

The logo for SWALCO, consisting of the word "SWALCO" in a bold, sans-serif font, centered within a series of three concentric, slightly irregular oval shapes that create a sense of motion or depth.

SWALCO

# SWALCO Recycling Education Campaign Overview

August 15, 2012

SOLID WASTE AGENCY OF LAKE COUNTY, IL

# Today's Speakers



**Walter Willis,  
Executive Director  
SWALCO**



**Lena Davie,  
Vice President  
Hill+Knowlton Strategies  
PR representative for the  
Curbside Value Partnership**

# Webinar Agenda

- Why a campaign? Why now?
- Campaign overview
- Sneak peak!
- Getting involved
- What's next?
- Q&A

# Why a campaign and why now?

- The SWALCO Strategic Plan calls for 60% diversion.
- We need to get residents to recycle MORE and get energized in order to reach 60%.
  - We do this by educating them!
- Based on last year's data, the region is at 39% diversion.
- A partnership with CVP gave us added resources and expertise.

# Target audiences

- 1. COUNTY-WIDE:** *“Sometimes” recyclers* who do not need to be convinced to recycle, they just need to “step up their game.”
- 2. COMMUNITY-SPECIFIC:** Communities with per-household recycling volume between 350-700 pounds/year. This includes:
  - Beach Park, Unincorporated Areas, Highwood, Fox Lake, Newport Township, Lake Villa, Port Barrington, Round Lake Park, Round Lake Heights, Winthrop Harbor, Park City, Vernon Hills, Antioch, Round Lake, Warren Township, Lake Barrington, Round Lake Beach, Gurnee, Third Lake, Hainesville, Island Lake, Tower Lakes, Lindenhurst and Wauconda

# Communications strategy

Develop an **integrated education campaign** that incorporates marketing, public relations and advertising to generate county-wide resident awareness for curbside recycling and provide **all 41 SWALCO member** communities and the County of Lake with information, tools and materials for local implementation.



# Developed with YOU in mind...

- You told us...
  - You like to communicate online (Web and email).
  - On average, you communicate with residents once a month.
  - 88% of you think your communications could be better.
  - 83% are *very likely* to use our campaign materials locally (thank you!).
  - The top three items you'd like are Web content and facts, fliers/posters and event materials.

# Campaign overview





A sneak peak!

**WHAT'S LEFT  
OVER AFTER  
RECYCLING?**



[RecycleFirstTrashLast.org](http://RecycleFirstTrashLast.org)

# RecycleFirstTrashLast.org

SOLID WASTE AGENCY  
OF LAKE COUNTY, IL

RECYCLING BASICS

FIND YOUR PROGRAM

WHAT'S NEW

TOOLKIT

Hear our radio ad



**RECYCLE FIRST  
TRASH LAST**

With more and more things rightfully belonging in your recycling cart, you may have to come up with creative uses for your trashcan. See for yourself: **recycle first and trash last what's left**. Start by learning what's on the ever-expanding list of **what's recyclable** here in Lake County.

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Solid Waste Agency of Lake County, IL

Recycling Basics | Find your Program | What's New | Toolkit | Contact Us

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# SOLID WASTE AGENCY OF LAKE COUNTY, IL

# What you can expect... (a sampling)



## RecycleFirstTrashLast.org

Here are the first things you need to know when recycling curbside in Lake County. Place these items together in your recycling container:

METAL



**ACCEPTED:** Clean and empty aluminum cans, foil and foil pans; steel and tin cans; spray cans and paint cans; kitchen pots, pans and trays; utensils; hangers

*Caps, lids, pull tabs and labels may remain on the containers. Place metal lids inside of empty cans.*

**NOT ACCEPTED:** Propane or helium tanks; needles or syringes; electronics; small appliances; batteries; auto parts; wire, holiday lights; ammunition; flares; combustible liquids or gases.

*Metal containers and foil should be clean, empty of all liquids and free of excess food residue.*

PLASTIC



**ACCEPTED:** All clean and empty plastic household containers, any size of bottles, jugs, tubs, cups; clamshell style containers; reusable food containers; laundry baskets; hangers; buckets; storage totes; kitty litter tubs; plant pots; unmotorized toys; small non inflatable pools.

*Caps, lids, rings; handles and labels should be left on the plastic containers.*

**NOT ACCEPTED:** Foam cups, cartons or packaging material; bags, wrap; utensils and garden hoses.

*Plastic containers should be clean, empty of all liquids and free of excess food residue.*

Clean and empty plastic bags and wrappers should be stuffed into one bag and tied closed. Recycle them at your nearest participating grocery or retail store. For more info go to [filmrecycling.org](http://filmrecycling.org)

*Include grocery bags, newspaper bags, bread bags, produce bags, zip lock bags, toilet paper, napkin and paper towel wraps; case wrap; diaper wrap; dry cleaning bags; plastic retail bags; bubble wrap; electronic wrap; furniture wrap; tyvek and other plastic shipping envelopes.*

*DO NOT include frozen food bags, prewashed salad bags, bio-based, degradable or compostable bags.*



PAPER



**ACCEPTED:** Scrap paper; mail; envelopes; copy paper; office paper; shredded paper; cards; cardboard boxes; cereal & frozen food boxes; newspaper; ads; inserts; catalogs; magazines; phone books; hardcover and soft cover books; paper egg cartons; paper cups; milk, juice and other paper beverage cartons; paper tubes; wrapping paper.

*Place shredded paper into paper bags. Do not use plastic bags.*

*Cardboard boxes should be flattened and cut down to pieces no larger than 3' x 3'.*

**NOT ACCEPTED:** Plastic bags and plastic wrap; corrugated cardboard that contains food residue or wax-coating; paper towels; napkins; facial tissue; photos; laminated paper or paper coated with food, wax or foil.

GLASS



**ACCEPTED:** Clean and empty glass bottles and jars.

*Caps, lids rings and labels may remain on the containers.*

**NOT ACCEPTED:** Light bulbs; drink glasses; ceramics; bakeware; mirrors; ornamental glass; window and auto glass.

For more information on how to properly recycle or dispose of items not listed, please contact SWALCO at (847) 336-9340 or go to [RecycleFirstTrashLast.org](http://RecycleFirstTrashLast.org).

*This information was last revised August 2022.*



## First things first: Recycle these items and more at the curb.



For a full list of what is and is not accepted in Lake County, visit [RecycleFirstTrashLast.org](http://RecycleFirstTrashLast.org)

# Campaign Timeline

Activity	September				October					November				
	3	10	17	24	1	8	15	22	29	5	12	19	26	
PR activities		launch event												
			ongoing											
Events			community event outreach											
Transit advertising			34 bus tails							<i>Unpaid coverage until tails removed</i>				
			45 train cards											
Radio advertising			73x	73x			73x	73x			73x	73x		
Online advertising	Town sponsorship ad (Antioch/Fox Lake, Lindenhurst/Lake Villa, Round Lake) & cube ad (Gurnee)													
					14 Patch sites					14 Patch sites		14 Patch sites		
Mall advertising			8 posters							5 standee posters				
Marketing					direct mail			bill stuffers						

# Get involved

- We need YOUR support!
- Tools and resources will be available.
  - Produce and use what you need!
- A limited amount of event materials may also be made available to SWALCO communities.
  - See Merleanne at SWALCO to find out more.



# Some suggestions for you...

- Use the online toolkit to access templates:
  - Media materials: messages, press release, talking points, sample op-ed/letter to the editor,
  - Sample newsletter/blog copy and promotional email,
  - Suggested social media posts,
  - PowerPoint about recycling in Lake County and
  - Creative files.
- Place a campaign image and blurb on your community website.
- Mail a bill stuffer between Sept.-Nov.
- **Put in a request** for an event kit!

# What's Next?

- **“Roll up your sleeves” Webinar: Campaign Overview & Putting it to Work in Your Community.**
  - Tuesday, August 21, 2012, 2-3 p.m. CDT
  - Open to community representatives who will be implementing the campaign.
  - To register: [\*\*http://bit.ly/AirTdF\*\*](http://bit.ly/AirTdF)
- Campaign kick-off: September 12, 2012.



# Contact Us!

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Questions?

