

## Recycle More Wisconsin Campaign



A central repository of local recycling options – Recycle More WI is a tool for Wisconsin’s residents, state/local government officials, collection service providers, and educators.

Communities and collection service providers throughout Wisconsin now have the ability to maximize recycling education and outreach through AROW’s Recycle More Wisconsin Campaign and website ([www.recyclemorewisconsin.org](http://www.recyclemorewisconsin.org)).

The site, which features information for 200 communities, or nearly 1 million Wisconsin residents, serves as a one-stop for all communities and service providers to post local recycling information in one easy, consistent format for local residents to access.

Through the Recycle More Wisconsin campaign AROW aims to:

- Develop a **database system** to store recycling instructions and information from Wisconsin Recycling Responsible Units (RUs) and service providers and make it **accessible to communities and residents** through the Recycle More Wisconsin web site ([www.recyclemorewisconsin.org](http://www.recyclemorewisconsin.org)).
- **Collaborate** with collection service providers, the Wisconsin Department of Natural Resources (DNR), Solid and Hazardous Waste Education Center (SHWEC), and Wisconsin RU’s to **collect and update local recycling instructions and information**.
- **Create a Recycle More Wisconsin campaign that re-energizes the recycling message in the state**. Logos, ads, and print templates will be provided to Wisconsin communities to use in directing residents to the Recycle More Wisconsin web site.
- **Evaluate the impact of the campaign** on recycling collection rates in major urban centers of Wisconsin and residents’ knowledge of local recycling.