

April 2021 Recycling Program Update

TASK	UPDATE	
MEDIA ANNOUNCEMENTS	Social Media	Recycle Right NY Campaign Launches on Earth Day
	Print	Spring Compost Bin & Rain Barrel Sale & UCRRA Spring Classes
	Radio	<i>Electronics Recycling (15sec) and Earth Day (15 sec)</i> MAKE EARTH DAY EVERY DAY BY REDUCING, REUSING, RECYCLING, AND RETHINKING WASTE. RECYCLING CONSERVES NATURAL RESOURCES AND ENERGY, CREATES GREEN JOBS, AND REDUCES LANDFILL WASTE. THIS MESSAGE BY THE ULSTER COUNTY RESOURCE RECOVERY AGENCY. U C R R A DOT ORG
	Other	<ul style="list-style-type: none"> Special blog post promoting the launch of the Recycle Right NY campaign viewable at www.ucrra.org/blog/ A special eco-news bulletin was sent 04/15 to 127 recipients, promoting the launch of the Recycle Right NY campaign, as well as UCRRA compost bin sale & Spring classes Google Analytics: 14,938 total searches, 5,095 direct searches, 933 users visited the UCRRA website (last 30 days)
OUTREACH EDUCATION	Public Presentations	<ul style="list-style-type: none"> 04/07 Spring Cleaning Seminar hosted by UCRRA 04/14 Panelist in session "Ask the Experts: Outreach in Your Community" at the NYS Organics Summit 04/14 presentation "Recycle Right" Highland Rotary Club 04/22 Recycle Right Seminar hosted by UCRRA in collaboration w/Highland Public Library 04/28 Intro to Home Composting Seminar hosted by UCRRA
	Facility Tours	<ul style="list-style-type: none"> 04/16 Germantown Climate Smart Communities Waste Management Task Force 04/30 UCRRA Facility Tour for various interested residents
	Events	None this month
	Other	<ul style="list-style-type: none"> Compost Bin & Rain Barrel Sale -pre order ends 04/29 New media: Home Guide for Reducing Food Waste
COMPOST	Received signs for UCRRA Home Composting Demonstration Garden	
ELECTRONICS	E-waste recycling program resumes, Saturdays only, starting 04/10 (280+ drop offs)	
SITE VISITS	None this month	
REPORTS	<ul style="list-style-type: none"> Q1 FSR grant report due Q1 MWRR grant report due 	
PROFESSIONAL DEVELOPMENT	04/08 Webinar: "Creating New Jobs and Enterprises through Zero Waste" 04/09 Webinar: "Consumer Behaviors & Zero Waste Communities: Inform? Enable? Incentive? Regulate?" 04/16 NYSAR3 Diversity Equity Inclusion Committee	
MISCELLANEOUS	04/24 Household Hazardous Waste Collection Program hosted by UCRRA	
PREVIEW	May: International Compost Awareness Week	



THE ULSTER COUNTY RESOURCES RECOVERY AGENCY

Growing Ulster Green



The **Recycle Right NY campaign** will officially launch a first-of-its-kind statewide recycling website on Earth Day, April 22, 2021. The newly launched website will address recycling confusion and contamination, and be the go-to hub for recycling related information for residents across New York State.

This Earth Day, be sure to visit <https://recyclerightny.org/> to discover how you can help improve our environment through better recycling habits. On the website, you will learn about the value of everyday materials and why recycling correctly is important. Featuring new resources such as a search tool to help you easily find your local recycling guidelines, you will learn more about what is and is not recyclable, and how best to recycle in your community. The website will also include a “Recyclopeda” – an encyclopedia for recycling – that will provide waste reduction, reuse, and recycling tips for more than 300 common household items.

The Recycle Right NY initiative began in 2018 and is a collaborative effort of more than 100 recycling professionals from throughout New York State working to improve our recycling system. Recycling generates many benefits for our ecosystems, communities, and economies. By keeping valuable materials in productive use, recycling conserves natural resources, reduces litter, saves energy, creates jobs, and so much more.

This Earth Day join us and visit <https://recyclerightny.org/> and commit to recycling right. The best place to start is to “Know before you throw!” by checking your local recycling guidelines. Encourage your family and friends to do the same, and together we can help New Yorkers become the best recyclers in the nation!

FREQUENTLY ASKED QUESTIONS

1. WHAT IS RECYCLE RIGHT NY?

Statewide education and outreach campaign for recycling: Informed by a collaborative working group of more than 100 public and private recycling professionals from throughout NYS, the campaign develops waste reduction, reuse, and recycling related public education and outreach information and resources.

Addresses major recycling issues like confusion and contamination: The main goals of the campaign are to increase recycling participation, reduce recycling confusion, reduce the amount of unaccepted items that are put into recycling, and promote waste reduction and reuse practices as alternatives to landfilling and incineration.

Project of the NYS Center for Sustainable Materials Management: The campaign is coordinated by the NYS Center for Sustainable Materials Management, which is housed at the State University of New York College of Environmental Science and Forestry (SUNY-ESF), in partnership with the Syracuse University Center for Sustainable Community Solutions (SU-CSCS) and sponsored by the New York State Department of Environmental Conservation (DEC).

2. WHAT WILL BE FEATURED ON RECYCLERIGHTNY.ORG?

Statewide recycling information hub for NY: RecycleRightNY.org will be NY’s first-of-its kind statewide recycling website dedicated to helping New Yorkers easily access recycling related information, interactive tools, downloadable resources, and more.

Recycling educational materials, tools, and resources: The site will provide helpful, interactive tools such as a page that will link visitors directly to their local recycling guidelines, and a searchable “Recyclopeda” – an encyclopedia for recycling – that will instruct users on how to properly handle more than 300 common household items.

The importance of and opportunities for waste reduction and reuse: In addition to learning about the recycling process and how to recycle correctly, residents will learn how to achieve greater benefits through guidance on waste reduction and reuse.

3. WHY DOES “RECYCLING RIGHT” MATTER?

Recycling incorrectly is bad for the recycling industry: Some materials that do not belong in the recycling bin can cause serious issues such as contaminating and decreasing the value of other recyclables, damaging recycling equipment, or injuring people who work at the facilities.

Recycling right is good for the economy, environment, and society: Recycling, when done correctly, helps to create jobs, protect public health, reduce pollution, save energy, conserve natural resources, and more by keeping materials in productive use instead of sending them to a landfill or incinerator where they are unable to be used again.