Recycling is the #1 action society can do to improve our impact on the environment, and to simultaneously improve the economy, to green-up manufacturing, to prevent waste from going into oceans and to mitigate climate change.
But in order for recycling to work and for manufacturers to be able to reuse the materials ... you, me and 320 million other people in the U.S. need to do it properly, wherever we go.
No Standardizations in messaging, therefore, recycling is terribly confusing for public.
As a result, millions of tons of garbage (aka contamination) is thrown in recycling bins every day crippling the economics and viability of recycling.
Mondelez has $23.8 billion worth of shareholder pressure insisting the company start using sustainable packaging including recycled materials.
the loop CANNOT close
As a result of the costly contamination, recycling in the U.S. is collapsing. 25% of WM recycling plants have closed in the last 6 months. 450 recycling plants have closed in California alone.
As a reaction, manufacturers begin light-weighting their packaging – which have some good attributes, but ultimately begin making recycling even more complex for the public, processors and marketplace.
Proper recycling messaging on packaging is helping, however ...

2.5 Million plastic bottles still go into landfills every day.

$1 Billion worth of aluminum cans still go into landfills every year.
So we have to work together to address how recycling is presented to the public in all instances.
What are some of the other issues hindering progress?
Simple Solution … Profound Impact

Society-Wide Nonprofit Standardized Labels

Musician Alanis Morrissette spokesperson for Recycle Across America
plastic bottles and jugs only

plastics accepting numbers
numbers found on bottom of containers
Designed for Every Type of Bin and Lid
They Work!

The standardized labels are dramatically increasing recycling levels.

50-100% increases in recycling levels

Standardized labels 50-100% increase

Recycling increase

Recycle Across America
Orlando Schools

Thanks to …

Bank of America

Orlando Schools

90% increase in their recycling levels and

$369,000 in net savings.
They Work!

THE STANDARDIZED LABELS ARE DRAMATICALLY DECREASING CONTAMINATION LEVELS
Custodial Services/Property Mgmt:

Marsden Facilities Management

The Marsden culture is comprised of a cleaning staff that speaks over 78 languages. "With the standardized labels we now have a clear and consistent labeling tool to train our staff and communicate the recycling needs of our clients."

– Chris Norgren, President, Marsden (largest privately held custodial services company in the U.S.)
Residential Carts

Contact: Mitch Hedlund mitch@recycleacrossamerica.org
At Colleges

Actress Olivia Stuck, spokesperson for Recycle Across America
Over 650,000 standardized labels are now used in K-12 Schools throughout the U.S., including Rochester NY
Standardized labels helping travelers recycle right at airports – including through partnership with Port Authority of NYNJ
Counties and their public spaces.
At retailers and businesses across the U.S.

For instance, rolling out throughout all Whole Foods Markets – North Atlantic Region, Florida Region, Midwest Region, North East Region and NY All 365 Stores
All 80,000 Walt Disney World employees only see the standardized labels on recycling bins at work.

Imagine what happens when employees go home and they see the same standardized labeling system on their rollaway cart at home.
It's time.

lets recycle right.org
standardized labels on bins make it easy
recycle across america

Rhode Island
1st STATE to help society recycle right!
Rubbermaid conducted a randomized focus group with 1,000 consumers from across the U.S.

The standardized labels WON against all the labels they were compared to, including Rubbermaid’s recycling labels and numerous other recycling labels in the marketplace.

The focus group participants agreed that the Recycle Across America society-wide standardized labels were:

- More appealing
- More comprehensive
- More effective, and subsequently
- Generated the best recycling results!
NY Times “...one of the most important environmental fixes taking root today!”

Another firm that is offering clients R.A.A.'s standardized labels is Veolia Environmental Services, one of the largest hauling and disposal companies in the world, which manages waste and recycling for many Fortune 500 corporations. “We started using the labels this year with a number of accounts and already we’ve seen an impact in the amount of recyclables collected,” noted Kevin Zenkevich, senior director for strategic accounts. “In a few cases, we’ve seen increases of more than 50 percent in recycling volumes.”
650,000 standardized labels have now been donated to schools across the U.S. - thanks to corporate and individual heroes that are helping the next generation recycle right!
Celebrity Campaign
It's time.

lets recycle right.org

standardized labels on bins make it easy

recycle across america
It's time.

lets recycle right.org
standardized labels on bins make it easy
recycle across america
It’s time for progress.

It’s time to apply the same logic for other critical standardizations that have helped society act on their good intentions ... to recycling.
Thank You!