

**RECYCLE ACROSS AMERICA® OFFERS APPLICANTS OF EPA GRANTS
THE SOCIETY-WIDE STANDARDIZED LABEL SOLUTION
FOR RECYCLING, COMPOST AND TRASH BINS ALONG WITH THE
NATIONAL “LET’S RECYCLE RIGHT!”™ CELEBRITY CAMPAIGN**

FOR IMMEDIATE RELEASE – December 13, 2022. The U.S. Environmental Protection Agency (EPA) has recently announced multi-million dollar grant opportunities for communities and organizations to create labels and signage for recycling and compost bins as well as other communication and education tools aimed to increase recycling levels and decrease contamination in the recycling stream. In order to help accomplish the objectives of the EPA’s National Recycling Strategy’s C1.5 to “*improve consistency of labels for recycling, compost, and trash bins*”, and in response to the recent letter from members of Congress, requests from industry leaders, and multiple federal legislative bills urging the EPA to implement national standardized labels for recycling bins, the 501(c)(3) nonprofit organization Recycle Across America (RAA) is offering grant applicants the ability to utilize the society-wide standardized labels for recycling, compost, and trash bins, as well as the corresponding “Let’s recycle right!™” public service campaign which announces the use of the standardized labels and features celebrities, sea life, and wildlife, as well as universal tips for proper recycling. [1],[2],[3],[4]

In doing so, EPA grant applicants can eliminate the cost, task, and time of designing labels and communication campaigns, thereby allocating more of the funding towards the expansion and implementation of their grant project and other necessary elements needed to reach their goals. RAA offers these solutions to all applicants while adhering to the procurement requirements defined by the EPA.

In 2009, RAA created the first and only society-wide standardized labeling solution for recycling and compost bins with the specific goal of eliminating the hundreds of thousands of different-looking labels on bins which often cause public confusion about recycling and costly contamination. To date, there are more than nine million society-wide standardized labels displayed on recycling and compost bins, carts, and dumpsters throughout the U.S. including in federal applications such as the National Parks, Forests, and Monuments. These labels are in use in over 9,000 K-12 public schools and universities, as well as in government offices, airports, businesses, retail shops, restaurants, sports stadiums, hospitals, religious institutions, single-family and multi-family residential recycling programs, recycling drop-off centers, and other public spaces. The society-wide standardized labels on bins have consistently proven to significantly increase recycling levels and substantially decrease contamination levels by making it easy for people to recycle *properly* wherever they are, similar to the way society-wide standardized road signs help people drive properly wherever they are.

Understanding that recycling systems often differ from one community to the next, RAA created a society-wide standardized label to accommodate every unique recycling system in the country. Adhering to the standardized methodology, each label communicates the specific materials accepted by the respective recycling processing facility, similar to the way standardized speed limit signs communicate different speed limits from one road to the next in a consistent format. Logos and contact information can also be added to the labels; and they are created to fit every bin, cart, dumpster, and lid for both indoor and outdoor applications.

As an example of the impact of the society-wide standardized labels for recycling and compost bins, school districts have reported savings of as much as \$6 million (net savings per school district) in trash hauling fees within the first two years of implementing the standardized labels on their bins, due to the dramatic improvements in their recycling programs. At Denali, Yosemite, and Grand Teton National Parks,

recycling levels doubled, and contamination levels decreased to low single-digit percentages when they began displaying the standardized labels on their bins. The 2018 Super Bowl hosted at the US Bank Stadium in Minneapolis was the first and only zero-waste Super Bowl in history – a direct result of having society-wide standardized labels displayed on the bins in the stadium. This resulted in an increase of 4x the previous recycling levels and reduced contamination to nearly undetectable levels..

The [Forbes article](#) ‘*Historic U.S. Bill helps clean up recycling at the bin and save billions*’ describes the environmental and economic impact of this solution. [5]

Nonprofit organizations and government entities that begin utilizing the society-wide standardized labels are also able to utilize the corresponding and award-winning national “Let’s recycle right!™” public service campaign.

Interested parties that would like to utilize the society-wide standardized label solution and PSA campaign in their EPA grant applications should reach out to info@recycleacrossamerica.org at their earliest convenience, in order to meet the EPA grant deadline of January 16, 2023.

ABOUT RAA

Recycle Across America (RAA) is a 501(c)(3) that created the first and only society-wide standardized labels for recycling, compost and trash bins to eliminate public confusion at the bin and thereby help recycling begin to thrive both environmentally and economically. RAA is working to donate the society-wide standardized label solution to the U.S. federal government when it becomes federally legislated, following the same legislative path and logic as the federal society-wide standardized road signs. The society-wide standardized labels for bins have been referred to as “*one of the top environmental fixes taking root today*” by the New York Times, and they are deemed “*a world changing solution*” by the global solutions organization Ashoka, and they are listed as one of the “*top ten solutions to reverse climate change*” by the author of Draw Down, Katharine Wilkinson. For more information, email: info@recycleacrossamerica.org

[1] [EPA National Recycling Strategy page 27, C1.5](#)

[2] Letter sent to Administrator Regan dated September 23, 2022 from seventeen Congressmembers

[3] Legislative efforts that include society-wide standardized labels for recycling bins (C-span link and bills)
<https://www.c-span.org/video/standalone/?c4801250/mccollum-national-recycling-strategy%27>

[H.R. 9255](#) - Save our Seas Act 2.0 (2021-2022) - Passed

[H.R. 8059](#) - Recycling and Composting Accountability Act (2021-2022)

[H.R. 1512.IH](#) - CLEAN Future Act - 117th Congress (2021-2022)

[H.R. 2238.IH](#) - Break Free From Plastic Pollution Act of 2021 - 117th Congress (2021-2022)

[H.R. 3684.EAS](#) - Infrastructure Investment and Jobs Act - 117th Congress (2021-2022) - Passed

[H.R. 2060.IH](#) - Federal Building Clean Jobs Act of 2021 - 117th Congress (2021-2022)

[S.1918.IS](#) - Battery and Critical Mineral Recycling Act of 2021 - 117th Congress (2021-2022)

[4] Letters of support of the society-wide standardized label solution ([click here](#))

[5] Forbes article “Historic U.S. Bill helps to Clean Up Recycling at the Bin and Save Billions”

<https://www.forbes.com/sites/natalieparletta/2019/05/23/historic-u-s-bill-to-clean-up-recycling-at-the-bin-and-save-billions/?sh=410eb14155a9>



Image to the left: There are currently hundreds of thousands of different looking labels on recycling bins in the U.S. contributing to public confusion and apathy with recycling, leading to costly and crippling contamination in the recycling system.



Image to the left: Example of the society-wide standardized labels for residential carts for a Mixed Recycling Program. The residential standardized labels have details specifying what can go and can't go in the bin since homes generally have more varieties of materials and more complexity.



Image to the left: Example of the society-wide standardized labels public area bins for a semi-separated system (paper, glass/cans/plastic container, compost, landfill).

Image below: Example of the “Let’s recycle right!” celebrity PSA campaign in use at the Minneapolis/St. Paul International Airport in conjunction with their society-wide standardized label program on their recycling bins. This billboard is 28 feet wide and 6 feet tall.

