

MMAC Education and Outreach Subcommittee
Notes from 11-6-20 video call with Florida DEP

Florida DEP staff

- Karen Moore - Waste Reduction for over 20 years, mostly in recycling
- Chris Perry - Education and Outreach, 4 years at FL DEP; previously worked in marketing and communications in the private section
- Suzanne Boroff - Been at FL DEP just under 20 years; recycling activist; manages data for recycling rates; knowledge of recycling markets

FL recycling goal

- FL legislature had set a [statewide recycling goal of 75% by 2020](#). FL DEP had to report to the legislature on how the goal was to be reached.
- Counties have reporting requirements on recovered materials (SW, combustion)
- In 2019, the state had a diversion rate of approximately 51% (42% recycling and 9% combustion); 2020 data won't be complete until April 2021, reported in summer 2021
- Contamination of single stream recycling was identified as an impediment
- Waste haulers had reached out to FL DEP
- Formed the [Florida Recycling Partnership](#), a coalition of businesses and associations dedicated to improving Florida's recycling rates
- First phase - Back to basics, focus on core recyclables - Get recycling rate of aluminum cans from 18% to 75%; improve the rates on glass, plastic, paper, and items that have a market

Marketing campaign

- Put out RFP to design firms and conducted a review process
- Rewarded marketing contract to a Tallahassee firm
- Created logo that was distinctly identifiable, kept message simple, developed style guide
- Used WordPress; Mailchimp plug-ins
- Allow for customization to address differences across the state (i.e. glass, plastic bags).
- Partnered with MRFs and industry
- Funding (\$50,000-\$60,000) came from MRFs throughout the state (26 of them)

Next steps

- Phase 2 - Address core contaminants -- tangles, plastic bags, toys, etc.
- Phase 3 - Focus on preparation of recyclables - empty containers, no grease, etc.
- Phase 4 - Target food waste; partner with NRDC on Save the Food campaign

Ongoing education and outreach

- Applying his expertise as a graphic design professional, Chris customizes web banners, posters, information for social media, etc
- Chris provides ready-made materials to support local efforts
- Chris communicates regularly with county recycling coordinators

- Chris spends about 10-15% of his time on routine implementation of waste reduction initiatives, but it can be closer to 50% of his time when there is a new program/phase being developed.
- Conduct workshops, webinars, statewide campaigns (i.e. Food Waste week)
- Florida Recycling Partnership hosts the WordPress website and pays associated fees
- Partnerships are the key to sustaining the programs
- MRF feedback has been anecdotal, positive
- Residential curbside collection was the focus of this initiative
- There was no funding for pilot programs (new phases), so partnerships are important

Examples shown by Chris

- [Back to the Basics flyer](#)
- [Let's Break it Down](#) (cardboard)
- [Keep them Clean and Dry](#) - one community had wine bottles that weren't being emptied
- [Don't Try This at Home](#) - photo of plastic bag going into a recycling bin, along with a message to return bags to local retail stores
- [Don't Try This at Home](#) - photo of greasy pizza box, along with a message to only recycle the top of the box
- Bottles and cans shown without labels to avoid favoring brands
- Participates in [Wrap Recycling Action Plan \(W.R.A.P.\)](#) - plasticfilmrecycling.org - American Chemistry Council website for films
- Smaller and mid-sized communities (75,000-200,000 people) might need more assistance than larger communities that already have sophisticated programs

Other

- Placing the spreadsheet of county coordinator contacts on the website is very useful
- Having a separate website makes implementation easier: floridarecycles.org
- With additional funding, can do more advertising -- at the movies, on billboards, etc
- Campaign helped increase recycling, establish infrastructure
- No Precycling messages yet
- Next phase? Recycled content, procurement of sustainable materials/life cycle analysis
- New Florida workgroup started through Florida Recycling Partnership (not a legal mandate)
- Continue with a weight-based goal? There is some dissatisfaction with weight-based goals, so considering options. White paper to be submitted to the DEP.
- FL does not have a lot of curbside compost programs; has not been a lot of interest