

## Recycle Right NY Campaign Makes Strides with New Branding and Webpage



This April, the NYS Department of Environmental Conservation (NYSDEC) in partnership with the statewide recycling education and outreach subcommittee launched a [new webpage for the Recycle Right NY Campaign](#)- a statewide effort to educate NY residents about contamination in household recycling bins. In addition to the new webpage, the NYSDEC's design team created [custom graphics and branding](#) for the campaign using input gathered from meetings with stakeholders. The first custom graphics are available for April's theme, textiles, with the message that textiles are recyclable but not in your household recycling bin. Graphics include playful wording such as a shirt with the message "Let's roll up our sleeves and recycle right!" or a pair of shorts with the text: "Just a short message- although recyclable, clothing and other textiles like towels and sheets do not belong in your household recycling."

Since the launch of the campaign in January of 2019 the education subcommittee has grown dramatically to include members across NY State in the public and private sector including county and municipal recycling coordinators, facilities, haulers, and other waste and recycling associations and professionals. The Recycle Right NY Campaign is designed around the concept of simple messaging, and working together to build strong, harmonized messaging across the state focusing on one item of concern or value for household recycling bins each month. The NYSDEC has worked with recycling stakeholders to make free resources available for use in educating residents about topics such as know your program, don't be a wish-cycler, tanglers, cans, and textiles with more to come each month in 2019 with themes like keeping food out of recycling, addressing single-use plastics, plastic bags/ film plastic, batteries, sharps, non-container glass and more. In addition to each item, encouraging messaging about the viability of recycling will also be woven throughout the campaign.

To sign up to receive the resources for each month straight to your inbox sign up in the DEC Delivers box located on the right hand side of the [Recycle Right NY Webpage](#). While you're there, check out the [guidance document](#) to learn about how to get started using the campaign resources to educate your residents or check out past resources from January- April.

For questions, comments, or more information about the Recycle Right NY campaign e-mail [recycling@dec.ny.gov](mailto:recycling@dec.ny.gov).