

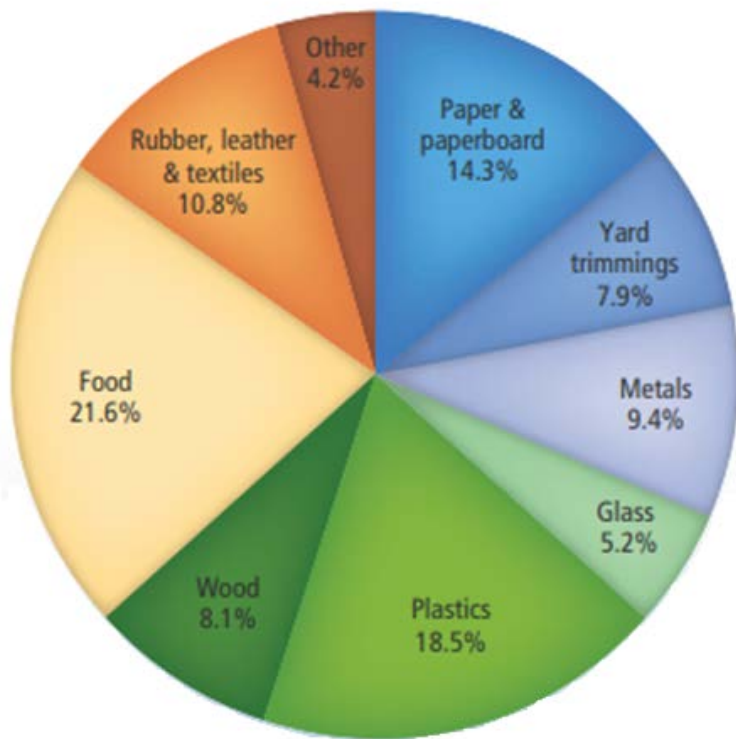
# Paper Study and Campaign

Michelle Metzler  
WSRA Conference 2018



# Paper in the Garbage

Total MSW Landfilled by Material  
EPA 2014 Facts and Figures Fact Sheet



# Recycling Behavior Study

## Key Findings

Residents are highly motivated to recycle – they consider recycling to be a very important thing for themselves and their neighbors to do.

### Materials that Belong in the Recycling Cart

ITEM	PERCENT OF HOUSEHOLDS WITH ANY (N=225, Survey Households)
<b>Mixed paper</b>	<b>89.3</b>
<b>Plastic</b>	<b>85.3</b>
<b>Polycoats</b>	<b>64.4</b>
Newspaper	36.9
Tin cans	35.1
Aluminum cans	33.8
Glass	30.7

Most cited barriers to recycling more mixed paper:

1. Contain personal information
2. Confusion over whether some types were recyclable or not

# Paper Study and Campaign

## Project Objectives

- Identify paper types ending up in resident's garbage carts through a curbside waste sample in the Snohomish County UTC area.
- Use findings to inform an outreach campaign encouraging residents to recycle more paper at home.



# Paper Capture Rate Study

## What kinds of paper are residents throwing away?

- Gathered data about quantities and composition of paper in residential waste at the household level
- Samples collected from recycling and garbage carts (paired)
- 126 households
  - 42 households per day for 3 days
  - Sampled from 33 routes serving nine zip codes
- Paper sorted into 14 distinct material categories

# Paper Capture Rate Study

What is the capture rate by paper type?

$$\text{Food Boxes Capture Rate} = \frac{\text{(Lbs. of food boxes in recycling cart)}}{\text{(Lbs. of food boxes in recycling cart) + (Lbs. of food boxes in garbage cart)}}$$

## Recyclable Paper Generation and Capture Rate by Material

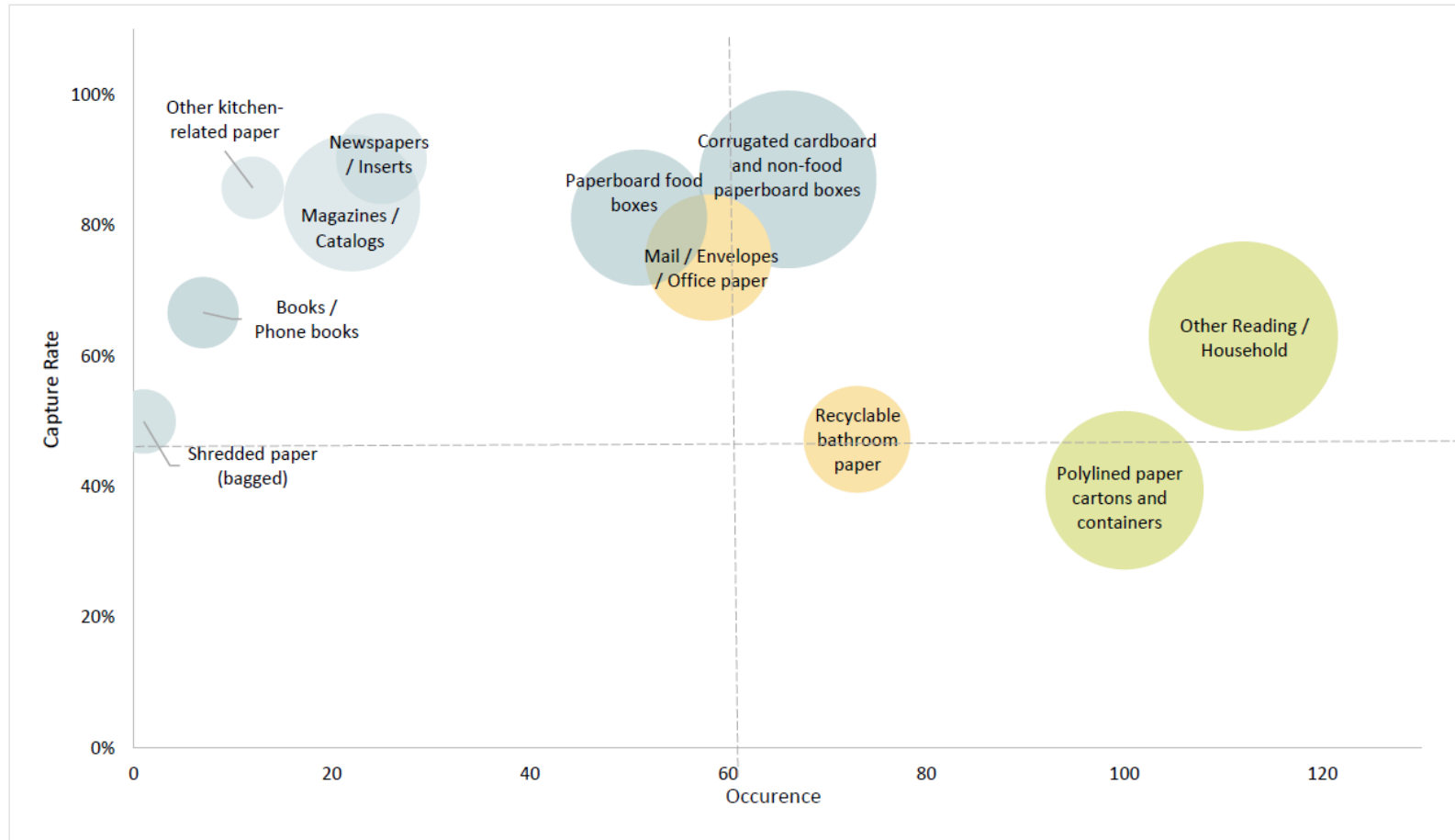
	Avg. Household Generation		Avg. Household Capture Rate	
	lbs/HH/mo	+ / -	% captured in recycling cart	+ / -
Recyclable general household paper	27.8	3.0	83.8%	2.7%
Recyclable kitchen-related paper	5.1	0.5	68.1%	4.2%
Recyclable bathroom paper	0.6	0.2	47.3%	7.3%
Recyclable paper total	33.5	3.1	80.4%	2.7%

# Paper Capture Rate Study

Paper Material Type	Monthly Weight in Household Garbage		Frequency of Occurrence in Garbage Samples		Capture Rate (%)	
	lbs/HH/mo	Rank	Occurrence in Garbage	Rank	Avg.	Rank
		Largest to Smallest		Most to Least		Lowest to Highest
Other Reading / Household	1.2	1	112	1	63.1%	4
Corrugated cardboard and non-food boxes	1.1	2	66	4	87.1%	10
Polylined paper cartons and containers	0.9	3	100	2	39.5%	1
Magazines / Catalogs	0.6	4	22	8	83.5%	8
Paperboard food boxes	0.6	5	51	6	81.2%	7
Mail / Envelopes / Office Paper	0.5	6	58	5	75.1%	6
Recyclable Bathroom Paper	0.4	7	73	3	47.3%	2
Newspapers / Inserts	0.3	8	25	7	90.2%	11
Books / Phone books	0.2	9	7	10	66.7%	5
Shredded paper (bagged)	0.1	10	1	11	50.0%	3
Other kitchen-related paper	0.1	11	12	9	85.8%	9

# Paper Capture Rate Study

Paper Types (by weight in garbage, occurrence and capture rate)





# Outreach Campaign Focus

- Paper has a high capture rate (80%)
- Other Reading / Household is the #1 paper type in the garbage
  - Generated in large quantities
  - With a viable market (at the time!)
- Polycoated paper, cartons and containers
  - Generated in large quantities
  - Limited markets (at the time!)



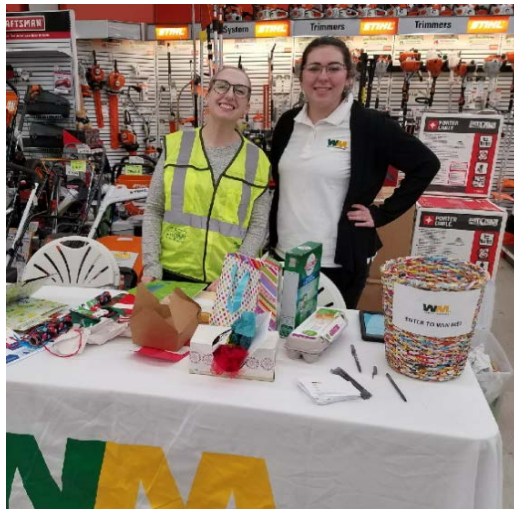
# Outreach Campaign Tactics

- Direct mail
- Community outreach events
- Web content
- Digital advertising

Recycling a bit  
more paper makes  
a huge difference.



PRINTED ON  
100% RECYCLED  
PAPER



REMEMBER! ALL PAPER IS RECYCLABLE



ENVELOPES WITH  
WINDOWS



STUDENT ART  
AND HOMEWORK



NOTEPADS



CALENDARS



WRAPPING PAPER  
(except the foil kind)



ALL THOSE  
HOLIDAY CARDS



JUNK MAIL



OFFICE PAPER



PAPER BAGS



AND NEWSPAPERS...

#### A Few More Things To Know:

- Try placing recycling bins throughout your house. Then you can collect more paper from more places like your home office, the playroom, or the garage.
- Keep your recyclables loose in the bin. Don't bag them.
- We really mean it, you're doing great!



WM RSA: Recycle Paper 30



MORE VIDEOS

0:00 / 0:30

YouTube

<http://wmnorthwest.com/2017summary/materials.htm#curbsiderecycling>



# Learn more at:

<http://wmnorthwest.com/2017summary/>

## 2017 Summary

Waste Management Puget Sound RSA Report



[Home](#) [Food & Yard Waste](#) [Curbside Recycling](#) [Community Outreach](#) [Multicultural](#) [Schools Outreach](#) [Multifamily Outreach](#)

The RSA is WM's breeding ground for innovative, award-winning research and outreach strategies that change recycling behaviors for good. It's the place where we brush aside business-as-usual thinking and dig deep to uncover how to reach customers in ways they haven't been reached before. Check out our 2017 success stories:



Pilot study shows cart tags increased **food scraps composted by 24%**



Launched **WM RightCycle mobile app**, generating **7,600+** downloads and **24,000+** item searches



**Tripled the number of customers** reached through community events with in-language outreach to **Spanish, Vietnamese, Chinese** and **Korean** communities.



WM reached **75 schools**, providing **38 assemblies** and **208 classroom workshops**. Added new bilingual storytelling program.



**14 WM Recycle Corps interns** had **9,800** conversations at **72** community events



Visited **5,100 multifamily units** at **200 properties** to add a total **345 yards** of recycling per week!

[CONTACT US](#)

[2012 SUMMARY](#)

[2013 SUMMARY](#)

[2014 SUMMARY](#)

[2015 SUMMARY](#)

[2016 SUMMARY](#)

[MATERIALS](#)

© 2017 WM Intellectual Property Holdings, L.L.C.



Michelle Metzler  
mmetzler@wm.com  
503-936-6036