# Using Recycle Coach Technology to Engage & Educate Residents

**JoAnn Gemenden**

Executive Director

NJ Clean Communities Council

# Welcome!

**JoAnn Gemenden, Executive Director**

**New Jersey Clean Communities Council, since March 2021**

- **Board of Directors New Jersey Association of Recyclers (ANJR)**
- **Executive Member, New Jersey Sustainability & Innovation Matter Conference**

***Previously…***

- **Recycling Bureau Chief for Union County**
- **President of the Association of New Jersey Household Hazardous Waste Coordinators**

# Introduction

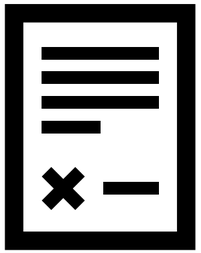
New Jersey Clean Communities is a statewide, comprehensive, non-profit litter-abatement program created by the passage of the Clean Communities Act in 1986. The Act provides a funding source for the program by placing a tax on fifteen categories of businesses that produce/sell litter-generating products.

Clean Communities legislation was passed in 1986 and <u>became NJ's first EPR Act.</u>

# Achievements within New Jersey

NJ was first state to mandate curbside recycling (1987)

Progressive legislation, single use plastics 2020



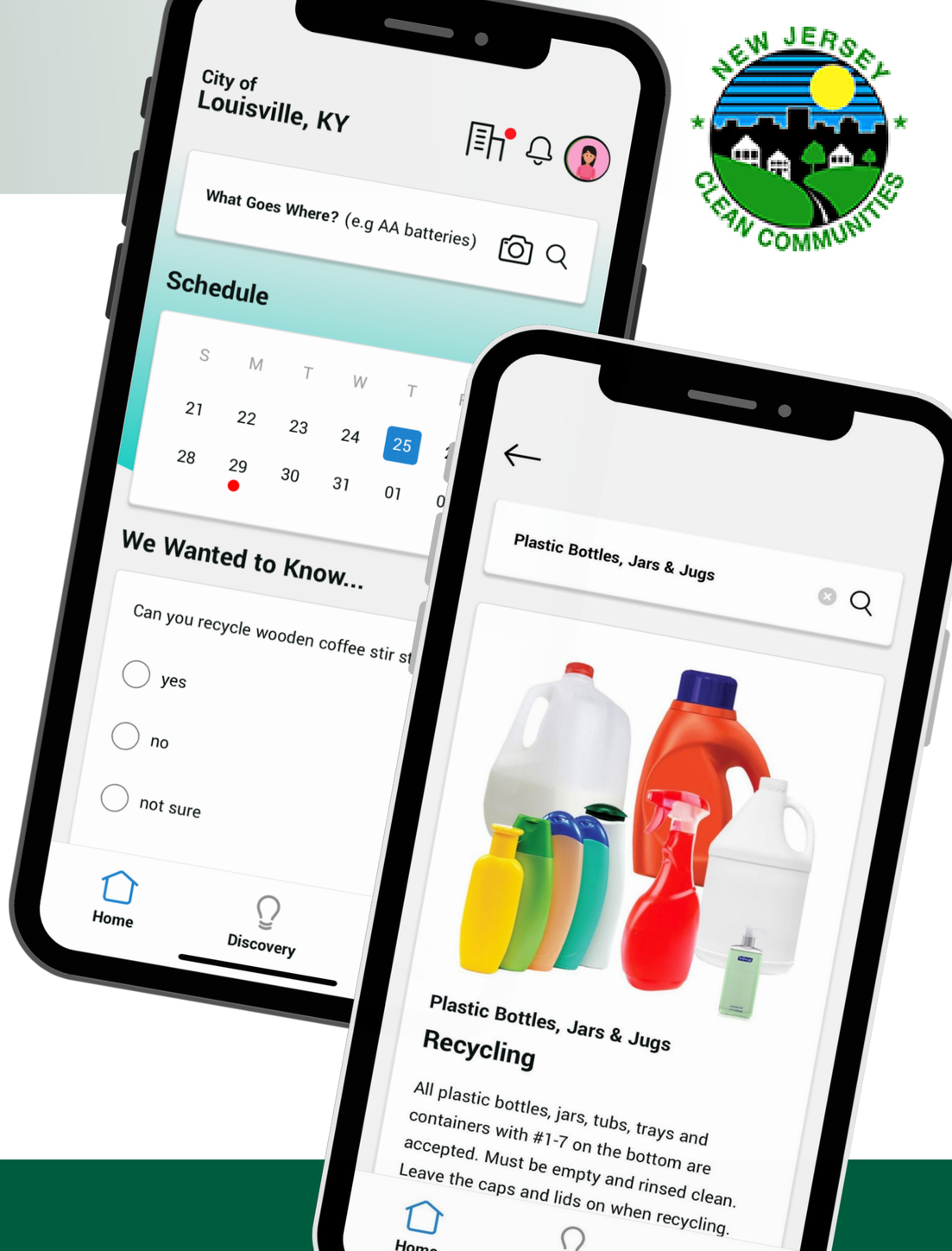
New Jersey Clean Communities included in legislation

# Metrics Matter!

**While recycling is mandatory – many programs are different. Recycle Coach allows state, county and local officials access to important insights about their recycling program.**

## Accessible Data = Local Solutions

- **Weekly Quizzes**
- **Material Searches**
- **Digital Impressions**
- **Badges**
- **In-App Notifications**
- **Reminder Messages**



# What Do We Have In Common? NJ X IL

**Issue: Recycling is Mandatory statewide (NJ), but recycling rules differ from county to county and sometimes town to town.**

## Solution:

**New Jersey DEP partnered with Recycle Coach in 2017 for a state-wide approach to enhance Recycling & Waste Information and Education**

# Journey to Success….

**Changing behaviors doesn't happen overnight. Ensure a successful acquisition through:**

1. **Outreach is only as good as the number of users**
2. **Start with elected officials**
3. **Incentives**

# My Journey to Success….

**Changing behaviors doesn't happen overnight.**
**Ensure a successful acquisition through:**

**Outreach is only as good as the number of users you have!!**

# STARTING POINT

## START WITH YOUR ELECTED OFFICIALS

recycle coach

SCAN ME

# HOW TO BUILD USERS

- USE INCENTIVES
- QR CODE @COMMUNITY EVENTS
- DON’T FORGET YOUR SENIORS

# IMPACT AND BENEFITS

## REDUCES CONFUSION & PHONE CALLS

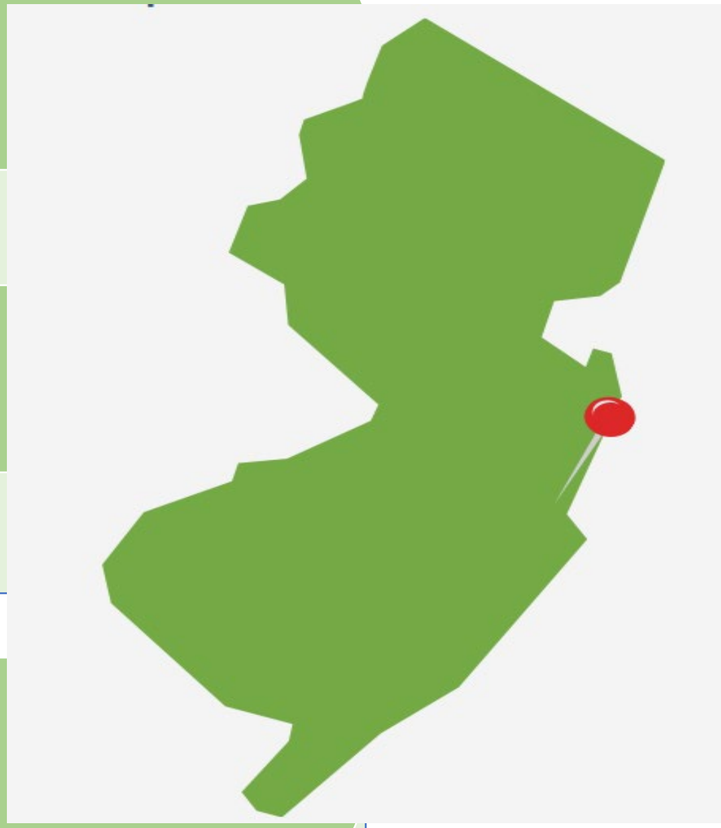
- Push Notifications & Reminders

## REDUCTION IN ENFORCEMENT VISITS

- Great Education Tool

## POST OTHER COMMUNITY EVENTS

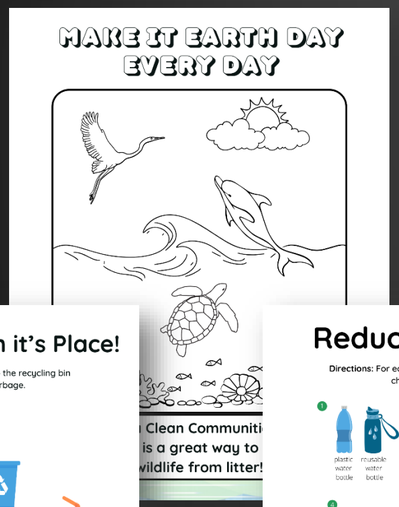
- Positive Feedback from Residents

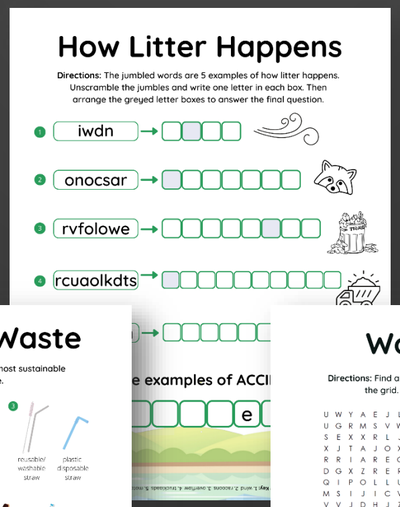


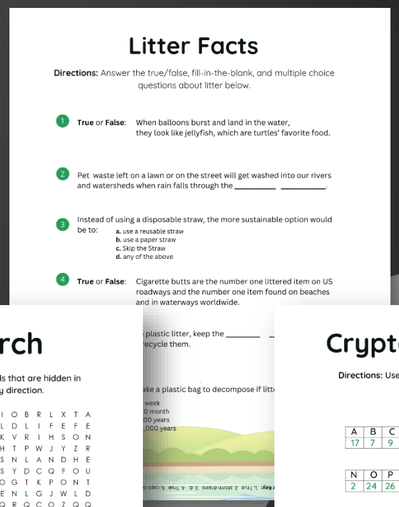
# MY TIME NOW AT NJCCC

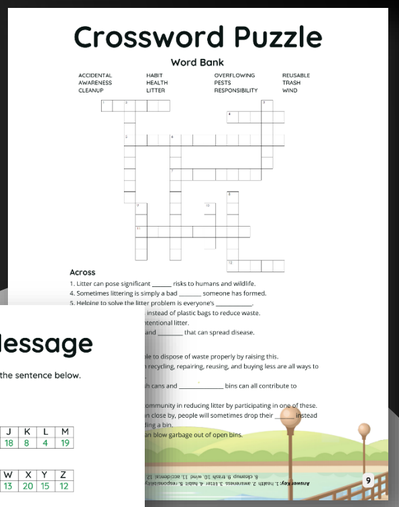
- **NJ has a captivated audience of 4 million+ users ; NJCCC shares other litter-related information.**
- **Content and learning activities are timed seasonally. For example, in May (graduation season), share Balloon Litter**
- **Interactive web app on our websites, that coordinators can use in classrooms and community events.**

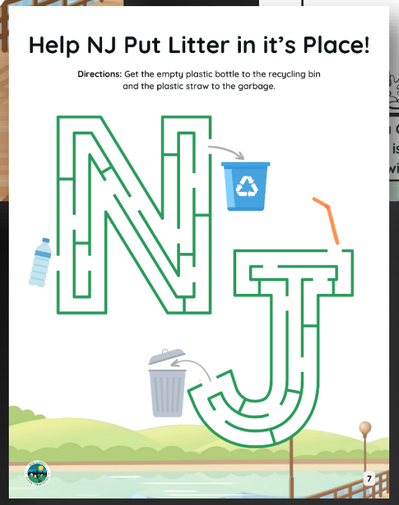
# ACTIVITY PACKS – ENGAGE AT AN EARLY AGE

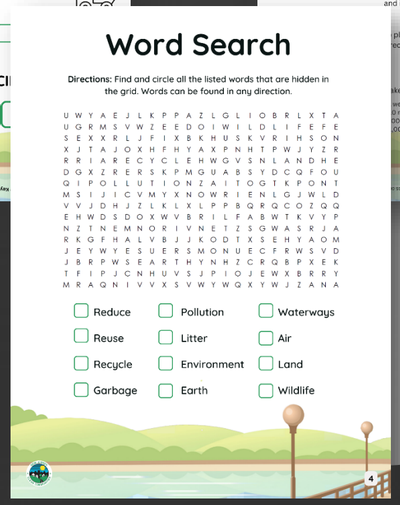


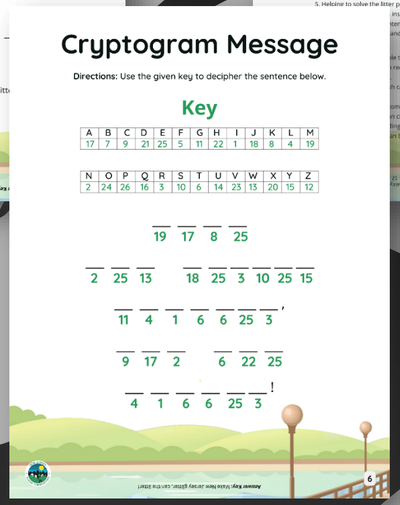






Live on Web App and any CC Coordinator can us as a community resource

# 12-MONTH WALL CALENDAR

12 months of Learning & Behavior Change!!

Live on Web App and any CC Coordinator can use as a community resource

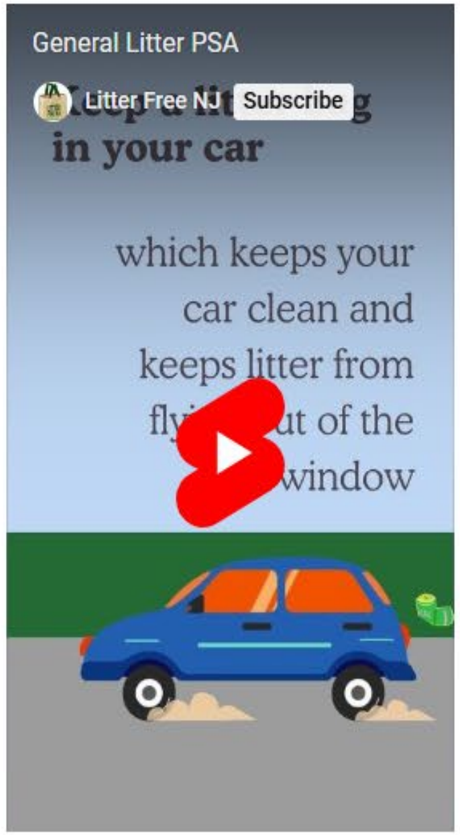
# LITTER FREE NJ

# Free Resources and Toolkit

## INFORMATIONAL VIDEOS

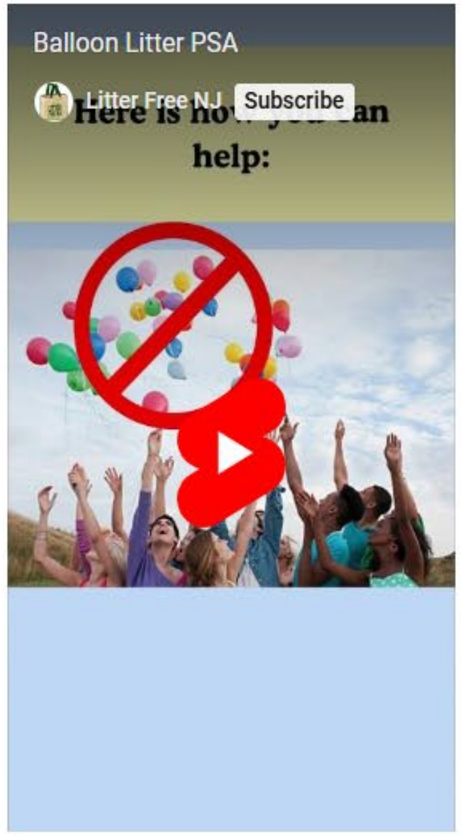
Pet Waste PSA

Donate Your Reusable Bag




General Litter PSA

Cigarette Litter PSA




Balloon Litter PSA

# NJCCC Banners

# SUMMARY – Recycle Coach

NJCC utilizes the Recycle Coach platform as a strategic tool to enhance its litter abatement initiatives across the state. This collaboration aims to educate residents, streamline communication, and foster community engagement in efforts to reduce litter and promote reduction of single use plastics.

# THANK YOU

**JoAnn Gemenden**

**Jgemenden@njclean.org**

**NJCLEAN.ORG**

**LITTERFREENJ.COM**