

Environment and Energy Committee Meeting Invitation
Feed the Cart – Recycling Education Campaign
November 18, 2025, 9:30-11 a.m., Zoom

Hi! I'm Loop.

We are pleased to introduce [Loop](#), our new animated recycling cart with BIG eyes and a BIG appetite for recyclables. He is the charismatic “spokescart” for our new, collaborative recycling education and outreach campaign called [Feed the Cart](#).

The Feed the Cart recycling campaign is supported by the EPA Recycling Education and Outreach (REO) grant that was awarded to the Caucus on behalf of six regional solid waste agencies to:

- Get residents of the Metro region excited about recycling again!
- Educate residents to increase recycling and reduce contamination
- Drive markets for goods made from recycled material.

Feed the Cart has been developed and was launched at a [successful press conference](#) on October 20th. The REO partners worked with the marketing firm, GÜD, to craft the message and concept for Feed the Cart and create “Loop.” Loop has come to life and is already at work getting people excited about recycling and learning how to recycle right.

The campaign includes social media, billboards, advertising, and public relations (earned media). GÜD has developed [tools and resources](#) for you to help amplify Feed the Cart and bring Loop to your community. Please attend this Environment and Energy Committee meeting to learn about these tools and the Feed the Cart campaign.

Municipalities, their commissions, and partners already do a lot of great outreach and education about recycling. We hope to learn from you about your local outreach and education efforts and how we can support you in using Loop and Feed the Cart. Please join us for this brainstorming discussion.

[GRC](#) goals: Recycle materials across all sectors. Engage the community in waste reduction and recycling.

[Climate Action Plan](#) strategy: Manage waste sustainably. Increase the volume of waste that is recycled and composted. Support circular economies.