

POLICY BRIEF: Stickers and Magnets to Promote Recycling



EXECUTIVE SUMMARY

Since 1988, the recycling rate in the State of Maryland has steadily increased. In counties with fewer than 150,000 individuals, the recycling rate has increased from 15% in 1998 to 20% in 2012. The Maryland Recycling Act establishes recycling goals for State government and local jurisdictions. By 2020, the state hopes to raise the overall recycling to 55% (Office of Policy Analysis, 2017, p. 17).

Garbage disposal comes with financial cost. The total cost for disposing of 2,500 tons of waste in the county landfill over the last four months was \$219,769.67. At the same time, only 93.71 tons of items were recycled (with no to drop off material at the county facility). Less than 10% of city residents currently participate in the curbside recycling program. To increase recycling in the City of Salisbury, this policy brief suggests that stickers and magnets be produced to increase awareness of what can and cannot be recycled as a better means of informing residents.

CONTEXT AND IMPORTANCE

Currently, residents are referred to the city's website or given a pamphlet on how to recycle in Salisbury upon request. However, these options may not be convenient for all residents. Providing residents with easy to access recycling information may increase use of recycling bins and encourage proper recycling. Recycling bins with the logo and City's website will inform people how to recycle correctly and reduce contamination of recyclable waste. Research suggests that branding increases citizen recycling rates as they are personal and complimentary (Halderman and Turner, 2009).

POLICY OPTIONS

Investing in stickers, magnets, and new recycling bins will increase convenient access to recycling information. Stickers can be put on recycling bins while the magnets can be placed on refrigerators. The stickers and magnets are estimated to be 4" x 8" in size. Red Sun Custom Apparel; Delmarva Promotional Products, LLC; and StickyLife were contacted for pricing quotes on the stickers and magnets. On the recycling bins, the same logo, colors, and style along with the city's recycling web page address will be transparently visible.

Stickers and Magnets Pricing (by unit)

Red Sun Custom Apparel (3.75" x 7.5" for stickers; 4" x 7" for magnets)

<i>Stickers</i>		<i>Magnets</i>	
250	\$1.29	250	\$0.92
500	\$0.75	500	\$0.70
1,000	\$0.46	1,000	\$0.57
1,500	\$0.40	2,500	\$0.44

Delmarva Promotional Products, LLC (4" x 8")

<i>Stickers</i>		<i>Magnets</i>	
250	\$1.24	250	\$2.55
500	\$0.75	500	\$1.85
750	\$0.65	750	\$1.85
1,000	\$0.48	1,000	\$1.38

TOTAL COST ESTIMATE	
<i>Stickers</i>	~\$1,150 (for over 1,000 prints)
<i>Magnets</i>	~\$1,470 (for over 1,000 prints)

StickyLife (4" x 8")

<i>Stickers</i>		<i>Magnets</i>	
250	\$3.55	250	\$3.20
500	\$2.72	500	\$2.56
1,000	\$2.01	1,000	\$1.92
1,500	\$1.54	1,500	\$1.28



Ms. Kacey Martin, member of the Salisbury Sustainability Advisory Committee, created this mock up (left). On the right is the current bin design.

POLICY RECOMMENDATION

Stickers, magnets, and new recycling bins with promotional logos will provide both a standard brand as well as a link to up to date recycling information for residents. Increasing recycling rates will decrease the cost of garbage disposal by promoting the city program as well as how citizens may participate.

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REFERENCES:

Office of Policy Analysis (2017). *Solid Waste Management and Recycling in Maryland*. Annapolis, MD: Department of Legislative Services.

Halderman, T. and J.W. Turner (2009). Implementing a Community-Based Social Marketing Program to Increase Recycling. *Social Marketing Quarterly*, 15(3) 114-127.

RECOMMENDED RESOURCES:

Maryland Recycling Act Mandatory Recycling Rates:

<http://mgaleg.maryland.gov/Pubs/LegisLegal/2017-Waste-Management.pdf>

United States Environmental Protection Agency on Recycling Creating 750,000 Jobs:

<https://www.epa.gov/newsreleases/epa-celebrates-america-recycles-day-and-750000-jobs-supported-recycling>