

SWACO's Role in the Expansion of Plastics Recycling

Communicating Change in Materials Accepted to the Public Consistent with Rumpke's Messaging

SWACO' Role in Expansion of Plastics Recycling

- Began Coordinating with Rumpke as soon as we became aware of pending change
- About 45 days of cooperative planning
 - Weekly meetings between SWACO's Communications Manager and Rumpke's Communication Lead

SWACO's Role in Expansion of Plastics Recycling

- Announcement Support Activities
 - Supporting Promotion of Rumpke's Press Release & Announcement
 - Various "Day-of" Public Communication Activities
- Plastic-Specific Education Materials
- Updating SWACO Web Sites & Education Materials

SWACO' Role in Expansion of Plastics Recycling

- Announcement Support Activities
 - Supporting Promotion of Rumpke's Press Release & Announcement
 - "Day-of" Public Communication Activities
 - 2 Day-of Public Webinars w/ Rumpke
 - Email Blast
 - NBC Daytime Program interview w/ SWACO & Rumpke
 - ThisWeek Community News
- Plastic-Specific Education Materials
 - Postcard & Electronic Images
 - Social Posts
- Updating SWACO Web Sites & Education Materials
 - Recycling Magnet Image
 - Swaco.org and recycleright.org
 - Drop-off Containers

Coordinated Announcement Activities

- 2 Day-of-Announcement Webinars w/ Rumpke
 - 197 participants in total
- Email Blast
- Facebook & Social Posts

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OPINION

This piece expresses the views of its author(s), separate from those of this publication.

From Waste to Resources: Plastic yogurt and fruit cups added to list of approved recyclables

Ty Marsh

Guest columnist

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In January, Rumpke Waste & Recycling announced it would begin accepting more household plastics as part of Franklin County's curbside and drop-off recycling programs.

The announcement was met with joy from yogurt eaters across the county, and at SWACO, we couldn't be happier that the millions of plastic yogurt containers, fruit cups and other types of tubs that make their way to the landfill each year may be recycled in Ohio.

Residential recycling programs differ from community to community, but virtually all recyclables in Franklin County, regardless of who picks them up from your curb, are taken to the Rumpke Material Recovery Facility in Columbus, where they're sorted and baled before being sold to a recycler and turned into new products.

The recycling process requires many steps and partners along the way, and it begins and ends with each of us – the consumer. When we put the correct items into our recycling container and purchase products created from those same recycled materials, we can support y and protect our

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You'r

Ty Marsh

Courtesy Of SWACO

NBC 4 .com

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New Items You Can Add to Your List of Recyclables

Posted: Jan 11, 2021 / 03:30 PM EST / Updated: Jan 11, 2021 / 03:31 PM EST

FROM WASTE TO RESOURCES

Plastic Specific Education Materials

NOW ACCEPTED

Plastic Tubs & Yogurt Containers

(Lids & labels accepted. Clean, empty & dry)



YOU CAN NOW
RECYCLE MORE PLASTICS!

GREAT NEWS!

Plastic tubs and yogurt containers are now accepted in all curbside recycling programs in Franklin County!



Yogurt Containers



Butter Tubs



Cottage Cheese Tubs



Fruit Cups



Recycle Right
MAKE A DIFFERENCE

SWACO
FROM WASTE TO RESOURCES

Social Posts

SHOW YOUR TUBS SOME LOVE.

Recycle them and help them become something new and desirable.

#RecycleRight

#ShowTubsSomeLove



DON'T LEAVE YOUR TUBS OUT IN THE COLD.

Show those tubs some love by recycling them.

#RecycleRight

#ShowTubsSomeLove



Acceptable Materials Image Updates



Paper & Cardboard
Please flatten



**Plastic Bottles
Jugs & Tubs**
Lids and labels accepted



**Glass Bottles
& Jars**
All colors accepted



Metal Cans
Remove aerosol tips



Cartons
Rinse and remove lids



Keep them loose
Don't bag items



Recycle Right MAKE A DIFFERENCE



PLASTIC BOTTLES, JUGS & TUBS

All plastic bottles, jugs, & tubs can be recycled. Please place both the caps and lids back on the container and rinse out with water when necessary.

IT'S NOT ENOUGH JUST TO RECYCLE. IT'S ALSO IMPORTANT TO RECYCLE RIGHT.

RECYCLE RIGHT



Ongoing Activities

- Drop-off Labels Updates Ongoing
- Plastics Postcard Focus of 2021 Projects & Activities
- Continual Coordination with Rumpke & Response to Resident Questions
 - Facebook posts