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Winnebago County

Solid Waste Management Board

The Wave of the Future

DATE: July 7, 2023

TO: Contracted Responsible Units

FROM: Kathy Hutter – Operations Manager
khutter@winnebago-county-wi.gov 
920-232-1853

RE: June 2023 Signing Municipality Update & Monthly Scale Reports

Recycling Success through Behavioral Change – The Recycling Partnership recently released its 2023 Knowledge Report, *Accelerating Behavior Change to Achieve a Circular Economy*, a study focused on what behaviors inhibit or improve recycling across America. In this study, the Recycling Partnership has identified four key themes for us to consider as we strive for recycling success and grow local programs (page 9). The Four Themes, summarized:

1. We have Systematic Communications – build a 'communications infrastructure' to make it easier for recyclers to learn how's and why's as change occurs within the industry.
2. People have Confidence in Recycling Outcomes – reinforce confidence through transparency.
3. Engagement and Outreach are Tailored to Different Audiences – multi-level, modular outreach, applied over time supports behavior change.
4. Recycling Systems are Designed with Behavior in Mind – the functionality of recycling within the home is set on "household rules" and highlighting in-home processes that already lead to recycling successes will influence others to modify behaviors for similar outcomes.

Winnebago County Solid Waste Staff will continue to evaluate the themes presented in the Recycling Partnership's 2023 Knowledge Report to develop education and outreach strategy for the 2nd half of 2023 and beyond. We hope to provide you with an update in the fall. To view the entire Recycling Partnership 2023 Knowledge Report, visit: <https://recyclingpartnership.org/knowledge-report-download/>

The WDNR Recycling Consolidation Grant 2024 Cooperative Agreement – was emailed to Municipal Clerks and Public Works Staff on June 13, 2023 (City of Neenah, City of Oshkosh excluded). Please complete and return the Agreement to me via email or mail by August 18th. We will combine all returned Agreements into a packet and redistribute it to you for your records. Keep in mind that by completing this paperwork, your community will qualify for additional WDNR Recycling Grant Funds.

KH/kh

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