



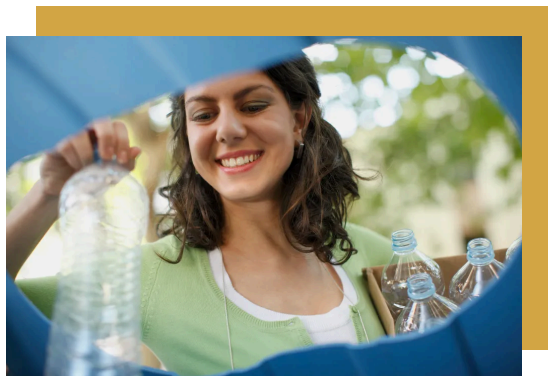
1924-2024: A CENTURY OF STRENGTHENING CITIES

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Recycle Right: Pledge to Take Action in Your City



Earth Day, celebrated annually on April 22, marked an excellent opportunity for local leaders to begin promoting sustainability initiatives within their communities. Initiatives like recycling not only benefit the environment but also create good-paying jobs, reduce waste sent to landfills and help conserve resources.

That is why the National League of Cities (NLC) has joined forces with WM (formerly Waste Management) to amplify their Recycle Right campaign. Together, we are challenging cities to make a public commitment to enhancing recycling efforts and pledge to take action in their communities.

By taking the pledge, your city commits to working with NLC, WM and your city staff to help improve the nation's recycling system by encouraging proper recycling efforts at the local level and advancing sustainability goals. Some of the ways to achieve this include:



Showcase the circularity of recycling by telling a story of a recyclable material and what it is turned into or a local manufacturing company using post-consumer products.



Open your recycling plant or solid waste facility for a public tour or conduct a virtual tour.



Place PSA graphics around the community - bus stop, library, community center, etc.



Utilize community/constituent newsletters for educational content and public awareness.



Host a booth/tabletop at a neighborhood/community day - make it fun, interactive and educational with games, prizes/swag, flyers, etc.



Hold a "Touch a Truck" event.



Send educational flyers/mailers to residents.



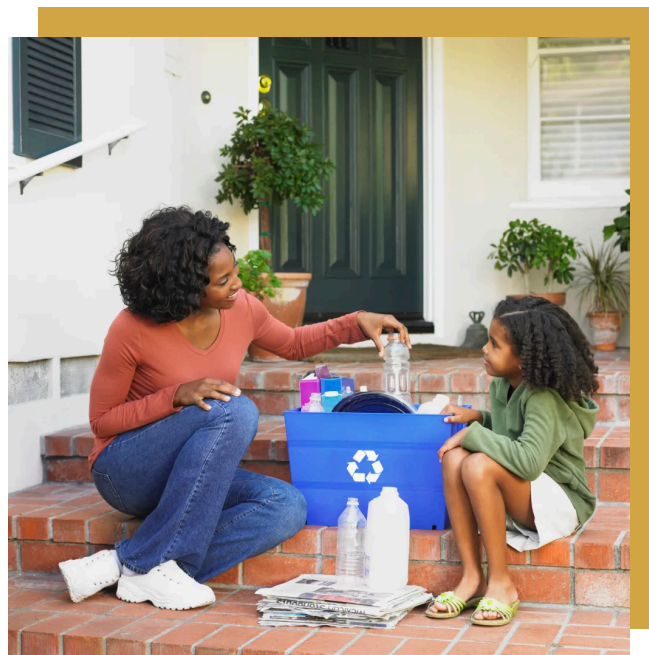
Share why recycling is important to you, the benefits of recycling and/or one tip that makes recycling easier for you.



Talk about recycling with a local community group (school, Rotary club, etc.)

Once you pledge, your city will become a part of the **Recycle Right** campaign and join a digital cohort to receive tools and information from NLC and WM. These tools will make it easy for you and your community to adopt new recycling habits, revitalizing and instilling confidence in your local recycling program.

Take the Pledge



Why Take the Pledge?



1. Recycling is Important

Recycling helps reduce the amount of waste landfilled, supports domestic manufacturing and jobs, and conserves resources. According to the [U.S. Environmental Protection Agency \(EPA\)](#), there are a host of environmental, economic and community benefits that can be attained from recycling.

2. Commitment Leads to Changed Behavior

Behavioral science research shows that when you commit to a behavior change in writing, you are more likely to follow through with the behavior. A public commitment that others can see is the most effective, generally holding us more accountable for our actions.





3. You Are Essential to Your Community's Recycling Success

The success of your city's recycling program depends on your support as a valued and respected leader of your community. When you, a trusted leader in your community, talk about your support of and participation in recycling, your residents are more likely to be encouraged to join in. To make it easy for you to show your support for recycling, NLC and WM will provide you with everything you need to encourage action in your community. Read below for more.

What to Expect Once Your City Takes the Pledge

As part of the **Recycle Right** campaign, NLC and WM have put together education and outreach tools that are both educational (to understand how the recycling industry works) and behavioral (to commit to recycling



the “good stuff” at every opportunity).

NLC and WM will provide you with monthly plug-and-play assets. Each asset will incorporate tools, such as personal and direct marketing, to encourage community members to recycle with confidence. Your residents will gain insight into where their recyclables go after being picked up, how to recycle right at home, and why recycling is beneficial.

Here is what you can do today:

Sign the pledge, download the checklist and share it with municipal staff to begin action.

[Sign the Pledge](#)

[Download the Checklist](#)

It’s time to breathe new life into our recycling programs and increase the national recycling rate. Together, we can make a difference for our communities, the environment and the economy.

For questions about this campaign, please email membership@nlc.org.



1924-2024:



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