

Wisconsin Recycling Facts & Figures

The Recycle More Wisconsin campaign is based on research about motivation factors that could lead to increased recycling rates in Wisconsin. A market research firm conducted focus groups and an online survey of **more than 400 residents in rural and urban southeast and northeast Wisconsin communities**. This research identified recycling behaviors and attitudes, and helped identify activities or programs that could lead to increased recycling.

Research highlights:

- **93%** of respondents regularly recycle.
- **36%** indicate they are only “sometimes” recyclers.
- Ages **45-54 years** are much more likely to always recycle than those under 35.
- Homeowners are much more likely to always recycle than renters are.
- Milk jugs, aluminum cans, plastic bottles, newspapers and glass are much more likely to be recycled than miscellaneous paper such as junk mail, magazines and catalogs, or paperboard food boxes.

Key recycling motivators include:

- Concern about the **environment**.
- Knowing that **new products** can be made out of recycled materials.
- Wanting to make a **positive impact** on the world.

Most important barriers to recycling were:

- **Lack of room** in recycling bins.
- **Confusion** about what can be recycled.

The **Recycle More Wisconsin** website was designed as a tool for communities to increase recycling by motivating “sometimes recyclers” to recycle more, provide easy to understand information, and cooperatively promote a statewide website for one-stop, easy to access recycling information.

Printed on recycled paper.



- Exciting new statewide education program
- Based on Wisconsin research on barriers to recycling
- Low-cost, customized community recycling web pages on statewide website
- Opportunity to promote through regional media

Project of the
Wisconsin Be SMART Coalition

Recycle More Wisconsin

Recycle More Wisconsin is a campaign of the Wisconsin Be SMART Coalition (Save Money And Reduce Trash). The Be SMART Coalition is an award-winning partnership of municipalities, state agencies, non-profit and environmental organizations, businesses, and schools dedicated to reducing waste, increasing recycling, and conserving resources throughout Wisconsin. More information on Be SMART can be found at www.besmart.org.

Recycle More Wisconsin aims to bring together communities across Wisconsin to prevent valuable recyclables from going to waste in our landfills. Based on research conducted in both rural and urban communities in five Wisconsin counties, the program educates current recyclers about the variety of products that can be recycled, tells residents how to “recycle more,” and explains how recyclables are processed and shipped to companies who use them to manufacture new products.

Benefits

The Recycle More Wisconsin campaign is a low cost way to effectively share recycling information with your residents. You will get:

- A **personalized webpage** with your community’s specific recycling information.
- Access to professionally designed **print advertisement, billboard, and logo artwork**.
- Opportunity to promote the website throughout Wisconsin through print advertisements, event booths, online sources, and more.

Cost

\$300

- One time only cost that includes creation of page on www.RecycleMoreWisconsin.org with your specific recycling rules and contact information.
- Can be used for any Responsible Unit (RU) or non-RU municipality.
- Maintains page for 1 year with quarterly updates possible.

\$75

- Annual maintenance of your page after one year.
- Quarterly updates and file management costs.



An example of a community recycling information page on www.RecycleMoreWisconsin.org

Join Recycle More Wisconsin

Municipality: _____

Contact Name: _____

Title: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Information above will be listed on
Recycle More Wisconsin web page.

Please check one:

\$300

Creation of community recycling webpage
and posting for first year

\$75

Renewal and file management costs

*Creation and renewals begin quarterly.
Please send information and payments by
either 3/15, 6/15, 9/15 or 12/15.*

Please complete this form (front and back)
and submit with payment to:

Wisconsin Be SMART Coalition

c/o Recycling Connections Corporation
600 Moore Road
Plover, WI 54467-3148

1-866-917-6278 (Ext. 3)



**RECYCLE
MORE**
WISCONSIN.org

Rediscover Recycling

Project of the Wisconsin Be SMART Coalition

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Join Recycle More Wisconsin

Please check the items below that are
recyclable in your basic curbside/drop-off
program without charge.

Paper

- Paperboard (cereal boxes, paper egg cartons, paper towel rolls, etc.)
- Corrugated Cardboard
- Mixed Paper (junk mail, office type paper)
- Newspapers, Magazines & Catalogs
- Phone Books

Plastic Containers

- PET #1 Plastic Bottles & Jars
- HDPE #2 Plastic Bottles & Jars
- #2 Tubs and Containers
- #3-#7 Bottles and Containers

Cans & Glass

- Glass Bottles and Jars, all colors
- Aluminum Cans
- Steel/Tin Cans
- Aluminum Pans/Foil
- Empty Steel Paint Cans
- Empty Aerosol Cans

Other

Note if these items require an extra fee.

- Tires
- Used Motor Oil
- Computers/Electronics
- Plastic Bags
- _____
- _____
- _____

Notes

Include instructions on how to prepare and
set out recyclables, special program dates, or
drop off locations. This information can be
updated quarterly.

Please attach a copy of your
Recycling Guide, if available.