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VERDE 6RS WINS ISWA TOP AWARD FOR OUTREACH

Nov 2018 - The International Solid Waste Association (ISWA) Young Professionals Group (YPG) recently organized a competition which tied in with this year's campaign [#WHATHAPPENSTOMYWASTE](#). Awards were given to the top three in two categories: schools and companies. The purpose of the award was to recognize excellent waste education concepts, materials, projects, and lessons and their effectiveness to help people understand what happens to their waste.

VERDE won third prize in the competition for their 6Rs campaign which launched earlier this year. The evaluation criteria consisted of five ways that the campaigns had to interact with their intended audience. The concepts had to be engaging, educational (teaching the public what happens to their waste), innovative, creative, and non-commercialized.

VERDE's 6Rs easily met these criteria. The campaign was developed to **educate residents about how to reduce waste beyond just recycling**. They launched a 360-degree marketing campaign (**the 6Rs**) to teach residents and businesses that **recycling is only the 4th step in reducing waste**.

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.

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 an all-inclusive VERDE services 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"

VERDE representative Justine Smith recently flew to Kuala Lumpur, Malaysia to the International Solid Waste Association (ISWA) 2018 World Congress to accept the award on behalf of VERDE. The annual event is meant to inspire dialogue, bring together diverse opinions and create lasting connections with people across the world. This year's focus was on upcoming waste management challenges for Asia. Attendees discussed how the next 20 years of population growth in Asia will lead to major waste management issues and how they can learn from the mistakes that industrial countries have already made. "The conference was very fulfilling! I enjoyed the quality of the presentations, also the diversity of people, countries, and industries that came together aiming to resolve the global world issue that is waste management. I came back more motivated than ever to continue to raise awareness of recycling as part of the 6Rs and supporting sustainability at all levels." Justine Smith, VERDE Marketing Web Coordinator.

About VERDE:

[VERDE provides the ultimate tools that cities, haulers and companies need to become greener. VERDE's forward-thinking team of professionals works with community and sustainability leaders to create green habits, encourage recycling participation, reduce contamination, decrease landfill waste, and tackle other environmental problems by providing them with customized programs that are targeted and result-oriented. These may include environmental outreach, media, incentives, targeted data, and more to address specific needs. Discover VERDE's services at: \[www.verdeoutreach.com\]\(http://www.verdeoutreach.com\)](#)