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# What will the campaign include?

- Weekly Social Media Posts
- Videos
- A bi-weekly newsletter (10 total over 4 months)
- A dedicated page on the NRRA website that will host ALL posts and videos for future use
- Instructions on how a town can run its own, local Recycle Right Campaign

# Weekly Social Media Posts

- **Recycling Mythbusters** (Do I have to remove tape from my cardboard boxes? Should I put my glass through the dishwasher before recycling?)
- **Examples of towns Recycling Right**
- **Getting Started** (Recycling 101: How to start and maintain a recycling habit)
- **Recycling Education** (Why is source separated recycling beneficial? What about cost savings?)

# Examples of Towns Recycling Right

C O N G R A T U L A T I O N S !

The Town of Lee, NH  
received nearly \$39,000 in  
revenue from the sale of  
recyclables in November.



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#NRRARECYCLERIGHT!

In 2021, the Lebanon Recycling  
Center recycled a combined  
total of nearly 2,000 tons of  
glass, plastic, steel, aluminum,  
paper, and cardboard!



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## Videos (subject to change)

- Ask Me Anything (AMA) Recycling Edition
  - Initial AMA (virtual) kick-off on Earth Day
  - In-person AMA at the Annual Recycling Conference
  - Closing AMA (virtual) toward the end of the campaign
- Following the Recycling Stream/the Circular Economy
- What happens to my recycled plastic?
- What happens to my recycled glass?
- What happens to my recycled cardboard?
- What happens to my recycled steel and aluminum?

## Goals of the Campaign:

1. Encourage residents to recycle MORE (establish and maintain a recycling habit, encourage others to recycle)
2. Encourage residents to recycle BETTER (stop wish-cycling, decrease contamination in recyclables loads)
3. Create an evergreen Recycle Right campaign that can be replicated and used by towns across New England, with a focus on source-separated recycling



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**Northeast Resource Recovery**

Nonprofit organization

♻️ Partnering to make recycling strong through economic and environmentally sound solutions. ♻️

[www.nrrarecycles.org/](http://www.nrrarecycles.org/)



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Education



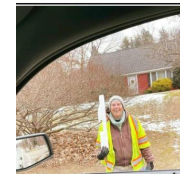
A Pop-Quiz!



Donate



Recycle It!



Anyone interested can sign up for the  
Recycle Right campaign emails:

[bit.ly/RecycleRightCampaign](https://bit.ly/RecycleRightCampaign)



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