

# Rethinking Recycling

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# IS IT RECYCLABLE?



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- ▶ Materials are rapidly changing
- ▶ Recycling logos are used to greenwash products
- ▶ People are conditioned to do something that ‘feels good’
- ▶ Education “at the bin” is critical

# Why Recycle?

- ▶ It is a revenue generator for the city **NO LONGER TRUE**
- ▶ It extends the life of local landfills, delaying increased collection costs
- ▶ It generates feedstock for businesses (increasingly domestic)
- ▶ It offsets carbon into the atmosphere
- ▶ It's the 'right thing to do' when done correctly

# Why Education



# WHY EDUCATION?

- ▶ Recycling tonnages trending downward in single-family, upward in multi-family
  - ▶ Single Family contamination rates as high as 35% currently
  - ▶ Multi-family contamination rates in the 50% range and climbing
  - ▶ New Multi-family containers too early to tell impact
- ▶ \$35,000 annual fee based on current contamination rates
- ▶ Will climb if contamination increases
- ▶ Especially critical for first generation recyclers
- ▶ Contractor isn't going to do it unless baked into contract

# WHY EDUCATION?

- ▶ To maximize value of our recyclables and minimize cost escalation
- ▶ To effectively communicate when there are changes in the process
- ▶ To rebut misinformation about recyclables
- ▶ To ensure new residents follow “The Lewisville Way” to recycle