



# JUNE 2024 RECYCLING PROGRAM UPDATE

## MONTHLY OUTREACH TOPICS

The “Ulster County Tiffin Project” aims to increase community awareness about the impact of waste reduction and reuse as pollution prevention strategies. Tiffins are multi-tiered, reusable, metal food containers that replace wasteful, take-out containers when dining out. The project addresses pollution prevention by providing residents with FREE reusable, stainless steel Tiffins that eliminate their single-use, disposable counterparts. Through innovative community engagement, participants in our workshop series will learn about the amount of single use packaging generated from food service, the environmental harms and potential health harms associated with single use packaging, and those items most likely to become litter, and together we will unlock the power of reuse! Join UCRRA in celebrating Plastic-Free-July and pledge to choose to reuse! Attend any one of our FREE classes to claim your FREE Tiffin.

## MEDIA ANNOUNCEMENTS

FACEBOOK 1,376 FOLLOWERS	INSTAGRAM 1,223 FOLLOWERS	MAILCHIMP 5,181 SUBSCRIBERS	YOUTUBE 87 VIEWS 4.9 HRS
<b>SOCIAL MEDIA</b>	Promos for the Ulster County Tiffin Project Celebrating National Waste & Recycling Workers Week		
<b>RADIO</b>	None this month		
<b>PRINT</b>	<ul style="list-style-type: none"> <li>06/01 – 07/31 Digital Ad (Tiffin Project) on Shawangunk Journal</li> <li>06/19 – 07/31 Digital Ad (Tiffin Project) Hudson Valley One</li> <li>06/16 – 07/30 Digital Ad (Tiffin Project) on Daily Freeman</li> <li>06/24 Print Ad (Tiffin Project) in Shawangunk Journal</li> <li>06/26 Print Ad (Tiffin Project) in Hudson Valley One</li> <li>06/21, 06/28 Digital Ad Ulster Publishing's Hey Kingston Newsletter</li> <li>06/23 Print Ad (Tiffin Project) in Daily Freeman (Sunday)</li> <li>06/30 Print Ad (Tiffin Project) in Daily Freeman (Sunday)</li> </ul>		
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>New webpage Ulster County Tiffin project <a href="https://ucrra.org/events-classes/tiffin-project/">https://ucrra.org/events-classes/tiffin-project/</a></li> <li>New blog article “Waste &amp; Recycling Workers Week” <a href="https://ucrra.org/blog/">https://ucrra.org/blog/</a></li> </ul>		


**OTHER  
MISCELLANEOUS**

- June Summer e-Newsletter target launch: Tues June 25<sup>th</sup>
- +5 media kit requested this month for Town of Rochester MRDC, The Bearsville Center, New Paltz Climate Action (17 kits YTD)


**OUTREACH EDUCATION EVENTS**

<b>+129 CALLS / 5.8 HOURS RECYCLING HOTLINE (06/01- 06/17) (918 CALLS/49 HRS YTD)</b>	<b>+75 ADULT PARTICIPANTS (485 ADULTS YTD)</b>	<b>+175 YOUTH PARTICIPANTS (732 YOUTH YTD)</b>	<b>33 HOURS (74 HRS YTD)</b>
<p><b>PRESENTATIONS</b></p>	<ul style="list-style-type: none"> <li>• 06/03 MCR Session 1: The Waste – Climate Connection</li> <li>• 06/04 "Composting for Kids" at Plattekill Elementary School</li> <li>• 06/05 MCR Session 2: Recycle Right</li> <li>• 06/07 MCR Session 3: Plastic Pollution &amp; It's Impacts</li> <li>• 06/10 MCR Session 4: Hazardous Waste &amp; Eco Friendly Alternatives</li> <li>• 06/12 MCR Session 5: Intro to Home Composting</li> <li>• 06/13 "Connecting Communities Through Composting" for Rosendale Environmental Commission</li> <li>• 06/14 "Composting for Kids" at Onteora Elementary School</li> <li>• 06/14 MCR Session 6: Advanced Composting</li> <li>• 06/17 MCR Session 7: Leadership Seminar</li> <li>• 06/18 MCR Session 8: UCRRA Policies You Need to Know</li> <li>• 06/20 "Making Seed Bombs &amp; Composting for Kids" for early childhood homeschooling group</li> <li>• 06/26 MCR Session 10: Special Projects</li> </ul>		
<p><b>FACILITY TOURS</b></p>	<ul style="list-style-type: none"> <li>• 06/11 Tour for U.S. Dept. of State's International Visitor Leadership Program hosted by City of Kingston/ Climate Smart Kingston</li> <li>• 06/26 Composting Tour for Daniela Vergara, PhD - Emerging Crops Specialist (Cornell) and Savanna Shelnut, Hudson Valley Climate Resiliency Specialist (Cornell)</li> </ul>		
<p><b>EVENTS</b></p>	<ul style="list-style-type: none"> <li>• 06/01 "Repair Recycling Habits" at Saugerties Repair Café</li> <li>• 06/23 UCRRA Household Hazardous Waste Collection Program</li> </ul>		
<p><b>SITE VISITS, CONSULTATIONS</b></p>	<p>None this month</p>		
<p><b>NEW MEDIA OR TEACHING TOOLS</b></p>	<p><i>In development – Tiffin Project</i></p>		
<p><b>OTHER MISCELLANEOUS</b></p>	<ul style="list-style-type: none"> <li>• 06/12, 06/21 Tiffin Project meetings</li> <li>• 06/12 NYSAR3 Young Professionals Committee Meeting</li> <li>• 6/20 NYSAR3 MEDI+ Committee Meeting</li> <li>• 06/25 NYSAR3 Organics Council Meeting</li> </ul>		

# MEDIA SAMPLE




## What is a Tiffin?



Tiffins are traditional Indian lunch containers, often stainless steel, with stacked compartments for separating meals. Originating from the need to adapt eating rituals, they symbolize care in packing meals and are integral to Indian cultural traditions.

Benefits of using a Tiffin →

## Benefits of Using a Tiffin while Dining-in

- 1 Reduce Waste**  
By opting for a reusable tiffin instead of single-use containers, you help reduce the amount of disposable packaging ending up in landfills or oceans.
- 2 Save Resources**  
Reusable tiffins are made from durable materials like stainless steel, minimizing the need for constant production of single-use containers.
- 3 Support Sustainability**  
By using a tiffin, you contribute to a culture of sustainability and demonstrate your commitment to reducing waste and protecting the environment.


### Bring Your Own Container!

Register for a class in July to learn more!  
[www.ucrra.org/events-classes/tiffin-project/](http://www.ucrra.org/events-classes/tiffin-project/)

As an attendee, you will receive a **FREE TIFFIN**: A stainless steel, reusable takeout container!

Using a Tiffin makes a world of a difference!


# THANK YOU



## New York State Pollution Prevention Institute

The New York State Pollution Prevention Institute (NYSP21) is sponsored by the New York State Department of Environmental Conservation through the Environmental Protection Fund and led by the Golisano Institute for Sustainability (GIS) at Rochester Institute of Technology (RIT).

Funding is provided by the Environmental Protection Fund as administered by the New York State Department of Environmental Conservation. Any opinions, findings, and/or interpretations of data contained herein are the responsibility of the author(s) and do not necessarily represent the opinions, interpretations or policy of Rochester Institute of Technology and its NYS Pollution Prevention Institute or the State.



# THANK YOU COMMUNITY PARTNERS

## ULSTER COUNTY TIFFIN PROJECT
















Big news alert! We're thrilled to share that UCRRA is one of only twelve recipients of the 2023-2024 Community Grants Program by NYSP21! As part of this initiative, we're launching the Ulster County Tiffin Project to tackle the wasteful nature of single-use takeout containers. Join UCRRA's Recycling Outreach Team and community partners to dive into the impact of single-use takeout containers, the dangers of toxins that exist within them, and the beauty of reuse through bringing your own container! Attend any 1 of 6 free events in Ulster County to snag a FREE Tiffin (reusable takeout container)! Classes are 75 minutes and attendees can choose to stay for the Q&A or claim their tiffin at any point after the presentation has ended. Let's make a difference together! Register now



**Can you guess the  
impacts of single-use  
takeout containers?**

**Learn more** →



**Impacts of Single-Use  
Takeout Containers!**

**Litter kills wildlife**

**Litter is costly**

Roughly **20 billion pieces of litter** are from disposable food-service packaging.

Thousands of animals, from **small finches** to **blue whales**, suffer because of litter.

**Bring Your Own Container!**



**Using a Tiffin makes a world of a difference!**

When dining in, use a tiffin to reduce waste and litter, save resources, save businesses money, reduce chemical exposure, and contribute to a culture of sustainability!

**Register for a class in July to learn more!**

[www.ucrra.org/events-classes/tiffin-project/](http://www.ucrra.org/events-classes/tiffin-project/)

As an attendee, you will receive a **FREE TIFFIN**: A stainless steel, reusable takeout container!



**Impacts of Single-Use  
Takeout Containers**

Research from Upstream has found that nearly **1 trillion individual pieces of disposable takeout containers and packaging** are used by U.S. restaurants and foodservice businesses each year (21% for on-site dining & 79% for take-out and delivery).

This represents **9 million tons** of disposables, at a cost of **\$24 billion** to restaurants.

9 million tons is the equivalent weight of **25 Empire State Buildings!**



Have you ever stopped to think about the true impact of single-use takeout containers? Let's break it down. According to research from Upstream, a staggering 1 trillion disposable takeout containers and packaging items are used by restaurants and foodservice businesses in the US every year. That's a massive number! Now, here's where it gets concerning. Those convenient containers we rely on so much often end up as litter, posing serious threats to wildlife and adding unnecessary costs for municipalities. It's a cycle that's not only harmful to our environment but also to our communities. But fear not, there's a powerful solution within our reach: reusability. By simply choosing reusable options, we can make a tangible difference. Imagine the impact if we all made the conscious decision to reduce our dependence on single-use plastics and embrace the power of reuse through bringing our own containers! So, the next time you are dining in, consider your options! Join UCRRRA's Recycling Outreach Team and community partners to dive into the impact of single-use takeout containers, the dangers of toxins that exist within each disposable container, and the beauty of reuse! Attend any 1 of 6 free events in Ulster County to snag a FREE Tiffin (reusable takeout container)! Classes are 75 minutes and attendees can choose to stay for the Q&A or claim their tiffin at any point after the presentation has ended. Together, let's make a positive change for our planet and future generations. Register now!



**CLIMATE SMART  
KINGSTON**

**THURSDAY,  
JULY 11TH, 2024**

6:30 PM – 8:30 PM  
KINGSTON LIBRARY ·  
61 CROWN STREET,  
KINGSTON, NY

**SHANDAKEN CAC &  
PHOENICIA FM**

**SUNDAY,  
JULY 14TH, 2024**

10:00 AM – 2:00 PM\*  
PHOENICIA FARMERS  
MARKET · PARISH FIELD

**CLIMATE SMART  
GARDINER**

**TUESDAY,  
JULY 16TH, 2024**

7:00 PM – 9:00 PM  
GARDINER PUBLIC  
LIBRARY · 133 FARMER'S  
TURNPIKE, GARDINER, NY

**SAUGERTIES PUBLIC  
LIBRARY**

**MONDAY,  
JULY 22ND, 2024**

6:00 PM – 8:00 PM  
SAUGERTIES PUBLIC  
LIBRARY · 91 WASHINGTON  
AVE, SAUGERTIES, NY

**CLIMATE SMART  
KINGSTON**

**MONDAY,  
JULY 29TH, 2024**

5:30 PM – 7:30 PM  
KINGSTON CITY HALL ·  
420 BROADWAY,  
KINGSTON, NY

**NEW PALTZ CAC &  
CLIMATE SMART**

**WEDNESDAY,  
JULY 31ST, 2024**

5:00 PM – 7:00 PM  
ELTING MEMORIAL  
LIBRARY · 93 MAIN  
STREET, NEW PALTZ, NY

AS A PARTICIPANT, YOU WILL RECEIVE A **FREE  
TIFFIN** : A STAINLESS STEEL, REUSABLE FOOD  
CONTAINER! **SIGN UP REQUIRED:**

**[WWW.UCRRRA.ORG/EVENTS-  
CLASSES/TIFFIN-PROJECT/](http://WWW.UCRRRA.ORG/EVENTS-CLASSES/TIFFIN-PROJECT/)**



\*AT THE PHOENICIA FARMERS MARKET, SESSIONS BEGIN AT  
10 AM, 11 AM, 12 PM, 1 PM



Funding provided by the Environmental Protection Fund as administered by the New York State Department of Environmental Conservation. Any opinions, findings, and/or interpretations of data contained herein are the responsibility of the author(s) and do not necessarily represent the opinions, interpretations, or policy of Rochester Institute of Technology and its NYS Pollution Prevention Institute or the State.