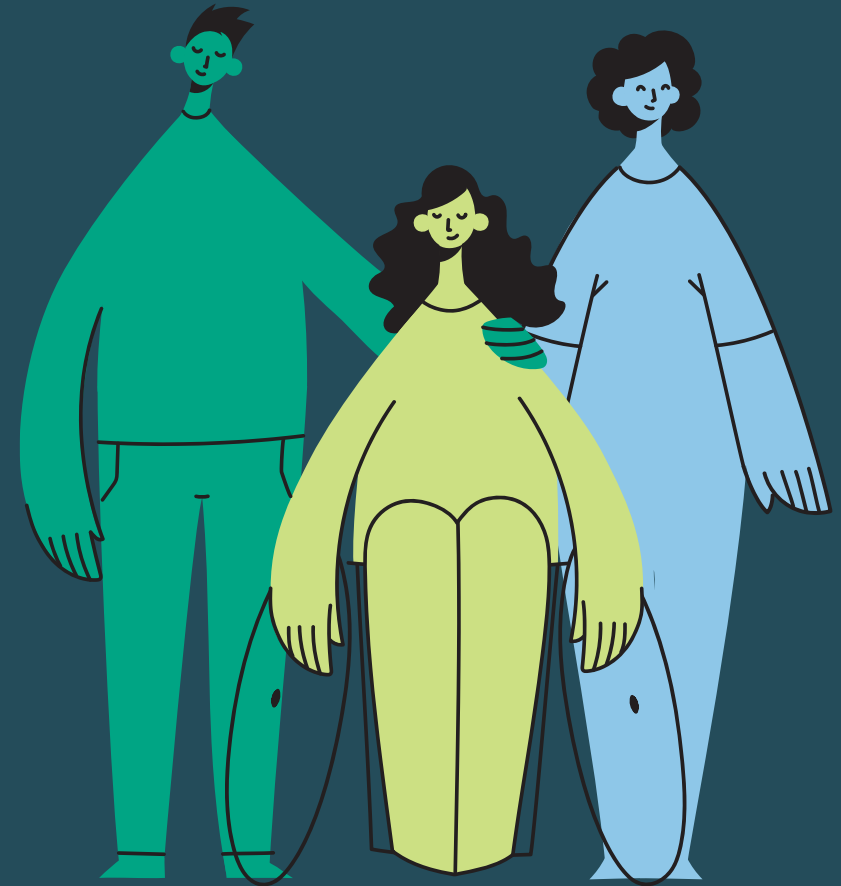
### **Stop Waste, Alameda Co.:**

How to reach new audiences with our messages? Approach = RFP for Social Media Influencers to produce content for food waste reduction. The RFP resulted in a contract with a chef community that supports job creation in local community.





# Closing and Next Steps



The Recycling Partnership is proud to partner with the following organizations and speakers to make this workshop possible.

### Hosting Partners



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**CRRRA**  
Ending waste.

### Speakers



MIT / Erez Yoeli

nuance



### Insights Partners

POINT FORWARD



### On-site material management



And thanks to YOU the community programs, companies, and non-profits (etc.) for joining us here and for being part of our programming!



**CRRRA**  
Ending waste.

### **CRRRA Mission**

Provide CRRRA members with resources to advance local, regional and statewide waste reduction efforts which result in critical environmental and climate protection outcomes.

Join the CRRA Behavior Change Technical Council



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Ending waste.



Get in Touch:

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🌍 **Director of Policy Implementation**  
**CRRRA Board Member, Technical Council Liaison**



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

# Behavior Change for the Environment Starts Here



[behavior.rare.org](http://behavior.rare.org)



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# Thank You!

