

Accelerating Recycling Rates through the Recycling Participation Fund

72% of people see recycling as a meaningful way to help their communities and the environment. With expanding EPR regulations and a need to increase household participation, companies need scalable compliance and recycling solutions.

Invest in the Recycling Participation Fund and be part of the solution.



Why The Partnership?

Since 2014, we've increased recycling participation through investments in collection, education, and infrastructure. Through the Fund, we're expanding these efforts with effective communications that help residents feel confident about recycling locally.

12 Years of Building, Investing, and Delivering Solutions



**2M+ Carts
Delivered**



**2B+ Pounds
Recovered**



**200+ Active
Grants**



**20% of US
MRFs Upgraded**

The Fund is Supported by



Procter & Gamble



Join The Recycling Participation Fund as a **Champion, Member, or Supporter** to help us close the participation gap and raise recycling rates.

funders@recyclingpartnership.org

How the Fund Works

Your investment will help us provide communities with practical strategies and ready-to-use tools to overcome common recycling barriers.

We'll deliver results across four key areas:

- 1 Transform consumer insights** into omni-channel strategies
- 2 Deploy interventions** to test and prove out strategies
- 3 Package data and storytelling** for best practice adoption
- 4 Scale knowledge distribution** both in and out of EPR states



recyclingpartnership.org

Participation Fund | Springdale, AR

Smart Engagement Drives Better Recycling in Springdale

As part of the NW AR 2030 Recycling Roadmap, The Recycling Partnership supported a targeted campaign in Springdale, Arkansas in 2025. Early results showed increased participation, reduced contamination, and actionable insights to help expand recycling success and grow resident confidence across the region.



THE FUND HELPS COMMUNITIES INCREASE RECYCLING PARTICIPATION WITH PROVEN TOOLS, KNOWLEDGE, AND ENGAGEMENT STRATEGIES TAILORED TO LOCAL NEEDS.

PARTNERS RECEIVE EXCLUSIVE DATA AND INSIGHTS THAT MEASURE IMPACT AND SHOWCASE PROGRESS AS RECYCLING RATES GROW.

Project Impact

30K+

Residents
Educated

19%

Households Corrected
Contamination Behavior

23%

Increase in
Recycling Cart Set Out

51%

Reduction in
Contaminated Carts

Our Approach



Inform

Smart cameras on recycling trucks gathered specific data to provide customized, clear messaging to households.



Equip

In-home bins make recycling easier and more convenient.



Engage

Digital tools and feedback loops build trust, encourage action, and improve confidence.



Improve

Data and insights guide continuous improvements and future success.

Key Insights

Personalized info drives action. In-home bins boost participation. Trust in the local recycling system matters.