



6RS OF RECYCLING TO HELP WITH CHINA BAN ISSUES

Chesapeake, VA – Recycling is in jeopardy! VERDE, the marketing group that created Recycling Perks, is on a mission to educate residents about how they can be a part of the solution to this growing problem by reducing waste. Most people have heard of the 3Rs (reduce, reuse, recycle), and VERDE is recycling them.

VERDE recently started a campaign that is designed to educate residents about how to reduce waste beyond just recycling. They've launched a 360 degrees marketing campaign (**the 6Rs**) to teach residents and businesses that recycling is only the 4th step **in reducing waste**. Recycling hasn't gone well since the China ban and has even been abandoned in some cities, so now is a great time to remind people about how to reduce waste overall instead of "just" recycling. The other main component in the loop that always was implied in the original 3Rs, but that most have forgotten, is that in order to make recycling work consumers also need to "rebuy" by purchasing items that are made from recycled material thus keeping the demand going and thereby "closing the loop".

"I think we can all agree that recycling is pretty good. But there's a lot more we could be doing to live sustainably. Expanding the Rs advocates for residents to improve their lifestyles holistically and gives them a greater say in the effects of their purchases", explains Sheridan Boyle, Recycling Specialist at City of Clearwater Solid Waste and Recycling Department, who has been using the Company's incentive and outreach programs for almost three years.

So, what exactly are the 6Rs?

The 6Rs are six things that we all can do to "close the loop" on recycling as businesses and as residents. The first part of the 6Rs may be the hardest:

Refuse to buy anything that can't be recycled or has a one-time only use. Think twice before buying anything. By **reducing** the number of "single use" or non-recyclable items that you buy, you can ensure that less waste ends up in landfills.

When you **reuse** items, and upcycle, repair, or donate them when needed, you also produce less waste. From the items you have left, recycle the ones that are recyclable. It's easy to start with the basics like paper, aluminum, and glass and plastic bottles. Residents who are eligible for the Recycling Perks program can take advantage of this benefit and **redeem** rewards points for discounts from great local businesses that support recycling as well as discounts from select national businesses that offer cool, environmentally responsible products.

"Recycling is great, but it's only useful when people buy the recycled material items. You can close the loop by **rebuying** items that have been made from recycled materials. They're becoming more common and easier to find. So, don't forget to look for them when you're shopping" explains Sandra Hungate, Vice President of VERDE and Recycling Perks, who has been using recycled paper, napkins, and more all of her life.

The campaign consists of:

- A 6Rs video
- A game at events where residents are invited to create a lunchbox using the 6Rs (*only in Recycling Perks service areas with all-inclusive VERDE package*)
- Social media contests where residents share how they will change their behavior for each R
- Online ads with the tagline "this waste is Rs"

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"I appreciate that the 6Rs educate residents to regard recycling as a last option: If you can't refuse it and you've already reduced and reused it, then you get to give it a new life by recycling it. And finally you get to celebrate your choices by redeeming your Recycling Perks points", says Sheridan Boyle.

About VERDE:

VERDE, the group that brought you Recycling Perks, offers a complete portfolio of services for cities, haulers, and others who are in need of services that will enable them to provide effective educational resources and media campaigns that encourage responsible recycling. VERDE also is heavily invested in the use of data as a strategic tool that calculates the effectiveness of campaigns and measure and reports results. VERDE is "hands-on" with products that are flexible and designed for maximum effectiveness in the most cost-effective manner possible. Learn more at www.verdeoutreach.com. VERDE--be the green you want to see.

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