



NOVEMBER 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

Tis the season of yummy food! This Thanksgiving Season let's give thanks to the earth by making sustainable food choices and by understanding how local recycling works. The Recycling Outreach Team shares eco-friendly tips for hosting a low-waste dinner party, grocery shopping for more recyclable packaging, spotlighting food donation programs, and why eating a seasonal menu helps minimize spoilage, energy, and resource use. This month's outreach themes and public advertising also highlight America Recycles Day (November 15) by showcasing recycling leadership best practices to help persuade others to recycle more often (and correctly) wherever you are – at home, at work, or out in the community.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,414 FOLLOWERS	INSTAGRAM 1,311 FOLLOWERS	MAILCHIMP 5,237 SUBSCRIBERS	YOUTUBE 541 VIEWS / 3.7 HRS
SOCIAL MEDIA	Sustainable Dinner Party Swaps, Ulster County Food Donation Programs, Choosing Seasonal Foods, Tips to Reduce Food Waste at Home and at the Grocery Store, Choose Reuse with Peoples Place, Recycling Tip Tuesday – Turkey Edition & Thanksgiving Menu Edition, Celebrating America Recycles Day		
RADIO	<p>“America Recycles Day” (15 sec Radio Woodstock) <i>America Recycles Day is November 15th. When we recycle correctly, recycling creates green jobs, conserves natural resources, and creates less environmental pollution. But when we wish-cycle, it can damage equipment, harm workers, and ruin the value of other recyclables. Know before you throw. Check your local recycling guidelines. Visit UCRRA.org.</i></p> <p>“Recyclopedia” (15 sec Radio Woodstock) <i>Before throwing something in the trash, have you ever wondered – is there a better way to recycle this? This is Angelina Brandt, Director of Sustainability at the UCRRA. Visit our online A – to-Z Recyclopedia and find out the best way to get rid of things like old paints, chemicals, tires, air conditioners, electronics, and more! Visit UCRRA.org</i></p>		

PRINT	<ul style="list-style-type: none"> • 11/10 Print Ad (ARD) in Daily Freeman • 11/17 Print Ad (ARD) in Daily Freeman • 11/14 Email blast (ARD) from Daily Freeman • 11/13 Print Ad (ARD) in Hudson Valley One • 11/13 Digital Ad (ARD) in Hudson Valley One Hot Off The Press • 11/08-11/15 Digital Ad (ARD) on Hudson Valley One website • 11/14/24 Print Ad (ARD) in Shawangunk Journal • 11/08-12/08 Digital Ad (ARD) on Shawangunk Journal website
WEBSITE/BLOG	<ul style="list-style-type: none"> • <i>Community Spotlight Blog: Free Fridges!</i> • <i>New Blog series celebrating America Recycles Day</i> <ul style="list-style-type: none"> ○ ARD – <i>Recycling Tips at Home</i> ○ ARD – <i>Recycling Tips at Work</i> ○ ARD – <i>Recycling Tips at Events & Festivals</i> ○ <i>See all blog articles online at www.ucrra.org/blog</i> • 11/15 ARD Newsletter sent to 5,237 subscribers
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 11/12 Ulster County Tiffin Project Impact Story (Final Report) shared with project partners and archived on the project webpage https://ucrra.org/events-classes/tiffin-project/ • + 0 media kits requested this month (31 kits YTD)

OUTREACH EVENTS

+95 CALLS / 3.4 HOURS RECYCLING HOTLINE (11/01- 11/08) (2,328 CALLS/106.22 HRS YTD)	+1 ADULT PARTICIPANTS (1,570 ADULTS YTD)	+0 YOUTH PARTICIPANTS (889 YOUTH YTD)	1 HOUR (195.5 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> • 11/14 – Ulster County Tiffin Project at SUNY NEW PALTZ 		
FACILITY TOURS	<ul style="list-style-type: none"> • 11/12 – <i>White Feather Farm</i> 		
EVENTS	None this month		
SITE VISITS, CONSULTATIONS	None this month		
NEW MEDIA OR TEACHING TOOLS	NEW Tiffin Project Program Impact Story Recycling Outreach Team podcast in development Festival Guide in development		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 11/13 – HVRC MMWG – Alternative Technologies Meeting • 11/19 – 11/21 NYSAR3 Annual Recycling Conference 		

FINAL REPORT



The Ulster County Tiffin Project aimed to increase community awareness about the impact of waste reduction and reuse and address pollution prevention by providing residents with reusable, stainless steel Tiffin containers through a series of special events and classes in July 2024.

PROJECT IMPACT



87
HOURS



17
EVENTS &
CLASSES



725
ATTENDEES

311 PEOPLE
PARTICIPATED IN THE
FULL LENGTH SEMINAR

414 PEOPLE PLAYED THE
INTERACTIVE GAME

Provided with their free, reusable tiffins, and with their new knowledge about how to use them safely and effectively, 725 participants were empowered to say no to single use disposables when dining on the go!



26 SOCIAL
MEDIA
IMAGES &
VIDEOS

... that were organic posts, sponsored targeted ads, or shared by our project partners on Facebook & Instagram!

REACH: 78,910
POST INTERACTIONS: 1,767
IMPRESSIONS: 30,546

In local print and digital news advertising, the campaign also reached an estimated:

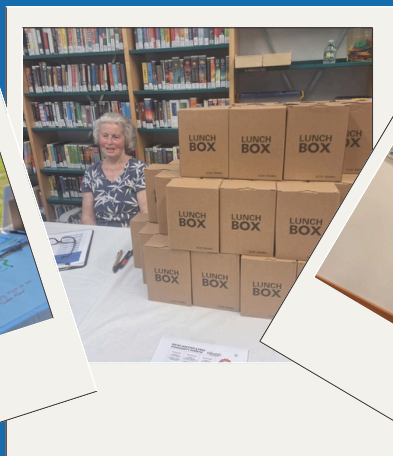


50,000+
PEOPLE more than once!



134
UNIQUE
MEDIA
MATERIALS

... were created including project logos, webpages, event-specific media assets, presentations, fact sheets, magnets, surveys, window decals, surveys, advertisements, social media content, newsletters, and more! Project materials will be archived on our website ucrra.org/events-classes/tiffin-project/



SURVEY RESULTS



Workshop participants completed a pre-class and post-class survey to measure the program's effectiveness at motivating participants to adopt the pollution prevention strategies.



266
SURVEY
RESPONSES
REVIEWED



90-95% of people reported the class had a high or significantly high impact in making them more aware and knowledgeable about the pollution prevention issues we shared, a 50% overall increase after taking the class.

Consistently, respondents reported that their motivation towards actively reducing waste more often in their daily life increased significantly.

Motivation to "use reusable containers while at home", often or always, **increased from 87% to 97%**. Motivation to "use other reusables like bottles and bags" often or always, **increased from 74% to 89%**. Motivation to "pick up litter that is not yours" **increased from 35% to 71%**

"I pledge to be a **Tiffin Trailblazer** by using my tiffin for dine-in leftovers, and always with cleanliness and best practices in mind. By doing so, I commit to reducing single-use disposables, conserving resources, being a sustainability champion, and teaching others about reuse solutions with kindness."

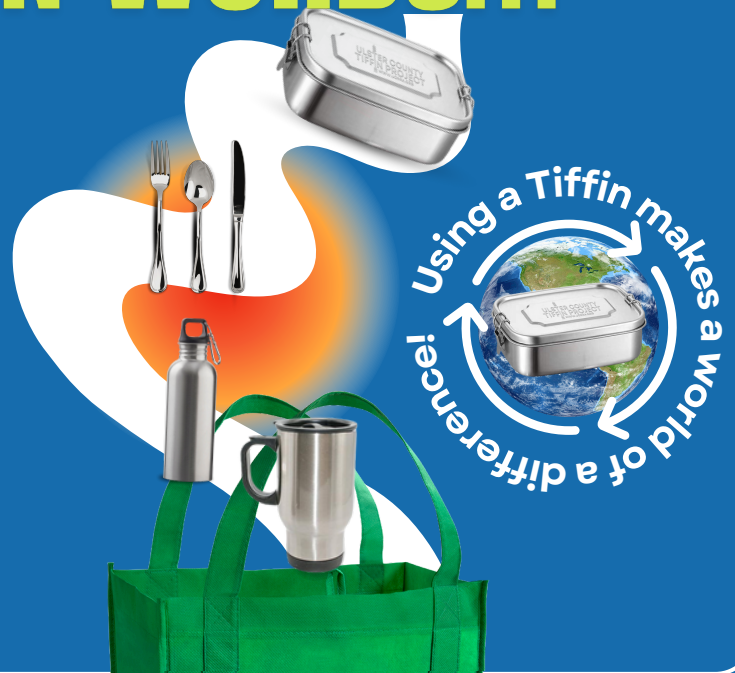
IN THEIR OWN WORDS...

"I am so impressed by this entire class and learned so much. All of it was actionable and memorable!"

"It was an excellent presentation that has strongly reinforced and further encouraged my interest in reducing and eliminating single use plastics."

"I have been environmentally motivated for a long time but this program helped educate me on the myriad toxic harms of single use plastics."

"This event changed my mindset about the impact of these little containers."



THE POWER OF PARTNERSHIPS

The Recycling Outreach Team made new connections while also strengthening existing partnerships in this project. We wish to acknowledge the deepened relationships we have grown with all the community partners who were involved in this project by providing venue sites to host an event, volunteering at our events, and helping to share the news about our events!



THANK YOU COMMUNITY PARTNERS

ULSTER COUNTY
TIFFIN PROJECT
WWW.UCRA.ORG



CLIMATE SMART
KINGSTON



ECC
Marbletown Environmental
Conservation Commission



Start Here. Go Far.
SUNY Ulster
A STATE UNIVERSITY OF NEW YORK COMMUNITY COLLEGE



Beyond the participants impacted by the classes, community outreach to local businesses also promoted more widespread adoption of the safe and sanitary use of tiffins at local restaurants. The ROT created **100 window decals** that can be hung in the store front window of local restaurants and cafes, to promote that the establishment **“proudly supports customers who bring their own reusable container.”** Many of our community partners volunteered to help distribute “tiffin friendly” window decals and other project media to local restaurants, **reaching dozens of local businesses** and bringing awareness about the project.

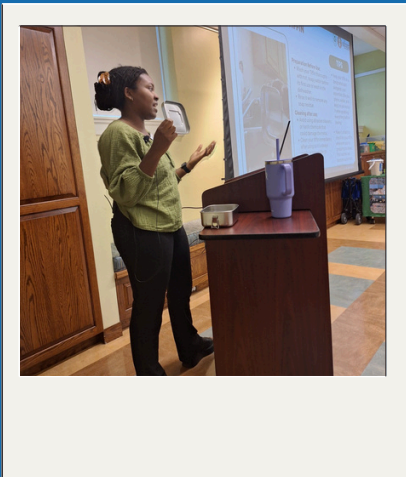
In total, **six new businesses were added to the My Plastics Alternatives M.A.P.** for being **“tiffin-friendly”** and endorsing the use of tiffins by their patrons: *Calcutta Kitchens* in Kingston, *Hash* in Stone Ridge, *Phoenicia Diner* in Phoenicia, *Gardiner Bakehouse* in Gardiner, *Peekamoose Bar & Tap Room* in Big Indian, and *The Disgruntled Chef* in Gardiner. **While this is the short term result, we expect many more businesses will follow up to be added to the M.A.P. in the coming months!**

Many local businesses were inspired to not only display the “tiffin-friendly” window decal, but to stock and sell tiffins in the future! Through researching wholesale tiffin suppliers, we created a list of vendors that we have shared with interested parties.

One of our community partners, **Protecting Our Waters**, independently ordered a large supply of tiffins to more readily support businesses interested in purchasing, stocking, and selling tiffins for their customers.

We learned that tiffins are currently available for sale at *High Falls Food Co-op* in High Falls NY, *Victoria's Gardens* in Cottekill, *Tanma Ramen* in Kingston, *FØLK Refillery & Supply* in Kingston, *Second Nature Refillery* in New Paltz and *Calcutta Kitchens* in Kingston.

PROJECT REFLECTIONS



This project far exceeded the anticipated outcomes and had very high engagement in all aspects (class attendance, social media reach, advertising reach, survey participation etc.) including extremely positive feedback from attendees about the topics, project, or classes they attended.

Our experience teaching people about reusable food containers illuminated the broad extent of public concern about the intersection of plastics, pollution, and public health.

Attendees frequently pressed further about why toxics exist in our food packaging, why most plastic packaging is not recyclable, and what could be done more broadly to help businesses fully commit to being more sustainable, which further affirmed the relevance and importance of the project.

The project will serve as inspiration in tackling similar subject matter in the future and provide insights our organization can bring forward in other aspects of our programs and services.

We are extremely appreciative of the New York State Pollution Prevention Institute for selecting UCRRA as a recipient of the Community Grants Program and for furthering our success in this project.

