

Celebrate Recycling

Possible Ideas for Events/Promotion

❖ Transfer Station - Open House

Participation: If you offer it, they will come.

- "Free is the Key". Consider offering to take in limited items free of charge. Or if your facility offers a free cleanup day (no disposal fees), offer this opportunity during Maine Recycles Week. You could also have coupons available for folks to use when it is convenient for them to transport their bulky item(s).
- If your town has a Recycling/Sustainability Committee or Green Team enlist their help in organizing this event. They could be a wonderful resource.
- If your town, business, or an organization in your municipality has a mascot, ask if they would be willing to participate at the open house to meet and greet children. The same would apply to persons of notoriety. A famous person, well known athlete or character would likely draw folks to your facility.
- Since Maine Recycles Week falls just after Halloween, if your facility has a composting program, hold a pumpkin rolling contest. This could either be for distance or to knock down recyclable objects (laundry detergent bottles, etc.). Offer small prizes to the winners.
- Consider having refreshments such as donuts, coffee, and cider for the kids.
- Provide activities for kids such as making crafts "reusing" materials.

Education: Once you have your audience, educate them.

- Work with garden groups or local composters to conduct an information session/demonstration on composting. This could be held during the open house.
- Open the transfer station to school groups for a field trip.

- Educate the public as to how many tons of recyclables the facility processes in a year. Relate those figures to capitol savings or natural resource savings. This can be written on a big piece of cardboard and posted at the facility. If your community/facility has completed an Annual Solid Waste Report and submitted it to the State, you may contact SPO for data (lana.laplant-ellis@maine.gov). We have historic data in graph form for each community as well as statewide. You could also put this info on your website. People like to know that what they are doing is making a difference.
- Supply the public with information on where their garbage goes. (i.e. incinerator or landfill).
- If your town received a Capital Investment Grant or an Education Matching Grant from the SPO, highlight your project during Maine Recycles Week.
- Provide your residents with recycling tips sheet. Visit the www.recyclemaine.com website for this information.

Media: Get the word out!

- Work with local radio stations, free papers, Facebook, Twitter, and your website to spread the word.
- The SPO will be posting planned events on its website as well as Facebook and Twitter, so be sure to get that information to Bruce White at bruce.white@maine.gov or Suzanne Duplissis at Suzanne.duplissis@maine.gov.

❖ Municipality/Region

- Recognize those businesses or individuals that have gone above and beyond in the recycling effort.
- Recognize haulers that are committed to recycling.
- Develop an informational recycling brochure and have it readily available on the counter at the town office. Check out the Tool Kit on the SPO website for templates. <http://www.maine.gov/spo/recycle/municipalities/toolkit.htm>

- Provide informational material on composting at home. The SPO has a printable brochure on its website <http://www.maine.gov/spo/recycle/composting/indexcomposting.htm>
If you have a municipal composting facility, make residents aware of that opportunity.

❖ Schools

- Hold art contests to get the recycling message out. Possibly award prizes/certificates to the winning entries.
- Conduct a field trip to your local transfer station.
- Make an art project out of recycled materials. There are some fantastic ideas on the internet.
- Check out the SPO website for ideas specifically geared toward educators. <http://www.maine.gov/spo/recycle/schools/educatorsrecycle.htm>

❖ Businesses

- Make the public aware of your recycling efforts.
- If you take back items, prominently display the take back opportunity at the businesses entrance.

❖ Events

- If you are holding a festival, fair, or other event work with your local government to plan for event recycling/composting. Even if you start with a small project, chances are it will grow every year. Many events are already doing this in Maine. SPO can help with planning. Contact Suzanne.duplissis@maine.gov
- Scouting Troops: if you are planning an environmental event, schedule it during Maine Recycles week to draw attention to the celebration.