

# RECYCLING

**Campaign Sponsor:** Keep America Beautiful (KAB)

**Volunteer Advertising Agency:** Pereira & O'Dell

## BACKGROUND:

Today, KAB and the Ad Council are focused on one of the most significant environmental issues facing the U.S.: recycling. Many Americans recycle today and more say they are educated on environmental issues than ever before. Still, despite heightened visibility of public recycling receptacles and more curbside programs, levels of recycling are low and could be increased greatly. In 2011, Americans generated about 250 million tons of trash and recycled and composted over 87 million tons of this material, equivalent to a 34.7 percent recycling rate. On average, we recycled and composted 1.53 pounds out of our individual waste generation of 4.4 pounds per person per day.

Some of the challenges Americans face are a lack of access or inconvenience, a lack of awareness and understanding and confusion around what, where, and how to recycle and a lack of motivation. Curbside programs are offered to approximately 60% of communities. Several current recycling campaigns are unemotional and recycling is perceived as an "old school" social issue that needs to be modernized.

## CAMPAIGN OBJECTIVE:

- **Generate** awareness and understanding of how, where and what to recycle
- **Mobilize** individual ownership and emotional connection to recycling
- **Alter** the way Americans recycle, transforming it into a daily social norm

## TARGET AUDIENCE:

- Adults 18+
- Sporadic recyclers with access to curbside programs.

Learn more by visiting [www.IWantToBeRecycled.org](http://www.IWantToBeRecycled.org)

## FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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