



PE5 Action: Waste Reduction Education Campaign

2 Points

A. Why is this action important?

Local governments play an important role in educating the public about the benefits of climate-smart materials management. Reducing waste, reusing materials, repairing items, composting food scraps, and recycling are all actions that can reduce greenhouse gas (GHG) emissions by preventing waste from ending in landfills. These actions also reduce “upstream” emissions associated with the extraction, processing, and transportation of materials. In addition, residents and business can often save money by implementing these actions.

B. How to implement this action

Steps to develop a campaign may include the following:

- Determine the scope and purpose of the campaign and whether it should focus on waste reduction broadly, or on a specific aspect of waste management, such as composting or reusable bags.
- Survey existing educational efforts of the local government and external stakeholders ranging from local to national organizations (e.g., a local nonprofit may already host a “how to” composting series). Local governments should build upon local, regional, state, and national waste reduction, composting, and recycling campaigns when designing their own programs.
- Use existing methods of communication to distribute campaign marketing materials, and determine which new methods are necessary to quickly and effectively engage the community in the campaign.
- Develop the content and solicit feedback from a select group of stakeholders such as an existing energy or climate external advisory board.
- Ask the highest ranking elected official to launch the campaign—consider hosting it on a milestone such as Earth Day, New York Recycles Day or the anniversary of the release of the climate action plan.
- Alternatively, the local government can actively support and promote to its community an existing campaign of another organization or community. Active promotion would include an official launch and development or dissemination of marketing materials.

C. Time frame, project costs, and resource needs

Creating the campaign can take as little as a few months or more than a year to develop and implement. Project costs can range from staff and volunteer time, marketing materials, launch event costs, and developing and hosting a website. For supporting another entity’s campaign, the project costs would involve staff time and potentially the development of marketing materials.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to all types of local governments. The department or office with the responsibility for leading the climate efforts is most likely to be responsible for this action. These activities are typically led by the chief elected official’s office, the city manager’s office, or the departments of the environment or public works.

E. How to obtain points for this action

Two points are available under this action for implementing a waste reduction, composting, and/or recycling campaign to educate the public and encourage waste reduction and recycling.

F. What to submit

Submit a description of the scope of the campaign, including the timeframe, the topics covered, and which audiences in the community were targeted. Provide information regarding attendance at events and copies of the primary outreach materials of the campaign (e.g., website link, flyer). The campaign must have taken place within the past three years.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [Onondaga County Resource Recovery Education Program](#)
- [DEC Recycling Outreach and Education](#)
- [US EPA Tools for Local Government Recycling Programs](#)
- [US EPA Tools for Local Government Recycling Programs - Outreach Materials](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.