

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 Webinar “Roll up Your Sleeves”

August 21, 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**



**Jennifer Hamilton,  
Account Executive  
Hill+Knowlton Strategies  
PR representative for the  
Curbside Value Partnership**

# Webinar Agenda

- Why a campaign? Why now?
- Campaign overview
- A look at the campaign...
- Getting involved
- Campaign toolkit
- Creative ideas
- 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 look at the campaign...

**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



Solid Waste Agency of Lake County, IL

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

Follow us on



# 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	<p><b>ACCEPTED:</b> 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</p> <p><i>Caps, lids, pull tabs and labels may remain on the containers. Place metal lids inside of empty cans.</i></p>	<p><b>NOT ACCEPTED:</b> Propane or helium tanks; needles or syringes; electronics, small appliances; batteries; auto parts; wire, holiday lights; ammunition; flares; combustible liquids or gases.</p> <p><i>Metal containers and foil should be clean, empty of all liquids and free of excess food residue.</i></p>
PLASTIC	<p><b>ACCEPTED:</b> 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.</p> <p><i>Caps, lids, rings, handles and labels should be left on the plastic containers.</i></p>	<p><b>NOT ACCEPTED:</b> Foam cups, cartons or packaging material; bags; wrap; utensils and garden hoses.</p> <p><i>Plastic containers should be clean, empty of all liquids and free of excess food residue.</i></p>
PAPER	<p>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 <a href="http://filmrecycling.org">filmrecycling.org</a></p> <p><i>Include grocery bags; newspaper bags; bread bags; produce bags; zip lock bags; toilet paper, napkin and paper towel wraps; ease wrap; diaper wrap; dry cleaning bags; plastic retail bags; bubble wrap; electronic wrap; furniture wrap; tyvek and other plastic shipping envelopes</i></p> <p><i>DO NOT include frozen food bags, prewashed salad bags, bio-based, degradable or compostable bags.</i></p>	<p><b>NOT ACCEPTED:</b> 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.</p>
GLASS	<p><b>ACCEPTED:</b> Clean and empty glass bottles and jars.</p> <p><i>Caps, lids rings and labels may remain on the containers.</i></p>	<p><b>NOT ACCEPTED:</b> Light bulbs; drink glasses; ceramics; bakeware; mirrors; ornamental glass; window and auto glass.</p>

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 2012.



## First things first:

There are recyclables in every room of your house. The first thing you have to do is know they are there. This chart makes it easy! List 5 things in each room that your family should recycle. Then color in the house and hang it in your kitchen to remind everyone!

If you need help with listing items for some of the rooms, or want to see the whole list of what IS and IS NOT recyclable in Lake County, visit

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

<p>bedroom</p> <p>Hangers</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		<p>bathroom</p> <p>Shampoo bottle</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>livingroom</p> <p>Hard cover book</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		<p>kitchen</p> <p>Tea box</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>laundry room</p> <p>Detergent</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>		<p>office</p> <p>Phone book</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



Recycling Guidelines Flier

Kids' Coloring Page

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# What you can expect... (cont.)

**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)

**As well as:**

- **Radio ad (2 versions)**
- **Mall/transit posters**
- **Bus sign**
- **Bill stuffer**
- **Truck decal**
- **Toolkit materials**

**Magnet**

# Campaign Timeline

Activity	September				October					November			
	3	10	17	24	1	8	15	22	29	5	12	19	26
PR activities		launch event											
Events													
Transit advertising													
Radio advertising													
Online advertising													
Mall advertising													
Marketing													

**PR activities**

- launch event: September 10
- ongoing: September 17 - November 26

**Events**

- community event outreach: September 17 - November 26

**Transit advertising**

- 34 bus tails: September 17 - October 29
- 45 train cards: September 17 - October 29
- Unpaid coverage until tails removed: November 5 - November 26

**Radio advertising**

- 73x: September 17, September 24
- 73x: October 8, October 15
- 73x: November 12, November 19

**Online advertising**

- Town sponsorship ad (Antioch/Fox Lake, Lindenhurst/Lake Villa, Round Lake) & cube ad (Gurnee): September 17 - November 26
- 14 Patch sites: October 1, October 8, October 15
- 14 Patch sites: October 22, October 29
- 14 Patch sites: November 5, November 12, November 19

**Mall advertising**

- 8 posters: September 17 - October 29
- 5 standee posters: September 17 - November 12

**Marketing**

- direct mail: October 1 - October 8
- bill stuffers: October 1 - November 26

# Get involved

- We need YOUR support!
- Online 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.
- Get creative

# Online Toolkit

- Campaign creative materials available for download:
  - 30-second radio ad
  - Online banner and cube ads
  - Commuter bus tail ad
  - Posters
  - Bill stuffer
  - Direct mail
  - Recycling guidelines flyer
  - Kids coloring page
  - Magnet
  - Event display
  - Sticker
  - T-shirt
  - Truck cling

# Online Toolkit

- Communications resources available:
  - Key messages
  - Template press release
  - Sample opinion article (op-ed) or letter to the editor
  - Sample promotional copy for newsletters and blogs
  - Sample promotional emails/letters
  - Sample social media posts (Facebook and Twitter)
    - Use **#recyclefirst** when “tweeting” about the campaign
    - Find SWALCO on [Facebook](#) and [Twitter](#) (@SWALCO)
  - Recycle First. Trash Last PowerPoint presentation



# Event Materials

In Lake County,  
**First things first...**



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



**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)

**SOLID WASTE AGENCY OF LAKE COUNTY, IL**

# Events: Step-by-Step Engagement Strategy



1.  
Engage

2.  
Discuss

3.  
Prompt

# Creative ideas

- Issue a Facebook Recycling Challenge:
  - “Material of the Month”
  - “Show us how you recycle” photo contest
  - “Did you know?” quiz
  - “I SPY recycling” contest
- Partner with SWALCO for a Street Team at an upcoming event
- Place a campaign image and blurb on your community website
- Mail a bill stuffer between Sept.-Nov.

# What's Next?

- Toolkit unveiling
  - We'll email you when it is ready.
  - Access and use!
- Campaign kick-off: September 12, 2012
- Media/advertising begins:  
Week of September 12, 2012

# Contact Us!

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Questions?

