



Ideas for Your Local Paper Recycling Campaign

Campaign Website: www.MassRecyclesPaper.org

Get started and gather information:

- ✓ **Ratify the paper recycling resolution.** Work with your city/town officials to ratify the resolution and join the Mass Recycles Paper! campaign.
- ✓ **Complete the paper recycling calculator,** found here in this toolkit, to figure out the potential economic and environmental savings to your community by recycling more paper.
- ✓ **Set a goal for your community.** Follow up periodically with a thanks for participating, facts and figures on tonnage recycled, total avoided disposal costs, and environmental benefit calculations. Show people their efforts are making a difference.
- ✓ **Inform the coordinator** that you have joined the campaign. Send an email to paper@massrecycle.org. Check-in to share your ideas and success stories.

Get the media involved:

- ✓ **Highlight your efforts to recycle more paper in your local newspaper and cable access station.** Create a monthly or bi-weekly "Recycling Corner" column. You can use this column to 1) highlight all the paper items that are recyclable. 2) Share seasonal recycling information, such as spring clean out your files, recycle your old telephone book, November 15th Recycle America Day, dealing with paper created by seasonal gift giving and catalogs. 3) Announce events you are hosting in connection with the Mass Recycles Paper! campaign.
- ✓ **Use the sample press releases in this toolkit.** Use the templates to 1) highlight the individual paper items that are recyclable. 2) Insert your community's information and send to your local media to inform them that you have joined municipalities across the Commonwealth by becoming a part of the Mass Recycles Paper! Campaign. 3) Feature outstanding recyclers in your community.

Use banners, signs and displays:

- ✓ **Put up a display** in public places. Create your own paper recycling display or borrow one put together by this campaign from your MassDEP regional service center. Find your local service center through MassDEP's website: www.mass.gov/dep/about/regional.htm
- ✓ **Hang banners and signs** in prominent places around town – downtown, city or town hall, at transfer stations. You can obtain an electronic copy of the Mass Recycles Paper! campaign logo, as well as templates for signage, on the campaign website: www.massrecyclespaper.org.
- ✓ **Post copies of the full color Mass Recycles Paper! campaign poster** in public places around your community – at the library, municipal building, schools, etc. One copy has been provided with your toolkit. You can get more copies from your MassDEP regional service center.
- ✓ **Use truck signs** on your local recycling or solid waste vehicles. Use the templates from the campaign website: www.massrecyclespaper.org.

Hold a paper recycling event:

- ✓ **Host a shredding event to educate the public that shredded paper is recyclable.** Consider town clean-up or hazardous waste collection. Mass Recycles Paper! campaign sponsor Universal Shredding LLC of Georgetown will provide free shredding events for communities North of Boston. Residents can bring 3 boxes of documents for free shredding. Cost to businesses \$10/box. All of the shredded paper goes to another one of our sponsors, Office Paper Recovery Systems in Wilmington. Call Jason Mello at (877) SHRED-44.
- ✓ **Host a phone book collection.** If you are looking to increase your paper tonnage, host a phone book collection day or a contest between local schools, scout troops or civic organizations like the YMCA to emphasize that telephone books are recyclable (and they weigh a lot)! Coordinate with the release of the new telephone books so that people don't dump the old ones in the trash. The South Shore Recycling Cooperative hosted a phone book recycling competition among several South Shore schools. Made for a great photo opportunity and even brought out a Boston TV News crew! So stack up and weigh your phone books!
- ✓ **Challenge your community's big football rival to a friendly "Recycling Rivalry."** Get your city or town's top official to challenge your rival's top official to see who can achieve the biggest increase in their paper recycling rate.

- ✓ **Catch people in the act of paper recycling.** Stake out your local recycling center/transfer station or certain streets in a curbside community with local officials or personalities. Catch people in the act of paper recycling and hand out prizes. Invite the media.
- ✓ **Get a booth at your local fair, festival, or other public events.** The Lee Recycling Committee marches in their annual parade pushing blue recycling totes and hands out literature on recycling! Borrow a display created by this campaign from your MassDEP regional service center: www.mass.gov/dep/about/regional.htm

Get your local schools involved:

- ✓ **Engage the local schools.** Get the kids involved in projects, like recycling more in the classroom, running a poster or essay contest, writing letters to the editor, hosting a recycling fair or pep rally and you'll have the parents involved too. Organize a fun kickoff event and reward everyone's efforts at the end with pizza and prizes. Don't forget to invite the media.
- ✓ **Get your schools to become a MassDEP Green Team.** MassDEP has lots of free educational materials, curricula and other tools to engage students in learning about and becoming good recyclers. Sign up on the Green Team website: www.thegreenteam.org.
- ✓ **Take school field trips to see what happens to recycled paper.** Visit your local materials recycling facility to see the process of sorting and baling paper and other recyclables such as bottles and cans. You can also visit the Haverhill Paperboard Mill operated by The Newark Group, Recycled Fibers Division (one of our sponsors). This mill has been creating paperboard out of recycled paper since 1902. Some of this paperboard has found its way into book covers, including the latest Harry Potter novel! Also visit the state-owned Springfield Materials Recycling Facility to see how recyclables get sorted. Contact Justine Fallon at 413-755-2286, or visit the website at www.springfieldmrf.org for more information.

Find other community partners:

- ✓ **Speak at local community organizations/neighborhood association meetings.** Talk to church/religious groups, libraries, senior centers, clean energy committees, nature centers, Keep America Beautiful affiliates, garden clubs, scouts, Parent Teacher Organizations about the campaign, and paper that can be recycled. Get ideas from them on how to get the word out.