



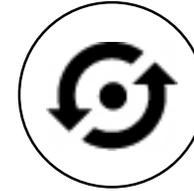
**REFILL
NOT**

LANDFILL

Welcome



ABOUT THE PRESENTOR



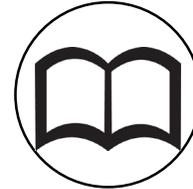
MARC MORGAN

SOLID WASTE MANAGER

City of Lebanon, New Hampshire

morgan@Lebanonnh.gov

ABOUT THE PRESENTOR



EMILY ROGERS

MEMBER EDUCATION MANAGER

Co-op Food Stores

*Hanover and Lebanon, New Hampshire
White River Junction, Vermont*

erogers@coopfoodstore.com

802-765-2841

Our Community

Upper Valley
New Hampshire and
Vermont

City of Lebanon
Population:

12,568

Co-op Food Stores

42,000

members



Current Waste
Reduction
Focus:

RECYCLING



What if the focus
was HIGHER in the
solid waste
hierarchy?

REUSE

Reuse during COVID-19

Studies show reusable products unlikely to transmit COVID-19 ⁽¹⁾

Reusable products should be cleaned after each use. ⁽²⁾



New Hampshire doesn't allow reusable bags? Do I have to use paper or plastic?

NO! Keep your bags in your car, refuse bags checkout, and repack your items in your reusable bags at your car.

(1) hub.jhu.edu/2020/03/20/sars-cov-2-survive-on-surfaces/, pubs.acs.org/doi/full/10.1021/acs.est.0c02269

(2) [Cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html](https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html)

What does a focus on
REUSE look like?

A Social
Campaign:

Refill NOT Landfill





Positive

Small Steps

Community members pledge to take one small positive step, over time reuse becomes a habit.

Step 1:

Take a Pledge

- To use a reusable coffee mug*
- To use a reusable water bottle*
- To use reusable grocery bags*
- To bring lunch from home*

What is Refill NOT Landfill?

The screenshot shows the City of Lebanon website. The header includes the city logo and navigation links: "Your Government", "Resident Resources", "Business Resources", "Life in Lebanon", and "How Do I?". The main content area is titled "Refill Not Landfill" and features the following text:

Home > Your Government > Departments > Public Works > Solid Waste & Recycling > Refill Not Landfill

Refill Not Landfill

In APRIL commit to REFILL, NOT LANDFILL

Reduce, **REUSE**, Recycle! During the month of April, we asked you to focus your attention on the Second "R" and look for opportunities to REUSE. Reusing items to shrink or eliminate the amount of waste that gets landfilled is becoming more important as we look to the future of waste disposal.

Taking the Refill NOT Landfill Pledge

This year, the Hanover Consumer Cooperative ([the COOP](#)) sponsored our 2019 Refill NOT Landfill campaign by offering [refillable/reusable prize packages](#) that were awarded randomly each week during the month of April. Winners were selected from those who committed to REFILL by taking our online Refill NOT Landfill pledge.

The pledge drive is now closed but we wanted to thank all who participated by pledging to Refill NOT Landfill during the month of April. We hope you will continue to make a personal commitment to reuse, refill, and recycle all year long.

A very special thank you to the COOP for their extraordinary support and generous prize packages

We look forward to renewing our efforts next April.

2019 Refill Winners

Congratulations to the following people who were randomly chosen as winners in the 2019 Refill NOT Landfill campaign:



The Campaign:

A waste reduction social campaign, promoting reuse through small positive steps that community members can take to effect change.



Website



Facebook



Person-to-person

Prize Packages

Each week, a prize was awarded to a random pledge participant. The prizes were comprised of products to continue reuse habits.

**Reusable
Containers
Gift Bag**



**Reusable
Lunch
Containers
Gift Bag**



Next Steps

Community Conversation Events

Learning events focused on community lead waste reduction projects.



Reusable Coffee Cup Program

A reusable to-go coffee cup program. This was one of the first projects identified through Community Conversation Events.



Repair Café

Identified through Community Conversation Events to help promote reuse and impact waste reduction in our community.



Workshops

The Green Shopping Initiative provides additional positive steps to help eliminate waste in the shopping process...before it enters the home.

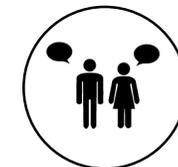
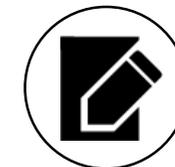


Community Conversations



Bringing community members together to identify and lead waste reduction initiatives.

- *Start with a learning opportunity*
- *Facilitate conversation*
- *Create opportunities for multiple levels of involvement*



Repair Café

Volunteer-lead events giving community members the opportunity to extend the life of everyday products instead of disposing of them.

Quarterly Events

- *Bike repair*
- *Appliance/small engine repair*
- *Clothing repair*



*Example: Repair café,
Washington
Photo Source: Herald Net*



*Example: Repair café,
Charlotte, Vermont
Photo Source: The Charlotte
News*



Workshops

Green Shopping Initiative



- *Provide strategies*
- *Quick tips*
- *Answer questions*

HuskeeSwap Program



How it works

- *Customers purchase a HuskeeCup*
- *HuskeeCup can be swapped for a clean sanitized cup at any participating café world-wide.*

Partner Cafés

- *Lucky's Coffee Garage*
- *Jake's Coffee Co.*



OTHER COMMUNITY INITIATIVES



Charging for Disposable

Lebanon-based independent café, Lucky's Coffee Garage, is charging 25¢ per disposable to-go cup in an effort to reduce waste.

Phasing Out Plastic Bags

The Co-op will no longer have plastic shopping bags available for customers and are promoting reusable bag options to customers.



What's Next?

*Completion of
pilot HuskeeSwap
program and
implementation
at Co-op Food
Stores, Lucky's
Coffee Garage,
and Jake's
Coffee Co.*

*Investigation
into possible
Reuse options to
include reusable
to-go containers
for food service
organizations*

*Planning 2021
Refill NOT
Landfill
campaign*



Recommendations for Getting Started

Find a Partner

- *Look for nonprofit organizations, businesses, or groups of like-minded residents*
- *Partners need to be willing to spend time on initiatives, to "put some skin in the game"*



Measure Success



280

Pledge
participants



224

Engagements
on social media



60

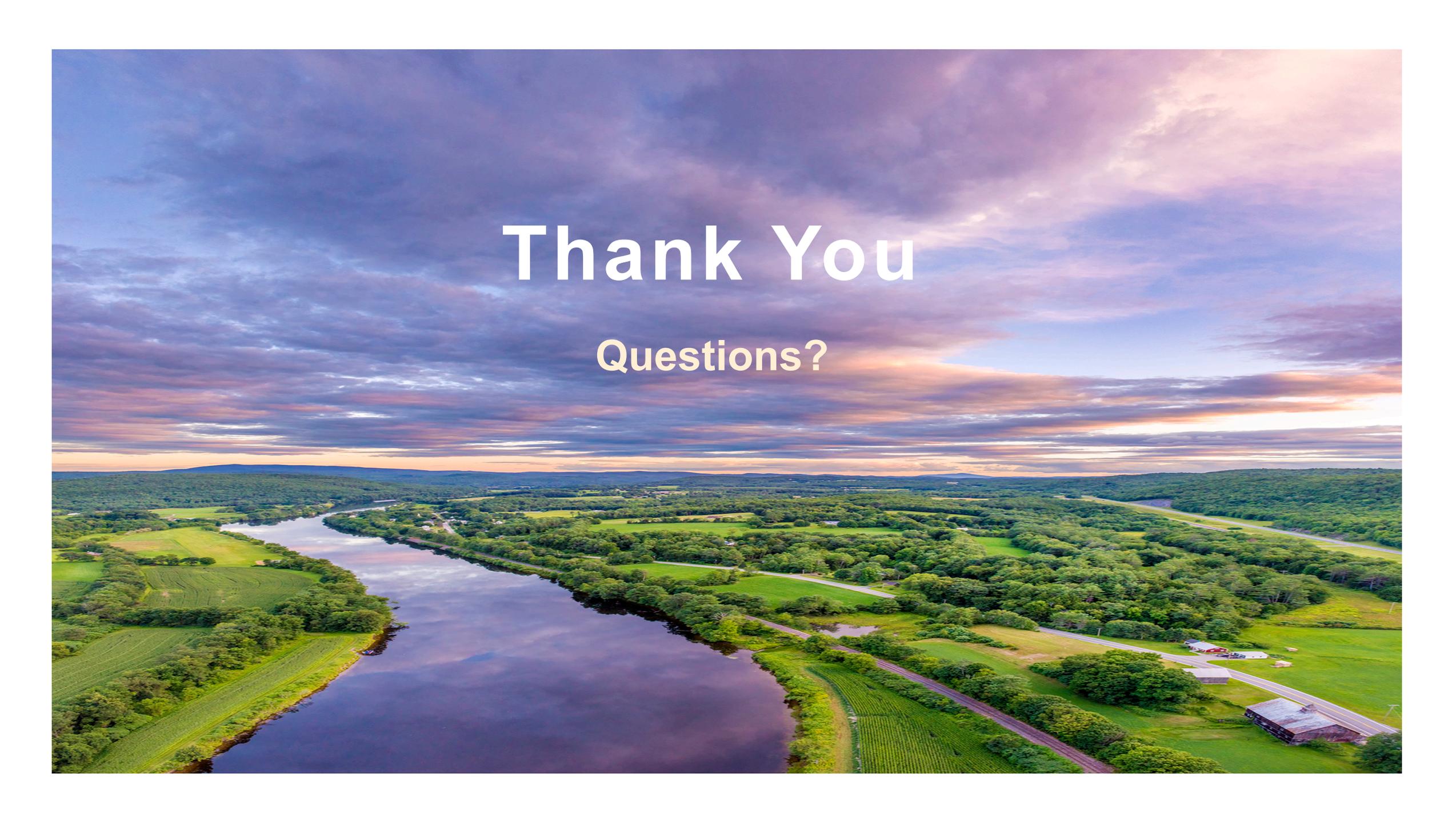
Community
conversation
participants



Moving The Needle Forward



Each opportunity for community members to engage by learning, discussing, or practicing reuse, moves us closer to our shared goal of waste reduction.

An aerial photograph of a wide river valley during sunset. The sky is filled with dramatic, colorful clouds in shades of purple, blue, and orange. The river flows through the center of the valley, reflecting the sky. The surrounding landscape is lush with green fields, forests, and some buildings. The text 'Thank You' is centered in the upper half of the image in a large, white, sans-serif font.

Thank You

Questions?