

# Sustainability Committee Proposal

- Unified messaging on waste containers -

Which one is garbage, and which one is recycling?  
You can't tell from a distance.

Yellow sticker says  
'recycling', but it is small



Which one is garbage? Which one is recycling?



Yellow sticker says  
'recycling'. Messaging is  
different than other  
waste-haulers



Which one is garbage? Which one is recycling?



Yellow lid indicates recycling. (although nothing tells anyone that yellow = recycling)

There is no recycling logo. Sticker says 'recycling', and gives very good information (pictures). Messaging is different than other waste-haulers.

Which one is garbage? Which one is recycling?



Inconsistent messaging,  
coloring, signage



Which one is garbage? Which one is recycling?





Which one is garbage? Which one is recycling?



All units look alike from different haulers. There is no recycling logo. Sticker says 'Newspaper'. Is it any wonder that contamination rates are so high?



Which one is garbage? Which one is recycling?



'Comingled Recycling' is worn away. There is no recycling 'logo'. Trash vs. Recycling – it is all the same.



Which one is garbage? Which one is recycling?



Sticked on top is great.  
Still no big universal  
RECYCLING logo  
anywhere on the bin.

There is no recycling  
logo. Sticker says  
'Newspaper'. Is it any  
wonder that  
contamination rates are  
so high?



## “Warning No Garbage” - Nothing about recycling



No Garbage, but what  
IS supposed to go in  
here?



Which one is garbage? Which one is recycling?



It's obvious no one else can tell either.





Which one is recycling? You can't tell from a distance



Obviously people don't see the difference

Small yellow label on top has recycling images





# What entails good messaging?

- Unified coloring (is green recycle, or blue recycle, or yellow lid?)
- Universal Recycling logo that everyone recognizes
- Either Multi-Lingual Garbage or Recycling words and logo on all sides
- Unified / Detailed sticker showing what can be recycled (with images)







## YES!

- ✓ Plastic Bottles
- ✓ Glass Bottles
- ✓ Aluminum and Steel Cans
- ✓ White and Colored Paper
- ✓ Magazines
- ✓ Junk Mail
- ✓ Envelopes
- ✓ Telephone Books
- ✓ Post-it Notes
- ✓ Catalogs



## NO!

- × Food Waste
- × Paper Cups
- × Styrofoam
- × Plant Material
- × Waxed Cardboard
- × Plastic Binders
- × Carbon Paper
- × Food Wrappers
- × Paper Towels
- × Photographs
- × Hazardous Waste
- × Cardboard
- × Foodstuffs









# Proposal

- City should work in partnership with Waste Haulers to develop a solution that increases education, improves recycling rates and reduces contamination.
- City should mandate unified color and messaging on all bins on all new purchases (not retroactive) in contract.
- City should design appropriate visual graphics / labels to be used city wide
- Either City or Vendor must print appropriate visual labels
- Vendor must install labels on all cans on all sides to achieve agreed upon consistency.