

Recycle MORE Minnesota!

A Statewide Educational and
Social Marketing Campaign



Minnesota Pollution Control Agency

Strategic Plan Goals

- State and Local governments increase purchase of EPP
- Increase recycling manufacturing jobs and economic impact
- Growth in MSW does not exceed population growth
- Statewide 50% recycling rate by 2011 (43% by 2007)

Campaign Work Plan

- 5-year plan to achieve 50% recycling rate
- Phase I focus:
 - residential education and social marketing
 - away-from-home studies/pilots
- Phase II: commercial study and education/assistance initiative
- Phase III: school initiative

About Our Partners

- Partnership w/ RAM
 - Ellen Telander & Maggie Mattacola
 - Assist with campaign coordination
 - Recyclemoremn.org
 - Events, promotion, etc.
 - Message in a Bottle
- Recycle MORE MN Stakeholder group
 - Statewide representation from various sectors (county, industry, non-profit/trade, elected official)

Stakeholder Group Process

- “Steering” group for major project work
- Metro is a part of the campaign but not the main focus (partner with SWMCB’s Rethink Recycling campaign and vice-versa)
- Input welcome through stakeholder representation or contact us directly

Stakeholder Group Members

- Tara Roeffler (Ramsey County)
- Angie Timmons (Hennepin County and SWMCB liaison for Metro Re-think Recycling Campaign)
- Brian Sams (Redwood County)
- Jean Lundquist (Blue Earth County)
- Sharon Shriever (SEMREX/Olmsted County)
- Terry Soderberg (St. Louis County)
- Betsy (Bjerklie) Armour (Otter Tail County)
- Mike Ayers (Allied Waste)
- Jennefer Klennert (WMI)
- Rep. Paul Gardner
- Ellen Telander (RAM – Recycling Association of MN)

Phase I: Residential

- Need to get the word out that recycling is still important, re-educate people about its true value, and motivate them to recycle
- Research of existing campaigns/efforts
- Conducted focus group research and hired designer to work with our communications staff on media and message development

Focus Group Process

- To better understand what motivates the average citizen to recycle (or not recycle), we held 2 phases of focus groups
- Phase 1: 7 regional focus groups around the state to get initial input and feedback
- Phase 2: 5 regional focus groups around the state to review and test draft media messages developed from phase 1 (in process)
- Focus groups included variety of demographics, recyclers and non-recyclers

Focus Group (round 1)

Common Themes

- Motivated by “it’s the right thing to do”
- Confused by what you can and can’t recycle – label confusion
- Can recycle at home but not at work, etc.
- Need to get the word out to people how, where, and why need to recycle
- Media messages would help but...
- If its not simple, convenient, it gets tossed
- Environmental and legacy ethics important

Common Themes (cont)

- Incentives important
- Want true volume based pricing
- Confusion over different cities doing and collecting things differently
- Different types of collection (single, dual,...)
- Make connection w/ MN products made w/ recycled content
- Want to know more about energy/economic
- Lifestyles are busy – less time to read/ communication clutter

About the Toolkit

- Goal to create resources for LUG's, etc. that are customizable and easy to use
- Coordinated effort statewide starting around Earth Day (April 22)
- Support local efforts with press releases, media appearances, statewide radio and movie theater PSA's
- Where to go – Recyclemoremn.org
- Toolkit has print ads, radio ads and scripts, fact sheets, editorials, articles, web banner, clip art, etc.
- Production Assistant service first-come first-served

Measurement

- Curbside Value Partnership
- Measuring before and after in “closed” systems
- Looking for other measurement opportunities
- SCORE data

Early Drafts



Recycle junk mail
and save 7 trees all by yourself.

DO MORE.

Your grandchildren will thank you.



B1

Recycling in Minnesota reduced
greenhouse gas emissions equal to
taking 2.3 million cars off the road.

DO MORE.

Breathe easier.

**RECYCLE
MORE**
recyclemore
minnesota.org

B2



Recycling one ton of paper
saves 7,000 gallons of water.

DO MORE.

It all adds up.

**RECYCLE
MORE**
recyclemore
minnesota.org

B3

Print ads



**Recycle your junkmail
and save 7 trees
per year.**



Learn more about how and why to recycle at home.

recyclemoreminnesota.org



Recycling one ton of
paper conserves
7000 gallons
of water.



Learn more about how and why to recycle at home.

recyclemoreminnesota.org



Recycling means manufacturing jobs in Minnesota.

Anchor Glass in Shakopee produces 915 million bottles every year and is the biggest consumer of recycled glass feedstock in the upper Midwest. Anchor employs 280 workers.

Learn more about how and why to recycle at home.

recyclemoreminnesota.org



Recycle.

Your grandchildren
will thank you.

Recycling reduces the pollution that leads to climate change.

recyclemoreminnesota.org

Recycling in Minnesota reduces greenhouse gas emissions.



Making products from Minnesota's recycled material saves energy and reduces pollution by an amount equivalent to taking more than a million cars off the road per year.

recyclemoreminnesota.org



www.co.olmsted.mn.us
Recycling questions: 507-235-6100

**Stop treating us
like garbage.**



Recycling is good for the environment and our local economy. Learn what you can do at home.

recyclemoreminnesota.org

Use it or lose it



Recycling reduces the pollution
that leads to global warming.

COOK COUNTY
MINNESOTA

Recycling questions: 218-235-6100

recyclemoreminnesota.org

Trash can do more.



Recycling is good for the environment and our local economy. Learn what you can do at home.

recyclemoreminnesota.org

COOK COUNTY
MINNESOTA

Recycling questions: 218-235-6100

Recycle more!

These items can all be recycled in Redwood County



Plastic
water and
soda bottles



Newspaper and magazines



Corrugated cardboard



Milk jugs



Metal cans



Glass - all colors



Other plastic bottles



Junk mail



Food boxes (non-refrigerated)

Recycling is good for the environment and our local economy. Learn what you can do at home.

recyclemoreminnesota.org



507-644-2800

Radio PSA's

- On WCCO (also JackFM and LITE 102.9), will start April 14 & run through May 11
- Includes ad in CBS radio magazine, which circulates to 70,000 households
- On Cities 97, will start March 10 and run 1 week per month for 3 months
- Both include banner ads on websites
- Bulk is statewide coverage on WCCO; can also get from toolkit to run as PSA's on other local radio stations

PSAs

- PSA's

- Energy 

- Environment 

- Economy 

- Stop Treating me like garbage (30) 

- Stop Treating me like garbage (60) 

Theater Ads

- Start early April and run for 17 weeks
- On 260 screens statewide
- Static and motion
- Will choose from print ads and modify for the size and shape necessary

Cinco De Mayo

- Away-from-home recycling at Cinco de Mayo (100,000 in attendance annually)
- RecycleMORE campaign booth and parade
- Event recycling – pop bottle bins
- St. Paul Festival Association – 8 major festivals
 - Cinco de Mayo
 - Rondo Days
 - Grand Old Day
 - Winter Carnival
 - Dragon Festival
 - Irish Fair
 - Highland Fest
 - Rice Street Festival



Important Dates

- February 28th, AWW Conference – session overview and toolkit resources
 - What toolkit resources do you want to use locally?
 - Customizing your resources
 - Work with local vendors and media
- Expand Message in a Bottle
 - Cinco De Mayo (May 3)
 - Other festivals/events
 - Greater MN expansion
- Statewide residential recycling campaign begins early April



We ~~Want~~ **Need** You!

For More Information...

Maggie Mattacola (RAM) – 651-641-4589
maggie@recycleminnesota.org

Mark Rust – mark.rust@pca.state.mn.us
Tina Patton – tina.patton@pca.state.mn.us
Wayne Gjerde – wayne.gjerde@pca.state.mn.us

Or Call us at 651-296-6300

RECYCLEMOREMN.ORG