

RECYCLE RIGHT NORTH COUNTRY

RECYCLING EDUCATION & OUTREACH TO SMALL, RURAL COMMUNITIES



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NH Recycles is the oldest and largest cooperative-model recycling nonprofit in the US. Our membership includes 90% of NH municipalities, 70% of VT municipalities, along with towns in MA, ME, and CT. We partner with our members to make recycling strong through economically and environmentally sound solutions.

Recycling Education

Why should we care?



According to the Center for Sustainable Behavior & Impact, "The success of recycling depends on the small, everyday actions of hundreds of millions of people across the country."

So why then don't we have a 100% recycling participation rate?

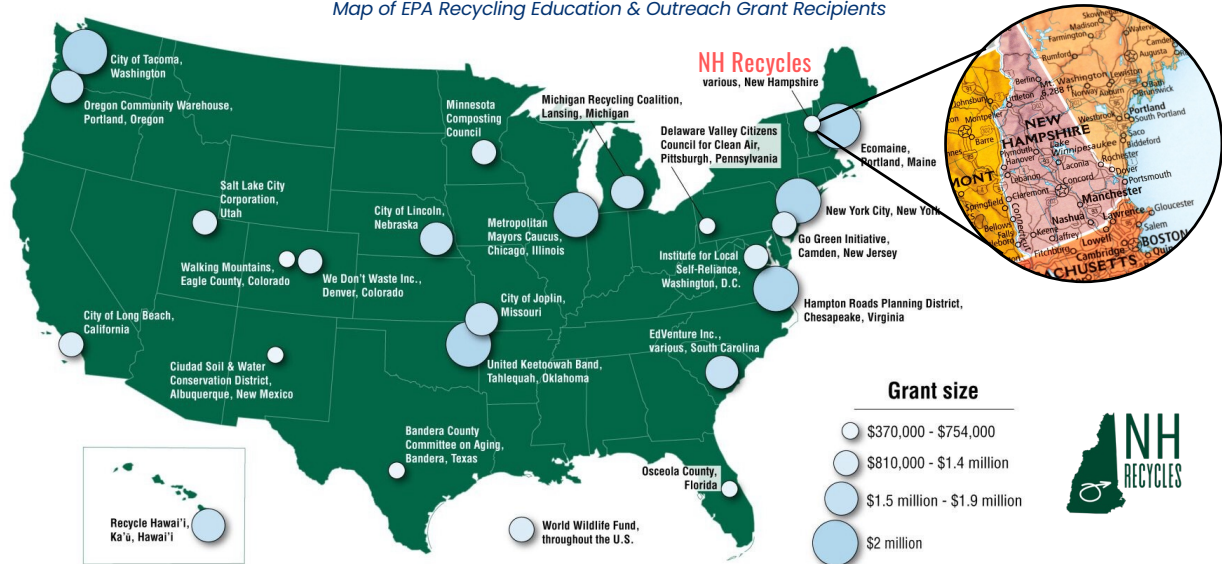
3 reasons: Convenience Barriers, Confidence Barriers, and System Barriers.

Most people are motivated to recycle because they want to protect the environment, to keep waste out of landfills and incinerators, because they see the local benefits, and importantly, because recycling is often tied to personal values.

But even with good intentions, barriers get in the way. For some, recycling is inconvenient or confusing. Others lack confidence — they're not sure what goes where, or whether their efforts make a difference. And when people don't see neighbors recycling, or they feel their town doesn't provide enough support, they hesitate to participate.

Funding recycling education & outreach to **small, rural NH communities**

Map of EPA Recycling Education & Outreach Grant Recipients



NH Recycles took on this challenge with the support of an EPA Recycling Education & Outreach grant, which aimed to provide federal support to communities that historically have not received as much. This nationally competitive grant's goal is to increase education about community recycling programs and recyclable materials, thereby increasing collection rates and decreasing contamination in residential recycling programs.

NH Recycles wanted federal funds to benefit small, rural communities in New Hampshire that primarily have source separated recycling, where trash and recyclables must be brought to a transfer station and manually sorted by residents, not just large cities with curbside single stream programs.

Focus on Convenience



Our project, Recycle Right North Country, makes recycling more convenient by meeting residents where they are: in their homes, online, at community events and in community spaces, and of course, at transfer stations.

We made it simple by focusing on the most commonly accepted materials: cardboard, paper, glass, plastics, aluminum, and steel cans.

Though we do use social media, YouTube, and the NH Recycles website to share recycling education, we are also going old school with radio PSAs and newspaper articles. This summer, during the in-person phase of the project, we went even more analog when we hit the streets, going door to door to multi-unit housing and apartment complexes handing out recycling totes and answering questions, and showing up at the transfer station to "catch" and reward people for recycling right and dispelling more recycling myths.

Build Confidence



Recycling Videos

follow recyclables from transfer station to end markets



Resident Outreach & In-person Education

clear step-by-step info



Summit & Conference

recycling videos, workshops, and presentations



To build confidence, we provide clear, practical education.

- Residents can see exactly what happens to their recyclables through videos that track items from their local North Country transfer station to the final destination - be it a paper mill, glass aggregate processor, or metals recycler - where the material will be recycled into a new product.
- Custom recycling magnets, handouts, and postcards that correlate to updated transfer station signage clearly show the recyclables accepted at individual municipal recycling programs, along with transfer station details.
- The Recycle Right Summit and Recycling Conference & Expo brings it all together — offering hands-on workshops and presentations to reinforce learning and build pride in recycling.

Strengthen the System



Full Cost Accounting Models
show recycling's economic value



Train-the-Trainers
empowers solid waste operators



On-Site Technical Assistance
supports operators in real time



Recycling success depends on strong local systems.

- Our Train-the-Trainers program empowers solid waste operators to become trusted recycling educators in their own communities.
- With technical assistance and financial modeling, operators are equipped with the tools they need to show residents not only how to recycle right but why it makes economic sense.

Sustain Change



RECYCLABLE MATERIAL	2022 RECYCLED AMOUNTS	ENVIRONMENTAL IMPACT!
ALUMINUM CANS	37,040.00 LBS	Here is <u>only one</u> benefit of recycling materials rather than manufacturing products from virgin resources. You conserved enough energy to power about 31.48 homes for a year!
PLASTICS	19,800.00 LBS	You saved about 398.97 trash bags from ending up in a landfill!
SCRAP METAL	669,810.00 LBS	You conserved enough energy to drive a car about 3,649,459.79 miles!
PAPER	527,774.00 LBS	You conserved enough energy to charge about 107,534,744.16 cell phones!



This project was designed for long-term impact.

- Campaign materials are tailored to the unique needs of North Country communities and are available through multiple channels.
- Operators are trained to serve as ongoing ambassadors, ensuring that education continues well after the project ends.

Outcomes



✓ More residents recycling

✓ Less contamination

✓ Stronger recycling culture in the North Country



The outcome we're aiming for is clear: higher recycling participation, lower contamination rates, and a culture of recycling that is both environmentally and economically sustainable.

When residents feel confident and supported, recycling becomes a shared community value.

Recycle Right North Country

*Through tailored education and outreach,
rural residents gain the confidence and support
to know their recycling efforts truly count.*



In closing, Recycle Right North Country isn't just about recycling more — it's about recycling better.

By removing barriers, building confidence, and strengthening systems, we're making sure that every resident feels their recycling efforts truly matter.

LEARN MORE!

nhrecycles.org



- All slides from today
- Recycling Videos to Share
- Recycling 101 Presentation
- Sign up for Full of Scrap

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North Country Bus Tour Crew - October 2025