

KEEPING GREEN

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Challenge: Lack of Regional Information about Recycling

- People don't know what or how to recycle
- People don't understand the importance of recycling or feel that they don't have the time
- The stigma associated with environmentalists as being “hippies” or “tree-huggers”
- Local recycling resources are not currently utilized to their full potential
- Information that exists is not distributed on a broad enough scale



Recycling fun fact: *Evansville*

- With curbside recycling you are not just limited to the one “blue bin” you are given. You can put additional recycling materials in your own plastic container such as a laundry basket, Rubbermaid tub or tall kitchen trash can.



Strengths

Recycling benefits the common good:

1. Conserves our valuable natural resources.
2. Recycling saves energy.
3. Recycling saves clean air and clean water.
4. Recycling saves landfill space.



Strengths

Educational Focus

- If children and young adults receive information about recycling they are more likely to recycle throughout their lives and encourage others to recycle as well.
- It is incredibly important to influence the youth on recycling as they are the future generation who will have to deal with what our generation and the ones before have left behind.



Strengths

□ **Universities**

- Three higher education institutions in the immediate area that can be utilized as a resource
- Open minded and “green-thinking” students and faculty that want to get involved
- Educational opportunities available (i.e. Ivy Tech’s Green building programs)



Strengths

- **Previous Research and benchmarks**
 - The EPA research and recycling initiatives
 - State and local entities who provide a variety of statistics and data on current recycling activity
 - A plethora of recycling and environmental information available on the internet and through alternative media such as blogs and podcasts
 - Recent “green” movement and information on global climate change



Strengths

- **Like minded organizations and non-profits**
 - Keep Evansville Beautiful
 - Vanderburgh Solid Waste District
 - Indiana Recycling Coalition
 - Department of Natural Resources



Recycling fun fact:

- Incinerating 10,000 tons of waste creates one job; landfilling 10,000 tons of waste creates six jobs; recycling 10,000 tons of waste creates **36 jobs**



Weaknesses

- Lack of regional information on environmental issues
- Lack of perceived time it takes to recycle
- Not a money-making endeavor
- Societal stigmas against individuals who advocate for recycling and environmental causes
- Fear of global-warming causes inaction and may put many other issues on the “back-burner”



Opportunities

□ **Surveys**

- Surveys sent to local schools and businesses asking what people know about recycling, if and how often they utilize their local recycling facilities.

□ **Community & national events**

- Earth Day is April 22
- America Recycles Day is November 15
- Local and regional drop-off days



Opportunities

□ **Local media**

- Send press releases to local media about project
- Contact local journalists about including recycling and environmental issues in their articles.
- Advertise regional and national recycling events on event calendars



Recycling fun fact:

The EPA estimates that 75 percent of what Americans throw in the trash could actually be recycled!



Threats

□ **Landfills and garbage businesses**

- Possible misperception that urging people to start their own recycling programs may take business away from profitable business.
- Mobilization of customers for more recycling options might strain businesses



Threats

□ **Apathy**

- Possible public perception that recycling does not save resources.
- Demands of daily life limit the time people can put into taking recyclables to the drop-offs.
- Disinterest of businesses who do not see recycling programs as profitable ventures.

□ **Issue Redundancy: Other groups doing the same thing**

- Perception from public of information overload about environmental issues such as recycling
- Local organizations competing for the same funds



Recycling fun fact:

- The national recycling rate of 30 percent saves the equivalent of more than five billion gallons of gasoline, reducing dependence on foreign oil by 114 million barrels



Stakeholder Analysis

- Stakeholders
 - Community members
 - City sanitation
 - Private Solid Waste Businesses
 - Schools
 - Local businesses
 - Local non-profits
 - Vanderburgh County Recycling Programs
 - Local Media
 - Indiana Recycling Coalition
 - Landfill owners



Key Findings from Stakeholder Analysis

■ Community Members

- Need to be informed and motivated about recycling and the importance of protecting our environment
- Can assist in increasing recycling programs in the Tri-State
- Their buy-in is needed to help spread the word

■ Non-Profits

- Have resources available that will be helpful for writing, producing and distributing newsletters
- Their members may also have an interest in expanding their environmental involvement.



Key Findings from Stakeholder Analysis

□ **Schools**

- Are interested in education, science and progressive thought
- Students will be key change-agents for recycling

□ **Vanderburgh County Solid Waste District**

- Is considered a resource for recycling information
- Will be a valuable partner and can serve as an endorsement for environmental concerns
- Manages drop-off locations – a key component for recycling programs



SMART Statement

- By July 2009, create and distribute a series of newsletters that raise awareness about recycling and recycling opportunities in Southern Indiana.



Milestones

- **Inclusion in local non-profit organization**
 - Keep Evansville Beautiful Committee
 - Posting of newsletter on Keep Evansville Beautiful website
 - Community acceptance through partnership with organization
 - Utilization and cross-promotion of events and initiatives



Milestones

- **First communication piece created**
 - E-newsletter: Recycling 101
 - Future editions with seasonal themes
 - Fall: buying recycled school supplies and reusing items from last year
 - Holiday: items you can recycle such as Christmas trees and wrapping paper and buying “green” products and products with minimal or recycled packaging
 - Spring: tips for recycling and reusing “clutter” around the house and eco-friendly cleaning products
 - Summer: composting and keeping recycling in your party plans



Milestones

- **Relationships created with local service providers**
 - Contact made with local providers, such as Allied Waste, to obtain feedback and gain additional ideas
 - Requesting that newsletters be posted on regional websites (i.e. Vanderburgh Solid Waste District)
 - Keeping providers aware of the availability of this information as a resource



Milestones

- **Newsletters distributed**
 - City, county and state government organizations
 - Profit and non-profit recycling and environmentally friendly businesses
 - Approach local educational institutions to distribute newsletter to faculty staff and students:
 - USI, UE, Ivy Tech, EVSC, etc.



Milestones

- **Funds acquired to create and distribute communication piece**
 - Investigating for-profit entities for potential funding of future newsletters and programming
 - Work with other Connect with Southern Indiana groups who are researching grant opportunities for environmental causes
 - Work with local universities to investigate potential partnerships and funding sources



Milestones

- **Coverage of issue in media**
 - Set meeting with local environmental journalists
 - Talk with local network and cable stations about covering recycling issues and/or helping inform the tri-state community
 - Write and distribute a press release about the project
 - Look at alternative methods of distributing information such as podcasts, blogs, online journals and myspace



**“Nothing in nature is exhausted in
it’s first use.”**

-Ralph Waldo Emerson

