

# Recycling Education & Outreach Toolkit



FeedTheCart.org



# Overview



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## Top Considerations

When it comes to educating the public on curbside recycling, keep these three tips in mind.

**1**

**Use streamlined information**

**2**

**Positive messaging is key**

**3**

**Keep it simple**

# Overview



## Toolkit Purpose

Feed The Cart is a regional campaign aiming to educate Chicagoland residents on the importance of recycling and how to recycle properly. In effort to increase confidence and decrease confusion when it comes to recycling, Feed The Cart uses simple, streamlined information and positive messaging.

This toolkit was designed for use by municipalities and their related organizations. It will aid outreach efforts with best practices for:

- 1. Sharing regional recycling guidelines**
- 2. Methods in communicating the importance of recycling**
- 3. Recommended activities for engagement**
- 4. Customizing communication to the resident**
- 5. Utilizing materials supplied through Feed The Cart**

The importance of this campaign is to re-establish familiarity with credible information and agencies in Chicagoland.

Feed The Cart was developed in partnership with DuPage, Kane, McHenry, and Will Counties, as well as the Solid Waste Agency of Lake County, the Solid Waste Agency of Northern Cook County and the City of Chicago. All agencies work closely with their contracted haulers to provide the most up to date information on recyclable materials.

# RECYCLING GUIDELINES

# YES!

**Clean & Empty**

Replace lids & caps



## METAL

Steel & Aluminum Containers and Foil



## PAPER

Cardboard (flattened),  
Office Paper, Newspaper, Magazines



## GLASS

Containers: Bottles & Jars Only



## PLASTIC

Containers: Bottles, Tubs, Jugs,  
and Jars Only



## CARTONS

# NO!



**No Plastic Bags**  
(return clean to retailer)  
no Product Wrap



**No Big Items** (Electronics, Wood,  
Propane Tanks, Scrap Metal or Styrofoam –  
check locally authority for other options)



**No Tanglers** (Hangers, Hoses,  
Wire, Cords, Ropes or Chains)



**No Clothing**  
Textiles or Shoes (donate)



**No Food, Liquid, Diapers,  
Batteries or Needles**



**No Shredded Paper**  
(check with local authority  
for other recycling options)

**Put material in loose  
- Not in Bags**

These Guidelines represent the common items accepted in most recycling programs in Illinois.  
For greater detail on specific items or programmatic variations, reach out to your local authority.

To find out more detail, including recycling and reuse programs beyond the bin, visit  
<https://www2.illinois.gov/epa/topics/waste-management/Pages/recycling.aspx>



# DIRECTRICES PARA EL RECICLAJE

## ¡SÍ!



### METAL

Envases de acero/aluminio y papel de aluminio



### PAPEL

Cartón (aplanado), papel de oficina, periódico, revistas



### VIDRIO

Botellas y frascos solamente



### PLÁSTICO

Botellas, jarras, y recipientes de plástico solamente

**Limpios y vacíos**  
**DEJE LAS TAPADERAS PUESTAS**



**ENVASES DE CARTÓN PARA ALIMENTOS Y BEBIDAS**

## ¡NO!



**No coloque los reciclables en bolsas**



### No papel triturado

(Consulte con las autoridades locales para conocer otras opciones de reciclaje)



### No a los artículos que se enredan

(Ganchos, mangueras, alambres, cordones, cuerdas y cadenas)



### No artículos grandes

(Electrónicos, madera, tanques de propano, deshecho metálico, o unice!)



**No comida, líquidos, pañales, baterías ni agujas/jeringas**



**No artículos de ropa, textiles ni zapatos (donar)**

Estas directrices presentan los artículos comunes que se aceptan en la mayoría de los programas de reciclaje en Illinois. Para obtener más detalles sobre artículos específicos o variaciones en los programas, comuníquese con su autoridad local.

Para obtener más información, incluidos recursos locales, visite [FeedTheCart.org](http://FeedTheCart.org). Consulte también los recursos en línea de la EPA en <https://www2.illinois.gov/epa/topics/waste-management/Pages/recycling.aspx>

Este proyecto ha sido financiado total o parcialmente por la Agencia de Protección Ambiental de los Estados Unidos (EPA) mediante el acuerdo de asistencia número 84079901 con el Metropolitan Mayors Caucus.



# Recycling Benefits

## Feeding the Loop

Recycling materials contributes to a decrease in raw material extraction needed for producing new materials. Sharing the 'why' behind the action of recycling is an important step for behavior change.

## Greater benefits

- Conserves natural resources
- Green house gas reduction
- Energy savings
- Creates jobs and boosts economy
- Decreases landfill contribution and need for landfill expansion

Mmm,  
good!



[FeedTheCart.org](http://FeedTheCart.org)

# Communication Recommendations



## Igniting Behavior Change

The information we share is as important as the methods we use to communicate it. Igniting behavior change depends on effective communication.

Think about the most effective form of teaching you've experienced. What helped the knowledge stick?

Oftentimes, to inspire behavior change, we need to utilize a variety of teaching and communication methods.

- **Power of storytelling**
- **Customize the message**
- **Invite participation**
- **Engage the senses**

## Methods

- **Utilize your storytelling skills.** It is easier for people to recall a story and how it made them feel than it is to recall a list of rules. Find a way to share the importance of recycling through a story!
- **Craft the information to the audience.** Know who your audience is & possible motives for making a change. Try to connect the information to their daily lives.
- **Invite participation!** Ask your audience questions and give them an opportunity to put their understanding into their own words. Engage them further with activities.
- **Engage multiple senses.** Give the audience an opportunity to engage their senses through activities. This connects the information in different areas of their mind, assisting in a stronger memory recall.



**FeedTheCart.org**

# Event Materials & Activities



## Suggested Event Materials (Tabling)

- Laminated flyers with local information (QR codes & URLs)
  - We recommend using information supplied by your Feed The Cart partner (county or solid waste agency).
  - Laminated materials are for audiences to take a photo, rather than take the flyer with them
- Recycling guideline flyers
- 1-2 activities to engage the audience
- Re-use friendly handouts
  - When it comes to SWAG or handouts, consider if the items are contributing to further education or unintentionally create more waste.
  - We recommend passing out activity sheets, items made from recycled material, or materials with recycling guidelines attached- like magnets!

**Free resources can be found on the Metropolitan Mayors Caucus' REO webpage, by emailing Recycling Education & Outreach Specialist, Juliet Mathey ([jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)), or through this QR code**





# Event Materials & Activities



## Recycling Activity Ideas

- **Recycling wheel**
  - A tabletop wheel spinner can be used to test the audience on what can and cannot be recycled curbside
- **Sorting games**
  - Use real materials or print off pictures! Have a 'bin' for recycling, landfill, compost, and a bin for reuse! The audience can physically sort the items into the correct bins
- **Post consumer recycled products matching game**
  - Want to focus your education on the entire recycling process? Print off pictures of recyclables and pictures of materials made from recycled products. Have the audience match what was to what can be!
- **Upcycling activities**
  - Get crafty! Turn plastic bottles into bird feeders, cardboard boxes into figurines, or aluminum cans into planters. A great way to teach folks the importance of reuse.
- **Online games**
  - Utilize online games from organizations like Will County Green or the EPA





Email Recycling Education & Outreach Specialist, Juliet Mathey ([jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)) for more details & ideas.

# Using Feed the Cart Materials



Engaging residents and educating the public on the importance and effectiveness of recycling can't be done by Loop alone. Your municipality can help amplify his message by utilizing the library of resources developed by the Feed the Cart campaign.

From recycling guides to social media posts you can copy & paste, Feed the Cart has it all! **Find the full library of resources in this [Google Drive](#).**

-  Newsletters
-  Library of social media posts
-  Activities & worksheets
-  Recycling guidelines (*English and Spanish*)

**Not sure where to start or how your municipality can help? Check out our [Guide to Amplifying Loop's Message](#) here.**

## Request More Resources!

Does your municipality need different resources? Would you like customized newsletters or social media posts? Email Recycling Education & Outreach Specialist, Juliet Mathey ([jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)) for assistance!

# Thank you for amplifying Loop's message!



**FeedTheCart.org**

Contact Juliet Mathey with any questions at [jmathey@mayorscaucus.org](mailto:jmathey@mayorscaucus.org)

Learn what you can  
**FEED THE CART!**



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