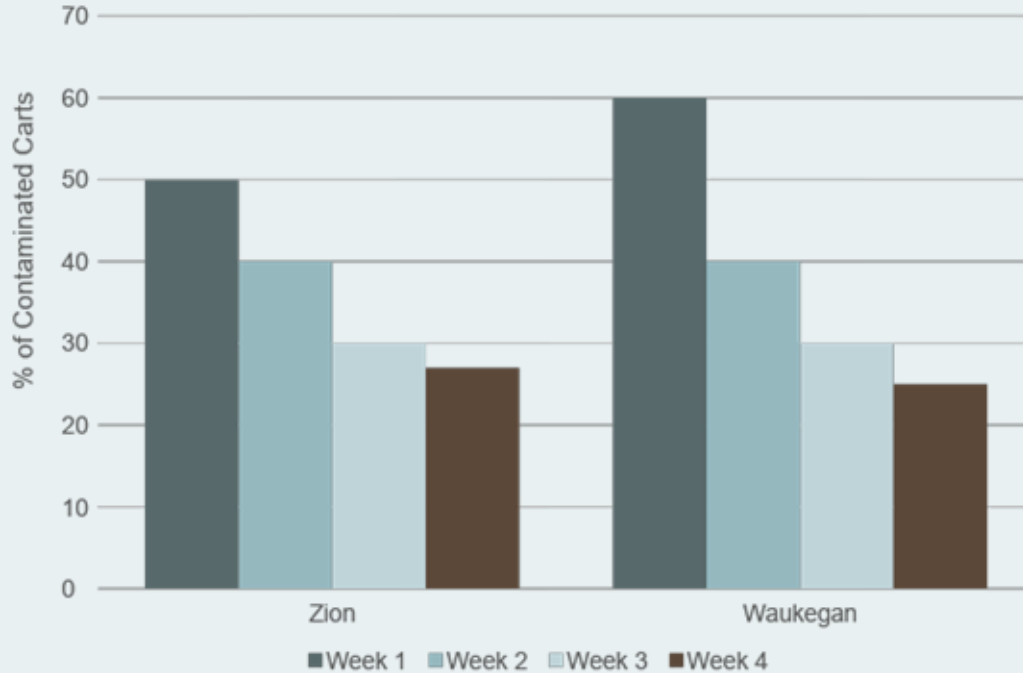


Bin Tagging: Public Education in Action

- Bin Tagging as proactive invest in public education
- Develops credible messengers for recycling and sustainability
 - Community members know why it matters to neighbors
- Builds buy-in through direct action and engagement
 - Taggers meet residents where they are
- Non-punitive initiative builds awareness and connectivity



Quantitative Results



Zion

Week	% of Contaminated Carts
1	50%
2	40%
3	30%
4	27%

Recycling Participation Rate: 60-65%

Waukegan

Week	% of Contaminated Carts
1	60%
2	40%
3	30%
4	25%

Recycling Participation Rate: 75-80%

Qualitative Results

1. Bin taggers as bridge builders for residents, haulers, municipalities

- Language barriers
- Bagging recyclables to prevent litter

1. Developing advocates for sustainability

- Bolster interest in municipal recycling and bin-tagging programs
- Investment in the clean energy workforce and CEJA Workforce Hubs

1. City of Waukegan launches commercial recycling pilot program

