



Recycling and Waste Reduction Education and Compliance

15 Points 20 Points Bronze Priority Silver Priority

Updated June 2018

Updates include new spotlights and strategy template

This action replaces the retired Recycling Education & Enforcement action. Municipalities applying for certification or recertification in 2017 and beyond are required to apply under this action for points related to recycling education and enforcement initiatives. Questions regarding this action can be directed to Samantha McGraw at 609-771-2938 or by emailing info@sustainablejersey.com.

This action recognizes municipalities that have developed and implemented a comprehensive Recycling and Waste Reduction Education and Compliance Strategy aimed at *increasing* the quantity and quality of recycling materials collected from residents, while *reducing* the amount of solid waste they generate. In order to earn points for this action, a municipality must formulate the strategy, enact a municipal recycling ordinance that incorporates compliance measures, conduct regular inspections and take a series of steps to educate the public on why and how to reduce waste and improve the quantity and quality of recycling.

This action addresses *residential* recycling and waste generation. Municipalities can also make a huge, positive impact in the waste arena by implementing the **Commercial and Institutional Recycling** action. It is recommended that these two actions be implemented concurrently to maximize efficiency and impact.

*For silver certified communities this action can count toward a Gold Star in Waste. See the **Gold Star Standard** section of this action for more information.*

Why is it important?

In order for New Jersey to achieve its statutory recycling goals of 50% of the municipal solid waste stream (MSW) and 60% of the total solid waste stream (TSW), municipalities must achieve greater participation rates. In addition, quality is as important as quantity. The shift toward single stream recycling has increased the quantity of recycling collections, but has resulted in a loss of their value and markets due to wide scale contamination by non-recyclable materials (i.e., trash).

Despite their importance, simply recycling more and better is not enough. Reduce, Reuse, Recycle –*in that order*– is a maxim of sustainability. Every item we purchase has an ecological footprint resulting from energy use and other environmental impacts of resource extraction, manufacturing, packaging, and transporting. Reducing consumption, therefore, has the greatest impact on reducing waste of all kinds. Once waste is produced, the next best thing is to avoid the further pollution and consumption of energy and scarce land caused by trucking waste and dumping it in landfills or burning it in incinerators. Since recycling itself uses a significant amount of energy and results in degraded raw materials (known as *down-cycling*), it is more sustainable to prolong the useful life of that item by finding secondary uses or users (e.g., through a town-wide garage sale). Composting food and yard waste is another highly effective way that homes and businesses can reduce waste by 25% or more. Municipal education and compliance efforts should therefore aim to inform, motivate and empower residents and businesses to drive down the total amount of waste generated and deploy multiple methods to divert as much as possible from reaching our brimming landfills.

The New Jersey Department of Environmental Protection has published detailed solid waste generation, recycling and disposal statistics since the mid-1980s. In 2013, New Jersey reached a 43% municipal solid waste recycling rate and a 58% total waste recycling rate. These rates have held relatively steady over the past several years, and when compared to the national municipal solid waste recycling rate of 34.5%, are impressive. However, there is much room for improvement. The quality of recyclable materials put out at the curb and collected in office programs has diminished over the past few years following the proliferation of single stream collection programs. In general, this quality control issue is due to confusion about what can and cannot be recycled – a lack of awareness that can be addressed by a combination of education and compliance measures.

Municipalities can lead the way to increased recycling participation rates and improved quality of materials collected through a combination of targeted education and compliance strategies. Continuous, multi-faceted educational programs (including use of social media) will help make residents, businesses and institutions more aware of the need and mandate to recycle, as well as more knowledgeable regarding what should and should not be put into their recycling bin. Parallel educational efforts can promote reduction of total waste through such strategies as living more simply (consuming less), repurposing, swapping, donating and composting. Measures to increase compliance with the municipal recycling ordinance and waste management policies will also help improve recycling rates and quality while reducing solid waste generation. Informing residents of any opportunities provided by the municipality or county to recycle *non-mandated* materials, including and especially household hazardous waste, will also bring down waste volume, while safeguarding public health. See Sustainable Jersey's [Household Hazardous Waste](#) action for guidance on how municipalities can earn points for implementing permanent household hazardous waste collection programs.

This action solely addresses *residential* recycling and waste generation. Municipalities can also make a huge, positive impact in the waste arena by implementing the [Commercial and Institutional Recycling](#) action.

Who should lead and be involved with this action?

State law requires that every municipality appoint a certified recycling coordinator (sometimes shared with other towns). The municipality's certified recycling coordinator should be involved in the implementation of this action, supported by a team of municipal staff and volunteers. In addition, county governments often lead compliance and enforcement programs under the County Environmental Health Act (CEHA); CEHA coordinators can be a valuable resource. Click [here](#) to access a list of municipal and county recycling coordinators.

Timeframe

A key component of any successful recycling program is targeted education and enforcement of recycling ordinances, laws and regulations. With sufficient support, it will take approximately 6 to 12 months of planning to develop, advertise, set-up, and implement education and regulatory compliance strategies.

Project Costs and Resource Needs

As with any project, costs and resource needs must be considered. Please note that many of the Sustainable Jersey waste management actions include education and outreach components. It is important to leverage those efforts in the comprehensive education and compliance effort advocated by this action. There is a wealth of information available on the web regarding these types of initiatives; some sources are listed in the Resources section of this action and others in the write-ups for the related Sustainable Jersey actions. Taking the time to research current practices can help focus efforts and save time and money.

The primary resources needed are information and staff time for drafting or strengthening the municipal ordinance, developing the compliance strategy, and designing, producing and disseminating materials through a variety of media. Implementing effective educational and outreach campaigns requires specific knowledge and skills. Where there is insufficient in-house expertise, the municipality may want to consider procuring professional services in design, graphics and/or social media development. In particular, municipalities may also incur costs associated with setting up and/or subscribing to a municipality-wide recycling program information app for mobile devices. Another approach is to tap volunteer expertise in the community, such as through holding competitions or 'hackathons.'

Additional personnel costs may be associated with inspections and other compliance initiatives.

Recycling tonnage grant funds may be used toward meeting the costs for the recycling education elements of this action.

What to do, and how to do it

This section provides guidance and recommendations for implementing the action. A municipality does not need to follow this guidance exactly as long as it meets the requirements for earning points for this action.

This action requires a municipality to implement a comprehensive recycling and waste reduction education and compliance strategy aimed at *increasing* the quantity and quality of recycling materials collected from residents, while *reducing* the amount of solid waste they generate. To help confirm all requirements of the application are met, a [template is available](#).

Developing a Strategy

The first step in developing the education and compliance strategy is to convene a team. The strategy team should include the certified municipal recycling coordinator and potentially other waste management staff, communications staff, municipal officials responsible for waste, and representatives of private haulers (if any), as well as interested green team members. The team should begin its work by understanding and documenting how waste management works in their municipality. Is there a municipal recycling ordinance (as required by law), and what does it say? If the municipality does not handle residential waste and recycling collection for its entire jurisdiction, the strategy should map out what entities are responsible for collecting recycling and/or waste in different sections of the municipality. It should identify who (municipal recycling coordinator, private or public hauler, local health officer, etc.) is responsible for inspecting curbside recycling collection in each section.

(Note that while this action covers *residential* recycling only, it would be most efficient and highly advisable for a municipality to address the same questions for *commercial and institutional* recycling within one, comprehensive strategy. Municipalities are encouraged to apply for the [Commercial and Institutional Recycling](#) action in conjunction with this one).

The next step is to identify any problems in the system overall and in each section of town operated by a different hauler. The team should identify and come up with a plan to address significant challenges and obstacles in each area, such as contamination with non-recyclable materials or low collection rates from multi-family dwellings. They should also consider complaints and suggestions for improvement.

Before moving directly to educational outreach on, and compliance with, the *existing* municipal waste management program, the team might want to pause, take a step back, and weigh whether or not they want to maintain that program as-is, or consider more fundamental changes (such as single vs. dual stream recycling, municipal vs private hauling, and fixed taxes or fees vs [Pay-As-You-Throw](#)).

The team should next consider the following questions:

- What information do residents need to know in order to comply with the provisions of the municipal recycling ordinance and waste collection program?
- What forms of education and incentives could build their motivation to comply?
- What resources does the municipality have at hand to devote to implementing this strategy; what resources are needed, and how can any gaps be filled?

The answers to these questions will form the content of the strategy. See the section below for a list of the specific outreach methods that are required for this action. Consult the Resources section as well as the Spotlight for a wealth of ideas, examples and information that can help you to develop an effective recycling and waste reduction outreach strategy (or an effective waste management program. To help confirm all requirements of the application are met, a [template is available](#).

The strategy should address three major topics:

1. Recycling Compliance

In order to earn points for this action, the municipality must formally incorporate key provisions of the recycling compliance strategy into the applicable **municipal recycling ordinance**. If a municipal recycling ordinance does not

exist, an ordinance must be adopted.

The new or modified ordinance should spell out:

- The list of mandated recycled materials (this varies by county)
- The obligations of residents to comply with the legal requirement to recycle mandated materials and to separate sources as instructed (no recycling allowed in the waste disposal and no waste in the recycling)
- Proper separation of types of recycling where required (for dual rather than single stream separation)
- Incentives offered and/or fines and penalties that may be assessed for non-compliance

The municipality must enforce the ordinance. Minimally, this should involve regular inspections of curbside recycling collections for compliance with the source separation and non-contamination requirements of the ordinance.

The municipal recycling ordinance ordinarily would also address commercial and institutional recycling. Commercial and institutional is covered by the **Commercial and Institutional Recycling** action. The most effective approach to addressing solid waste in the community would be to work on this action and the Commercial and Institutional Recycling action at the same time. In addition to earning up to 30 points toward certification, it would be the most effective use of municipal staff and volunteer time and significantly increase the impact.

2. Recycling Education and Outreach

This component of the strategy addresses how the municipality plans to convey to residents the importance of recycling; the list of materials recycled by the municipality and county; the collection schedule and rules; any drop-off locations and hours, and any fines for violations.

As noted, municipal outreach efforts should extend to non-mandated materials accepted by the municipal or county programs. Three Sustainable Jersey actions provide information and guidance (and points) that can be used to educate residents about additional ways to drive down waste generation and improve safety by keeping their discards, including toxics, from ending up in landfills:

- **Non-Mandated Materials Recycling**
- **Household Hazardous Waste**
- **Prescription Drug Safety and Disposal**

In order to earn points for this action, at a minimum, a municipality's education and outreach effort should include the following components:

- An **accepted materials flyer** providing a visual depiction of the materials that can/cannot be recycled within the municipality. This information should also include the particulars for drop-off or pick-up of non-mandated materials accepted by the municipality, including household hazardous waste. The flyer should be made available in multiple languages as needed. The flyer's content should be widely distributed in the community, including posted prominently in municipal buildings, easily accessible on the municipal website and social media, and incorporated into mailings to all residents (i.e. newsletters, calendars, bills, etc.)
- Detailed information about the municipal recycling program should be prominently posted on the **municipal website** and updated on a regular basis. A link to the county recycling web page should also be included.
- Four (4) times per year, the municipality must notify all residents about the local recycling opportunities and the source separation requirements of the ordinance. Communications must emphasize the importance of putting only mandatory recyclable materials in recycling containers to ensure the quality of materials collected. The content should be refreshed periodically and updated as needed.
- At least two (2) of the notifications must be comprised of **printed public notification** through placing an advertisement in a newspaper, posting a notice in common public places, or including information in mailings to taxpayers.
- The remaining two (2) notifications must be through **digital communication methods** such as email or social media, or other methods targeted to reach a wide audience. This could be a Facebook page, Twitter account, or a Recycling App. The municipality must demonstrate that the social media platform (a) shows activity and (b) has been promoted to

residents and businesses at least twice per year.

Municipalities that develop, implement and actively promote a **Recycling App** for mobile devices that provides information about the municipal recycling program can earn an **extra five (5) points** for this action. The goal of the app is to provide easy access to program information including recycling depot hours of operation and curbside collection schedules (if applicable) and options for creating user reminders about these schedules.

3. Waste Reduction Education and Outreach

In addition to promoting recycling, the municipality must provide residents with general informational materials that address the environmental costs of excessive consumption and waste, as well as the opportunities open to all to avoid it (often saving money in the process). Such opportunities include:

- Consuming less
- Consuming wisely (e.g., buy local, second-hand, minimal packaging)
- Re-using or re-purposing
- Swapping or donating, and finally,

There are several Sustainable Jersey actions that present strategies that can be very effective in promoting waste reduction and re-use as appropriate in various types of communities. Any such waste reduction methods that are supported by the municipality should be incorporated into the residential waste reduction information.

- **Materials Reuse Program**
- **Reusable Bag Education**
- **Backyard Composting Program**
- **Grass - Cut It and Leave It**

The municipality should promote the strategies most suitable for local conditions (e.g., *Grass – Cut it and Leave it and Backyard Composting* would be appropriate for municipalities with a significant proportion of single-family residences with yard space).

In order to earn points for the action, a municipality must provide **information** to residents on the importance of reducing household waste, as well as various methods to do so effectively at least two (2) times per year. The information can be distributed via print, digital, broadcast media as long as it is targeted to reach a wide audience.

What to submit to earn points for this action

In order to earn 15 points for this action, the following documentation must be submitted as part of the online certification application in order to verify that the action requirements have been met. To help confirm this, a **template is available**.

- 1. Description of implementation:** In the text box provided on the submission page for this action, provide a short narrative of what has been accomplished and the impact it has or will have on the community.
- 2. Upload:** A copy of the municipality's **Recycling and Waste Reduction Education and Compliance Strategy**.
- 3. Upload:** A copy of the **municipal recycling ordinance** that formally incorporates the key provisions that address compliance with recycling rules and regulations.
- 4. Upload:** A **report** on the number and results of recycling compliance inspections in the previous calendar year or most recent 12-month period, prepared and certified by the municipal recycling coordinator.
- 5. Upload:** The **municipality's accepted materials flyer** along with **information about how and when it is distributed to the community** in the previous calendar year or most recent 12-month period.
- 6. Upload:** A **recent, dated screenshot of an updated municipal recycling web page** or provide a **link** to the specific page in the Description of Implementation.
- 7. Upload:** **Documentation that at least four (4) times during the preceding calendar year or most recent twelve-month period, the municipality notified residents of local recycling policies and procedures, and the source**

separation requirements of the ordinance. Documentation must include (a) two printed public notification documents and (b) two or more digital or other notification measures (e.g. social media, email) targeted to a wide audience. Documentation must include dates or clear identification of when the notifications were sent.

8. Upload: Documentation that at least two (2) times in the preceding calendar year or most recent 12-month period, information was distributed to residents on the importance of and methods for reducing household waste. Distribution methods can include via print, digital, broadcast media as long as it is targeted to reach a wide audience.

To earn an additional five (5) points:

9. Upload: Evidence that a municipal Recycling App is available and is actively promoted. This can include screen shots of different app screens, a link to a video demonstrating the app in use, or a link to a webpage with information about downloading and using the app. If the app is developed in conjunction with the county, provide evidence that the municipality *played a significant role in the app's creation and promotion.*

Resubmission Requirements

To resubmit for points under this action, please update the Description of Implementation with information on the impact of your efforts and upload current documentation for submission requirements 4 through 9 listed above.

Approved Action Expiration Date

Actions will be set to expire 18 months from the June certification application submission date. For example, if the action is approved as part of the 2017 annual certification cycle, it will be set to expire on 12/31/18.

IMPORTANT NOTES:

There is a limit of six uploaded documents per action and individual files must not exceed 30 MB. Excerpts of relevant information from large documents are recommended.

All action documentation is available for public viewing after an action is approved. Action submissions should not include any information or documents that are not intended to be viewed by the public.

Gold Star Standard

Successful completion of this action at the 20 point level is one of the requirements for earning a Gold Star in Waste. For more information on earning a Gold Star in Waste see the [Gold Star Standards section of the website](#).

Spotlight: What NJ municipalities are doing

Rutherford Borough

After evaluation of the costs and effectiveness of the recycling program in the Borough during the 2015 year and after the successful launch of automated trash collection, Rutherford determined that single stream automated collection of recyclables would reduce the amount of vehicle miles traveled, reduce cost and increase resident compliance. Once the decision to automate and create a single stream of recyclables, an education and outreach campaign began to update residents on what and how to recycle information. A separate campaign to introduce waste reduction strategies was also deployed led by volunteers on the green team in collaboration with the Department of Public Works. Next steps include updating the Borough website and disseminating waste reduction and recycling information in subsequent residential mailings.

- [Recycling Ordinance & Borough Code](#)
- [Recycling Compliance Report](#)
- [Compliance Strategy & Other Information](#)
- [Visual Guide for Recyclables](#)

Upper Township

Upper Township has established and regulated a uniform program for the collection and disposal of solid waste within the Township. The program is applied to all residential properties within the Township as set forth in [Ordinance 24-1 Solid Waste and Recycling](#). The Township Recycling Coordinator conducts compliance inspections on a regular basis and violation notices are issued as required. The trash and recycling cart system for weekly residential collection was implemented several years ago. Page link [here](#).

The Municipality's Recycling and Waste Reduction Education and Compliance Strategy is set forth in online and printed fliers that consistently inform our community on these three information categories:

- a. Recycling Compliance – Twp. Recycling information is provided on the website, Social Media and handout fliers.
 - b. Recycling Education and Outreach – The Twp. Recycling coordinator performs regular inspections of the recycling collection and violation notices and corrective action reports are issued where applicable. For example, there were a total of 92 violations in Jan. 2017 and 69 in Feb. 2017. These notices are hand delivered to residents by the inspectors explaining their violations with specific Ordinance items cited. Each notice also includes an attached copy of the rules and regulations of our Trash, Recycling and Compost Collection, so there will be no misunderstanding.
 - c. Waste Reduction Education and Outreach – The Twp. Recycling coordinator performs regular inspections of the recycling collection and violation notices and corrective action reports are issued where applicable. For example, there were a total of 92 violations in Jan. 2017 and 69 in Feb. 2017. These notices are hand delivered to residents by the inspectors explaining their violations with specific Ordinance items cited. Each notice also includes an attached copy of the rules and regulations of our Trash, Recycling and Compost Collection, so there will be no misunderstanding.
- The [Ordinance 24-1 Solid Waste and Recycling](#) that formally incorporates the key provisions that address compliance with recycling rules and regulations.
 - [Public Works Report for Jan–Feb 2017](#) notes compliance inspection totals and results (See # 2 Artifact).
 - Information fliers, distributed through Green Team and Twp. Recycling tabling over the past year include copies of the [CMC-MUA Single Stream Rack card](#), Rigid Plastics Recycling Program CMC-MUA, and [Public works information page in 2017 Community Guide](#).

[Screen shots and links of Upper Twp. Public Work pages](#) on the Twp. website along with corresponding PDF versions were also included.

Documentation shows that at least four (4) times during the most recent twelve-month period, Upper Twp. notified residents of local recycling policies and procedures, and the source separation requirements of the ordinance. Artifacts show dates or identification of when the recycling notifications were sent: (a) two printed public notification documents and (b) two or more digital or other notification measures (e.g. social media, email) targeted to a wide audience. For a sample, click [here](#).

Documentation shows that at least two (2) times during the most recent twelve-month period, information was distributed to residents on the importance of and methods for reducing household waste. For a sample, click [here](#).

Woodbridge Township

Waste and recycling collection is performed under the jurisdiction of the Department of Public Works in Woodbridge Township. Woodbridge Township began the conversion to the Automated Trash Collection Program and Single Stream Recycling in 2009 and it was fully completed by the end of 2010. Single stream recycling provides a much more efficient collection system because it gives us the ability to collect all recyclables every week. This helps tremendously to improve resident participation because residents do not have to wait every other week to put either their paper or commingled out according to schedule. In 2017 they transitioned to a one time per year bulk waste pick-up. The revised bulk waste collection system is more convenient for resident homeowners and allows the Department of Public Works to better manage bulk waste collection. To help with education and outreach, the 2017 calendar is accompanied by the MyWaste APP – a FREE mobile APP that puts all of the information about our trash, recycling and special collection events right at your fingertips. The MyWaste APP provides “up-to-the-minute” information about trash and recycling collection, special collection services, and so much more... keeping residents connected with just one touch. The MyWaste APP download

is FREE and is available by going to: www.my-waste.mobi. Select the icon link either to the iPhone/iPad or Android APP store. The municipal recycling calendar, which is a one-stop shop all all things recycling and waste reduction, is mailed to all households in December/January. The calendar is updated every year with new information and is also available online on the township website. Additionally, Woodbridge has utilized the MyWaste APP to for another resource for daily and up-to-the-minute information regarding recycling and waste reduction information. Another app, the Woodbridge Now app, has a schedule of events Woodbridge makes every effort to market events such as the composting workshops and the mow and go program. Woodbridge also publishes quarterly Woodbridge News publications which are also mailed to every household in town. Additional Woodbridge News publications are brought to libraries, places of worship, and senior buildings. The Woodbridge eNews blast is emailed every Friday and to all emails who have signed up for the service. The Greenable Woodbridge website is also a resource that is updated on a monthly basis that provides new info for all of our residents and businesses. Moreover, Woodbridge hosts a monthly TV show entitled Greenable Woodbridge which covers a wide array of topics regarding sustainability (pg 59). All resources above are updated periodically throughout the year to keep our community aware of programs such as the mow and go program, composting workshops, earth day, paper shred day, etc. The MyWaste APP specifically has been a great resource and Woodbridge provides many links to the above on its municipal website under the Department of Public Works. Information is also posted on their [website](#)

- [Supporting Documentation](#)

Resources

The following resources may be helpful in completing this action.

Additional Strategies There are many other education and compliance strategies available to municipalities striving to recycle more and produce less waste, such as:

1. Coordinate a community-wide recycling competition.
2. Develop recycling and composting displays and use at various community events, such as Earth Day events, and America Recycles Day, at least once a quarter.
3. Develop a recycling blog for your municipality.
4. Establish a rewards system that provides coupons for local retail businesses participating in municipal recycling programs as a reward for effective recycling.
5. Develop public service announcements (PSAs) to promote the recycling and waste reduction programs.

Explore the links below for many other creative ideas. Municipalities will also find more useful references for municipal waste management education and compliance efforts under the Sustainable Jersey actions designed to reduce waste and promote recycling. These include:

- [Non-Mandated Materials Recycling](#)
- [Household Hazardous Waste](#)
- [Prescription Drug Safety and Disposal](#)
- [Materials Reuse Program](#) • [Reusable Bag Education](#)
- [Backyard Composting](#)
- [Grass - Cut It and Leave It](#)

New Jersey: State-wide Resources

Association of New Jersey Recyclers (ANJR)

Association of New Jersey Recyclers' home page updates visitors on current recycling news, including a link to their latest newsletter, and advocates for the advancement of recycling in the state.

Under the "Resources" tab, there is a dropdown menu including a "Green" category, which lists helpful resources such as: "Trimming our Holiday 'Wasteline,'" "Environmental Benefits Calculator," "Home Energy," and "Home Composting Guide." <http://www.anjr.com>

NJ Department of Environmental Protection Recycling Office

Provides **information for residents** on items you must recycle (sorted by county); electronic waste recycling; your

county's recycling page; county and municipal recycling coordinators; source reduction (waste reduction); additional resources and information.

Site provides information for government and business on economic and environmental benefits of recycling. Includes New Jersey recycling statistics; promotional tools for recycling; information about New Jersey WasteWise business network, recycling awards and recycling poetry contest; New Jersey recycling tonnage grant program; recycling center and recycling markets directory; New Jersey's recycling law and recycling rules. <http://www.nj.gov/dep/dshw/recycling/>

NJ Department of Environmental Protection

The New Jersey WasteWise Business Network

Provides waste audit resources, waste reduction resources, recycling resources, "green purchasing" resources.

Site provides background info on the program; benefits of WasteWise membership; information about how to join.

<http://www.nj.gov/dep/dshw/recycling/wastewise/brbn03.htm>

Recycling NJ

Provides information on reducing waste; what can I recycle? NJ county recycling sites, buy recycled. Also has information about the benefits of reducing waste and resources for recycling - businesses and residents. <http://recyclingnj.com/>

Rutgers University

State law requires that every municipality appoint a certified recycling coordinator (sometimes shared with other towns). The Rutgers Office of Continuing Education has developed the New Jersey Recycling Certification Series. Individuals have three options for certification: full certification, alternate certification, or re-certification.

http://www.cpe.rutgers.edu/programs/recycling_solid_waste.html

New Jersey: County and Town Resources

Atlantic County Utilities Authority: Recycling in Atlantic County

Banner with tabs for disposal and recycling; wastewater; green initiatives; community, as well as services for residents, services for businesses.

<http://www.acua.com/>

County Recycling programs

Site lists county recycling program websites in alphabetical order by county

http://www.nj.gov/dep/dshw/recycling/county_websites.htm

Mercer County "My-Waste" mobile app:

Brings application for recycling collection information to your smartphone; essentially an advertisement for the app.

<http://www.state.nj.us/counties/mercero/news/releases/approved/130116a.html>

United States: Other Regional Resources

National

United States Environmental Protection Agency (EPA)

Site includes environmental topics; laws & regulations; about EPA.

Provides resources for land, waste, and cleanup topics, including garbage (solid waste); hazardous waste; cleaning up land; reducing waste and frequently asked questions. <http://www.epa.gov/epawaste/index.htm>

Provides information on what you can do: Tips for home; tips for students and schools; tips for work; tips for communities; tips for travel; tips for holidays and events. <https://www.epa.gov/recycle/reducing-waste-what-you-can-do>

Northeast

Northeast Recycling Council

Site lay-out is very similar to Association of New Jersey Recyclers. Has a banner with tabs: NERC blog; about NERC; news & updates; state information; projects; resources; conferences & workshops; advisory members.

<http://www.nerc.org/>

California

Santa Barbara County, California

Site provides comprehensive information on various daily means of recycling and being waste-conscious” Recycle, reduce & reuse; food forward; yard waste; hazardous waste; electronics; trash; policies.

[<http://www.lessismore.org/materials/29-tips-to-reduce-waste> \](<http://www.lessismore.org/materials/29-tips-to-reduce-waste>)

Minnesota

Minnesota GreenStep Cities

A peer program similar to Sustainable Jersey. <http://greenstep.pca.state.mn.us/bestPracticesDetail.cfm?bpid=22>

Minnesota Pollution Control Agency

Site provides a list of best practices/steps for solid waste reduction, as well as links to resources

<http://greenstep.pca.state.mn.us/bestPracticesDetail.cfm?bpid=22>

Includes air, water, waste, regulations; living green; quick links; data, about the MPCA. Living Green: Citizens (links to resources) include Reduce, reuse, prevent; buying green; compost; green building; healthy local food; reducing toxicity at home; transportation; yard and garden; living green 365 and info for kids. <https://www.pca.state.mn.us/quick-links/reducing-waste>

International Resources

United Kingdom

Recycling guide (United Kingdom)

Site’s home page has information on: why recycle; how to; where; blog; science. Recommendations: Reduce the amount of waste you create; what to buy and how to use it; reducing hazardous waste; think before you throw.

<http://www.recycling-guide.org.uk/reduce.html>

Zero Waste Initiatives: Resources

Going Zero Waste

Site includes blog; tips to get started; shop and ILinks to recent blog posts with helpful topics about reducing waste (ex: zero waste valentine’s day ideas; 6 tips for ditching paper towels,;zero waste weddings) <http://www.goingzerowaste.com/>

GrassRoots Recycling Network

Homepage explains, “What is zero waste?” with history and definition; endorsements. Zero waste; zero waste business; zero waste training; climate change and organics recycling no burying & no burning.

<http://www.grrn.org/page/what-zero-waste>

Zero Waste

Bea Johnson’s no waste lifestyle and how she makes it work for her. Blog (with videos); tips; bulk finder. 5 Rs: Refuse, Reduce, Reuse, Recycle, Rot <http://www.zerowastehome.com/>

Other Resources

Recycle Coach (formerly known as MyWaste) This is a vendor providing recycling apps: recycling info for your town; “what type of recycler are you?” “reduce and reuse.” <https://recyclecoach.com/index.html>

Reuse Marketplace

Requires membership (create free account button). Describes how members benefit; how the environment benefits; how it works.

<http://www.reusemarketplace.org/>