



Education and Engagement Campaign

What? A Statewide campaign will help people understand their role in increasing the quantity and quality of material that can be recycled in homes, businesses, and schools to help reach our goal of tripling the state's recycling rate.

Why? Ensuring residents understand the importance of recycling and how it can best be done in their community will be critical to increasing recycling statewide. Businesses that use recycled material for their products prefer very clean, rinsed, unstained materials. By educating residents and businesses about why and how to recycle where they live, work, and play, the quantity and quality of recyclables collected will increase. This will lead to economic growth by providing valuable commodities to new and existing Michigan-based businesses and giving residents the feeling of doing what is right for their communities and the environment.



Who? This campaign will forge partnerships with public and private experts to fully maximize the reach of campaign messaging. This partnership will be comprised of experts working in Michigan communities and businesses with a vested interest in informing the public on how and why to recycle. The partnership will be vital in the sharing and disseminating of statewide recycling education campaign materials through their existing marketing and media channels, resulting in a multiplication of statewide efforts.

How? A marketing firm will be contracted to develop targeted recycling messages and identify recommended techniques for campaign distribution. They will research target audiences, create a campaign message and campaign tools, identify outlets to reach the target audience, and provide materials that will be disseminated to communities, organizations and businesses throughout the state by the Department of Environmental Quality and the Michigan Recycling Engagement Partnership.

When? The campaign will be developed throughout 2018, with plans to launch by the end of the year. Based on metrics identified during the development phase, the campaign will continue to evolve and refocus as necessary in coming years.

The Recycling Education and Engagement Campaign is part of the statewide initiative to triple Michigan's recycling rate. This comprehensive initiative seeks to increase recycling market development through creation of a business-to-business market exchange; update Michigan's solid waste law so that we no longer encourage the wasteful practices of the past; leading by example through state government's promotion and provision of recycling opportunities at State of Michigan facilities, parks, and rest areas; and secure stable, long-term public and private funding for the effort.

For more information about this initiative, visit www.michigan.gov/swra.



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ENVIRONMENTAL QUALITY