



Recycle Right!



NORTHEAST RESOURCE RECOVERY ASSOCIATION

Ask Me Anything: Recycling Edition

NRRA Annual Conference • May 16, 2022

Recycle Right Campaign Goals:

1. **Encourage residents to recycle MORE** (establish a recycling habit, encourage others to recycle)
2. **Encourage residents to recycle BETTER** (stop wish-cycling, decrease contamination)
3. Create an **evergreen Recycle Right campaign** designed to be shared

Recycle Right Campaign Components:

- Daily **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
- **Detailed instructions** on how a town can run its own, locally focused Recycle Right Campaign

Find Us on Facebook and Instagram!



Northeast Resource Recovery Association

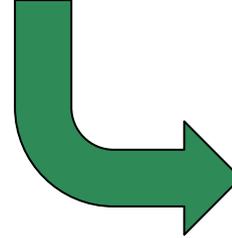
Nonprofit Organization



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nrrarecycles



52 Posts

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473 Following

Northeast Resource Recovery

Nonprofit organization

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

www.nrrarecycles.org/



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A Pop-Quiz!



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Recycle It!



You can find the **Recycle Right Campaign** online:
nrrarecycles.org/recycle-right



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