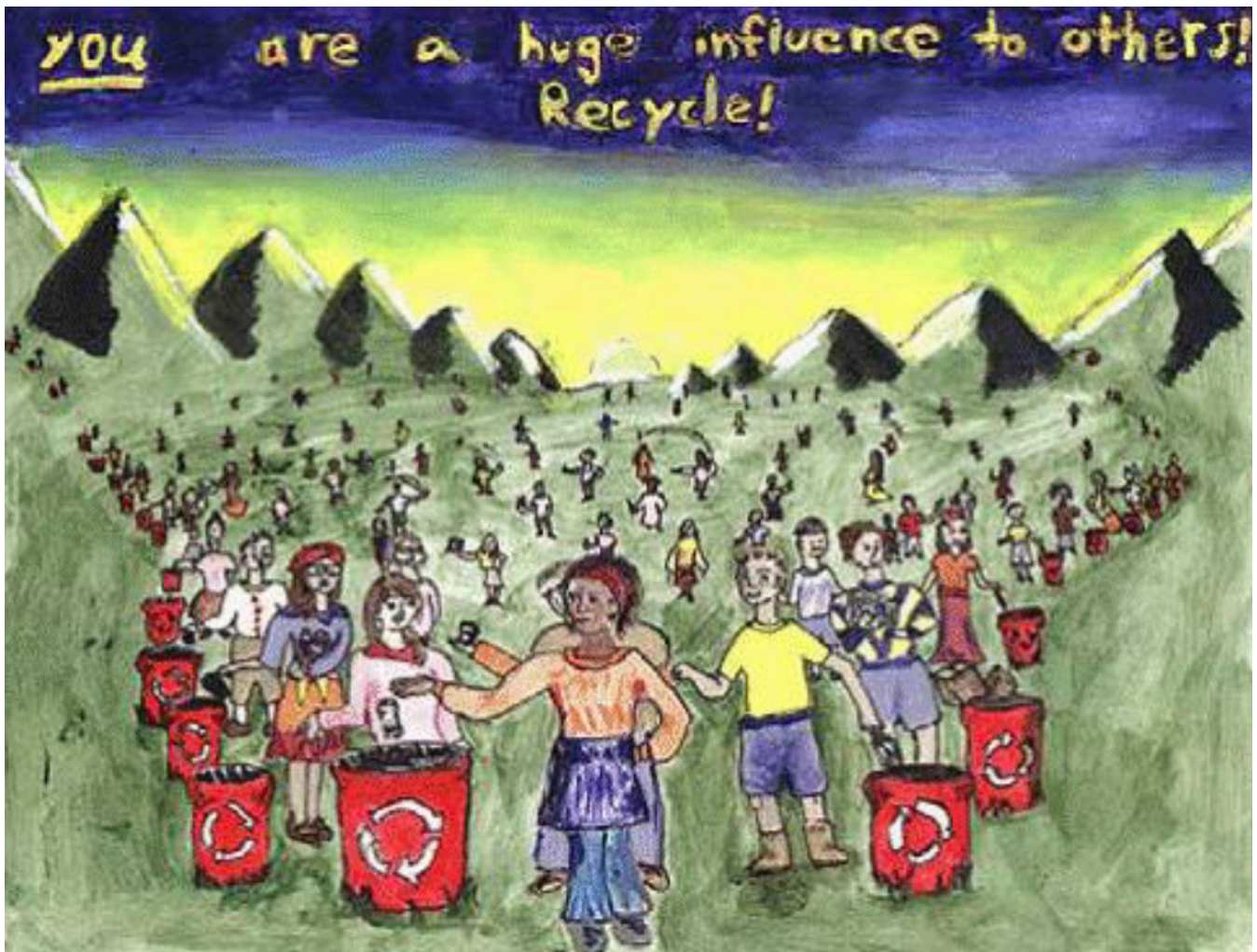




MAINE RECYCLES WEEK

2022 Planning Guide
MaineRecycles.org



November 14 – 18, 2022



Cover art designed by:
Tessa, 7th grade, 2010 poster contest winner
of Chelsea Middle School
As part of the Maine Recycles Week 2010 Poster Contest

INTRODUCTION

What is Maine Recycles Week?

Maine Recycles Week (MRW), November 14th-18th, is a weeklong celebration of Sustainability and Waste Reduction.

How you celebrate is totally up to you! Local organizations, schools, municipalities, and businesses are all encouraged to participate in MRW by holding recycling related events. The goal is to celebrate Maine's long commitment to sustainable practices while promoting the basic principles of Refuse, Reduce, Reuse, Repair, Recycle!

Refuse - If you don't buy it or use it in the first place, then you don't have to deal with waste.

Reduce - Using less materials from the start leads to less waste and less energy use. Reduce your waste in the first place!

Reuse - Can you avoid buying a new product? Thrift, share, repurpose, adapt items to a new use, etc.

Repair - Fix or upgrade your existing objects before you throw them in the landfill. Get creative with repairs for a new life!

Recycle:

Promote Recycled Content - Recycle all that you can to create new products and buy recycled content products to Close the Loop!!

Food Rescue & Recovery - Donate unused food and when shopping, plan ahead, serve smart, love your leftovers, compost, don't trash!

Use Sustainable Packaging - Use post-consumer recycled materials and ensure that packaging materials are biodegradable or recyclable.

We invite you to share the steps you, your school, business, or town has taken to reduce waste and adopt sustainable practices. To submit a Sustainability Story visit mainerecycles.org.

Maine Recycles Week 2022:

Be Good to ME!

Maine Recycles Week 2022 is online at mainerecycles.org!



GET INVOLVED

How Can You Get Involved?

Anyone can celebrate MRW! While there are recommended events for schools, businesses, and municipalities to participate in, individuals can also contribute to the festivities. Individuals, or groups, can help their local communities by volunteering for activities during MRW. For more information on project ideas, how to register a MRW event or find one in your area visit mainerecycles.org.



The following pages contain suggested activities for individuals, municipalities, schools, and businesses to organize during MRW.

The MRW Steering Committee has designed materials to help your school, business, or town participate in MRW.

The following materials are available free to download by visiting our website at mainerecycles.org:

- MRW 2022 Graphics and Logos
- MRW 2022 Toolkit
- Helpful links for more information about how you can Be Good to ME!

Ideas for Municipalities

Municipal Campaign Suggestions

Municipal campaign suggestions have been broken down into three categories: Level 1, Level 2, and Level 3. Level 1 activities only involve only the staff in recycling activities, whereas Levels 2 & 3 involve the rest of the community to some degree. Level 2 activities involve extending the recycling program to the community. Level 3 activities encourage cooperation between the program staff and the community in the planning and implementing of events. Think of these levels as building blocks. If you can accomplish everything in Level 1, move on to 2 and 3. For many communities, MRW 2022 will be the first time that they have attempted this sort of campaign. In that case, Levels 2 & 3 will be something to aim for in future years.

General Advice

- No matter how much your community plans for MRW, there are a few general ideas to keep in mind:
- If you have a recycling or solid waste committee, involve them early in the planning stages. Chances are they will be able to take a good deal of the weight off your shoulders.
- Make sure to let the local media know what you are doing. It's important to remember that the goal of MRW is to raise public awareness and celebrate waste reduction and sustainability. The media is a great opportunity to highlight your local successes in adopting sustainable practices and message that to the widest audience possible.
- Be creative in assessing your resources. If you are a one-person team or a small shop and you think that it is impossible to take part in MRW, think again! Look around the community for other resources. There may be a 5th grade class, for example, that would be able to create a Buy Recycled display for a class project.
- Make sure that mainerecycles.org knows about your efforts. Register your event at Mainerecycles.org. We will list all known local events on the MRW web site, both to recognize participating towns, increase public participation, and to serve as inspiration for others. We will also be highlighting local events on our social media platforms. In addition to online publicity, Maine Recycles has downloadable resources and helpful links on our website that may be helpful when planning your event(s).
- Don't forget to use your social media platforms to promote your involvement.
- Use #MaineRecycles or #BeGoodtoME when posting about your events and activities!

Level 1 Activities

The following activities may be managed by a single person and do not necessarily require a recycling committee or volunteer group:

Get Municipal Officials to Publicly Proclaim MRW 2022. Ask a local elected official to publicly declare November 14th-18th as Maine Recycles Week. You may want to schedule this at your open house or some other event for MRW. Be sure to invite the local press. See Appendix A for sample proclamation.

Social Media - Help us spread the word!

- Follow Maine Recycles on Facebook and Instagram. Share our posts with your online social networks #MaineRecycles or #BeGoodtoME
- Post information about Maine Recycles Week 2022 at your school, work, recycling facility and/or town office.
- Submit your own Sustainability Story to mainerecycles.org and we may feature your efforts on our social media platforms (we'll ask you first!)

Create a Display

- Design a display on waste reduction, sustainability and/or buying recycled content products for people to view when they come to your school, work, recycling facility and/or town office.
- Construct a display of materials that can be recycled along with a product that is made from that material. For example, display newspapers, metal cans, or milk jugs in a recycling bin with a reminder for folks to recycle.

Hold an Open House

- Choose a date between November 14th-18th.
- Invite the public to stop by and check out your recycling facility. Advertise by putting posters in the town office, local businesses, and at the facility. Register your event at mainerecycles.org and submit the details to local media outlets to list in their community calendars.
- Have staff available to answer any questions that the public might have.
- Consider offering refreshments – cider and donuts make great snacks for November.
- Don't forget to invite the local press to cover your open house.

Level 2 Activities

These activities involve bringing your message out into the community. Keep in mind that the more effort you put into it, the more you will raise public awareness!

Put Displays in the Community

- In addition to a display at your recycling facility, put displays up at the town office, the library, and other public areas.
- Distribute flyers about Maine Recycles Week to local businesses.
- Give a Talk in the Community
- Arrange a Sustainability Forum (or a webinar) about your recycling program and local opportunities to act sustainably and buying recycled content products. You could schedule it with the school(s) or meetings of local organizations and service clubs, such as the Rotary or Grange.

Work with the Media

- Write a letter to the editor on waste reduction, recycling, living sustainably, or buying recycled content products.
- Ask the local media to do a story or series of stories on waste reduction, living sustainably, recycling and/or buying recycled.

- See Page 11 of this guide for more information on working with the media.

Conduct Tours of your Transfer Station/ Recycling Facility

- Schedule tours of the facility during MRW. Invite school classes or open the facility up to the public. If you plan to invite school children, be sure to contact the school at least a month in advance.

Conduct a Survey

- Write up a brief survey regarding public awareness of waste reduction, sustainability, recycling, and the purchase of recycled contents products. Ask people to fill out the survey as they come to your facility.
- Consider asking students from a local school to volunteer to conduct the survey orally. Many high schools require Seniors to perform community service.
- This is a way to not only find out how educated the public is, but also to raise awareness of terms such as "closed loop economy," "food rescue," and "buying recycled".

Level 3 Activities

These activities involve working with the community to maximize the number of residents that will receive your message.

Parade/Celebration/Festival

- Put together a MRW Committee and work as a group to organize a big event in celebration of MRW, such as a parade, a fun festival, or some other sort of celebration. You will want to involve local businesses, schools, service groups, and other organizations.

Involve All Segments of the Community

- Work with local businesses to help them display their products made from recycled content, either in the store or at other locations such as the library or the transfer station.
- Work with schools to coordinate special recycling-related events, such as recycled art contests. Please see the Schools portion of this Section for more details.
- Invite Girl Scout/Boy Scout troops to get involved in your activities. Both have environmental activities as part of rank advancement.

Special Material Drive

- Hold a collection for a material that you don't usually collect in your program such as electronic equipment.

Work with Local Radio/Public Access TV Stations

- Write a public service announcement on waste reduction, living sustainably, recycling or buying recycled and have your local radio station record it or make an appearance on a local radio or TV talk show.
- Talk to your local public access station about doing a half-hour spot on waste reduction, living sustainably, recycling or buying recycled. You may want to work with the local schools on this project. Students could write a script and record it at a station for school credit.

Organize a Compost Bin Sale for Your Residents

- Work with a vendor to organize a one-day truck sale of compost bins at discounted prices. MRW Sponsor MRRA offers compost bins and equipment for sale.

Ideas for Schools

Following is a list of simple ways that schools can participate in MRW:

- Have students work with the local recycling program to promote waste reduction,



living sustainably, recycling, and buying recycled in the community.

- Start or reinvigorate a school recycling program.
- Coordinate field trips for district schools to a local manufacturer that uses recycled content materials as a raw feedstock or the local recycling center.
- Invite speakers representing recycling-related businesses or facilities to the school.
- Hold a district wide art, essay, or poster contest with a theme of waste reduction, living sustainably, recycling or buying recycled. Find local sponsors for prizes.
- Encourage and coordinate reuse/recycled content school supply purchases in your school district for items such as rulers, pencils, notebooks, and paper.
- Organize a campaign to write letters to local newspapers or government officials to encourage waste reduction, living sustainably, recycling, and buying recycled.
- Have your students comparison shop for recycled content products versus products made without recycled content.
- Organize a “Buy Recycled” fair using reused items and/or recycled content products to create hands-on activities and games.
- Ask students to write a public service announcement on waste reduction, living sustainably, recycling, or buying recycled. Record it and play it for the school and post it on the school district’s social media pages.
- Conduct an exercise or workshop on making recycled paper in your school. Make it from various types of paper to see the differences.
- Conduct a writing exercise to local and public television stations to request that they broadcast public service announcements and children’s programs with a recycling theme during Maine Recycles Week.
- Set up a composting bin at the school. You may choose to set up a traditional backyard composting bin outside, or you could compost right in the classroom with a bin that uses worms to help in decomposition.

Ideas for Businesses

The business sector is an ideal forum for promoting waste reduction, sustainability, recycling, and the “buy recycled” message. Following are some effective ways that businesses can participate in Maine Recycles Week:

- Publicly commit to buy recycled content paper products for the business, from recycled copier and printer paper to toilet paper and paper towels.
- Start or reinvigorate a company-wide recycling program.
- Adopt an environmental mission statement.
- Include a MRW “stuffer” in employee paychecks.
- Manufacture, distribute, and buy products in returnable, recyclable, and recycled content packaging.
- When printing brochures and promotional pieces, use recycled content paper and include the phrase, “Printed on recycled paper.” This educates individuals on the quality and availability of recycled content products. Do the same with company letterhead.
- Issue a press release on the company’s environmental policies.
- Involve the local Chamber of Commerce or similar business organizations.
- Hold a promotional sale or special display of sustainable and recycled products.
- Display a shopping cart of various sustainable/recycled content products or packaging.
- Use shelf tags to identify products made from sustainable/recycled content.
- Hold a “shopping spree” promotion that gives customers a certain allotted time to fill their baskets with products made with sustainable/recycled content. The customer with the widest variety of recycled products wins a prize. Invite local media to participate.
- Award a grocery cart full of various products made with recycled content or sustainable packaging.
- Offer discounts on sustainable/recycled content products.



#BEGOODTOME

THE HISTORY OF MAINE RECYCLES WEEK

In 1998, the (now defunct) Maine State Planning Office (SPO) joined 45 other states to celebrate America Recycles Day (ARD). ARD posed as an opportunity for SPO to meet municipal demand for the promotion of recycling at a state level. However, local schools and municipal recycling programs deemed that one day was just not flexible enough to allow for maximum participation.

In response to the feedback, SPO brought together a group of interested people to talk about ARD and how to transform it into an event for Maine. To provide flexibility while still maintaining a sense of unity with the national effort, the group created Maine Recycles Week, a weeklong recycling celebration to be held in conjunction with ARD.

Maine Recycles Week was held annually, for 12 years, from 1998 until 2010. Although Maine Recycles Week was continuing to grow and was becoming more popular year after year, budget cuts took away the funding that made the celebration possible.

Now, thanks to the efforts of Casella, ecomaine, Maine Beverage Association, Maine Department of Environmental Protection, Maine Resource Recovery Association, Municipal Review Committee, Penobscot Energy Recovery Company (PERC), and many others, Maine Recycles Week was celebrated again for the first time in 11 years in 2021.

Highlights from Past Maine Recycles Week Celebrations

The following case studies are examples of successful Maine Recycles Week events from the past. These events are meant to serve as models and sources of inspiration for schools, businesses, and municipalities who would like to participate in MRW 2022.

Camden-Rockport – Fashion Show

The original plan was for the facilities at Camden-Rockport to do a grant for a swap shop or reuse facility. As it turned out, funding for the facility was made possible through grants from MBNA and the State Planning Office. One major fund raiser was planned to be a fashion show to be held at the Samoset Resort during Maine recycles Week. Local “models” would show items that had been salvaged from the throws of the local facility over the last several years. The event was a tremendous success and the proceeds ended up going to the community school.

Auburn Middle School

Forty five students at Auburn Middle School took a field trip to the Lewiston/Auburn Sewer Treatment Plant, Mid-Maine Waste Action Corporation (MMWAC), and City Hall. They also visited the river’s edge to explore combined sewage overflow pipes. The classes then initiated discussions with facility representatives on current recycling in the community and potential service-learning projects. Two guest speakers visited the classroom to discuss waste issues in the community, including a DEP representative and a civil engineer. Students also kept waste journals, in which they answered the following questions: 1) How can our country decrease waste? 2) How can my family/classroom decrease waste? 3) How can I decrease waste? 4) What commitment can I make to reduce my production of solid waste? Students also wrote “Waste in Our Community” essays, used red wigglers to compost snack waste and talked about ways to decrease resource consumption.

Auburn Middle School serves as a great example of how to take full advantage of local experts as guest speakers and facilities as field trip destinations to get a clear picture of local waste management practices.

Unity Area Regional Recycling Center

The Unity Area Regional Recycling Center (UARRC) held an Open House and tours of the facility from 10am-Noon during MRW. This event was followed by a Community Dinner at the Unity Community Center. Then Unity Selectman Dick Whitney attended the dinner and publicly proclaimed Maine Recycles Week. In addition, UARRC created a new informational flyer to distribute to visitors to the recycling center and a refrigerator magnet that was handed out at the Community Dinner.

They also used customized placemats filled with recycling factoids and trivia questions at the dinner to convey a recycling message and promote Maine Recycles Week. UARRC also made visits to SAD3 schools, including a 1-hour workshop on the recycling procedure at Mt. View High School and tours of the facility. UARRC worked with local businesses by asking them to display posters and distribute recycling information. UARRC also received media coverage through newspaper ads and radio spots.

Town of Bridgton

Bridgton's Selectmen proclaimed November 8-15, 2001 to be Bridgton Recycles Week, and the Recycling Committee coordinated the "Bridgton Recycling Roundup-2001" on November 10. Displays indicating the types of items that can be recycled were featured at the Bridgton Solid Waste & Transfer Station to help residents do an even better job recycling. EcoWriter Pencils (reading "Bridgton Recycling Roundup 2001") made from 100% recycled newspaper and cardboard were distributed and compost bins were on display with explanatory material.

The new Town of Bridgton Waste Management & Recycling Program brochure was also distributed to community members at the Roundup and residents were able to enter a free raffle for compost bins. The brochure details items that can be recycled as well as items that cannot, why recycling is important, waste reduction tips, and info on buying recycled, hazardous waste, and composting. In addition, the local cable TV station was there to broadcast the event. The Bridgton Recycling Roundup received coverage in the Bridgton News both prior to and after the event. Hayes True Value and the Paris Farmers Union both offered sales on compost bins, composting agents, and other recycling related items during Bridgton Recycles Week. Food City also displayed recycled content products, some of which were on sale, during Maine Recycles Week. Morning Dew Natural Foods featured the concept of buying products without packaging and in bulk. The store provided discounts on items bought in bulk during Maine/Bridgton Recycles Week. Reny's Department Store also agreed to enter all shoppers who brought their own bags in a drawing for a store gift certificate.



BUY RECYCLED INFORMATION & RESOURCES

A Special Focus on “Closing the Loop”

One of the primary goals of Maine Recycles Week is to promote buying sustainably packaged/recycled content products as an action that is essential to the success of recycling.

For recycling to succeed we must do more than just set our recyclables out at the curb or drop them off at the recycling center. We must also purchase products made from sustainably packaged /recycled content materials. When we buy sustainably, we help to create healthy markets for the materials we recycle at home and work.

Why Buy Recycled?

- 1. Purchasing Recycled Products Saves Energy.** It takes far less energy, for example, to recycle an aluminum can than to create a new one. About 95% less energy, to be exact. Ask yourself just how many soda cans you toss per week. Each thrown item represents wasted energy that can be better put to use elsewhere. By purchasing recycled items, you can be confident of energy wisely saved.
- 2. Buying Recycled Products Removes Fewer Resources from The Earth.** Unlike the sun, some resources are simply not unlimited. Why waste precious resources on household, and personal, items, that can be simply reused? From metals to old trees, there is only so much around. When some resources are gone, they're simply gone.
- 3. Buying Recycled Products Keeps Our Landfills from Overflowing.** This one is huge. Our landfills are growing? from overuse. When we buy items that are recycled, many times over and over again, it frees up much-needed land space where the products might otherwise be tossed.
- 4. Buying Recycled Products Limits Pollution.** By purchasing recycled products, you encourage manufacturing methods that limit resource use, and energy waste, by producing items from a reusable material. This ultimately restricts factory induced greenhouse gasses. All around, recycled products help to maintain a cleaner, healthier planet.
- 5. Buying Recycled Products Encourages Companies to do the Right Thing, by Making More Recycled Products.** It just makes sense, right? Companies are in business to make money. If customers don't buy a product, it will ultimately disappear from the shelves. A demand for recycled products encourages manufacturers to participate in an environmentally healthy effort. If the items are good enough for your pocketbook, they're definitely good enough for companies to create.
- 6. Buying Recycled Products Saves Water.** This one often surprises folks: Did you know that to produce a dollar's worth of paper, from raw lumber, takes more than 6 gallons of water? But when you buy a pound of recycled paper, you've helped to save approximately 3 gallons of water. Seriously.
- 7. Buying Recycled Products Saves Money.** This one can be a little tricky. Some recycled products will cost a bit more at the checkout counter. So, factor in your decision-making process the additional value of a clean environment. However, there's no doubt, reusing materials saves manufacturers on resource output, and that savings may be passed on to you.
- 8. Buying Recycled Products Supports Businesses and Helps with Job Creation.** Many businesses and individual jobs rely on recycling. So when you purchase a recycled item, you're helping to stimulate the economy and keeping your neighbors employed. There's a lot to love about this aspect alone.
- 9. Buying Recycled Products Displays Good Environmental Ethics.** Sometimes, we do the right thing, simply because it's the right thing to do. This reason is just not that complicated.
- 10. Buying Recycled Products Is a Valuable Teaching Tool for Future Generations.** People, and certainly children, watch what we do, not just what we say. By purchasing recycled products, you're sending an often-unspoken message that a healthy environment is worth your effort. And theirs.

Tips for Buying Recycled

Buying recycled isn't difficult. Even though products are not always identified as containing recycled material, reading labels is still the best way to find most recycled products. When looking for recycled products, keep the following in mind.

Post-consumer materials include any items that have been used by consumers or businesses and collected for recycling. Pre-consumer materials include "waste" items generated during manufacturing, such as paper trimmings, which almost always end up being recycled anyway. By choosing products with the highest percentage of post-consumer materials, we support our local recycling programs.

- Make sure you are comparing apples to apples. Sometimes the recycled product may appear to be more expensive because of differences in size or quantity. With toilet paper, for example, the recycled brands usually have many more sheets per roll than the other brands, so it appears more expensive when actually you are getting more of the product and in more efficient packaging.
- Recycled vs. Recyclable. These terms can be very confusing. A recycled product is one made from recycled material. A recyclable product is one that can be collected, separated, or otherwise recovered and recycled after it has reached the end of its useful life. While it is important to look for both recycled and recyclable products, buying a "recyclable" product only has meaning if you can, and will, actually recycle it in your community.
- Speak up. The more store managers are made aware of your interest in buying recycled, the more they will pay attention to product labels and ask for recycled products from their suppliers and distributors.

WORKING WITH THE MEDIA

Maine Recycles Week as a Media Event

One of the main goals of Maine Recycles Week is to attract media attention to waste reduction and sustainability efforts, recycling, and buying recycled content products. Maine Recycles Week is the ONLY statewide campaign to promote recycling in the State of Maine. It is therefore crucial that Maine Recycles Week receive the maximum amount of media attention and social network posts.

In order for Maine Recycles Week to obtain maximum coverage, participants from every sector must submit information to the media and use social media to help us spread the word. Although the MRW 2021 Steering Committee may issue a press release of all school events, for example, a local media outlet may not pick up the story unless the school itself pushes to have its event covered. The media needs to hear from everyone involved in MRW 2022: municipal officials, recycling committees, recycling coordinators, students, school principals, state coordinators, and business representatives.

Use #MaineRecycles and #BeGoodtoME when posting and sharing on your social media platforms.

Local Media Efforts

In addition to statewide media efforts being carried out by the MRW Steering Committee, it is essential that local entities issue their own press releases and work with local media outlets.

The Slogan for Maine Recycles Week is:

"Be Good to ME!"

Please use this slogan in your local social media efforts to create a sense of unity with the statewide campaign!

#mainerecyclesweek #begoodtome

Listed below are some additional suggestions for local media efforts:

- **Radio Contests.** Work with your local radio stations to organize a contest using recycling information. The DJ could ask a question about recycling and ask callers to respond. The station may want to offer prizes (such as recycled-content items, T-shirts, used CDs, etc.) or you can use this as a tool for callers to submit sustainability stories to Mainerecycles.org.
- **Radio/TV Talk Shows.** You might consider making an appearance on a morning TV/radio talk show. Many times, stations are looking for guests to appear on their shows, and this would be a great opportunity to reach a new audience with your recycling message.
- **Web Site Promotion.** If you have a web site, be sure to advertise your event(s) prominently on your home page. If you don't have your own site, contact other local organizations to see if they would consider advertising your event for you. Also, don't forget to register your event at mainerecycles.org so that it can be posted on the Maine Recycles Week web site.
- **Press Releases on Local Events (See Appendix B for a sample press release).** Whenever possible, issue your press release 2 weeks in advance of your event(s) and follow up with a phone call.
- **Opinion Piece.** Consider asking one of your municipal officials to submit an opinion piece on recycling to your local newspaper. You might write the piece yourself and the official may simply lend his or her name, or the individual may want to write the piece, based on information you supply. Either way, if a local community leader submits an opinion piece, the likelihood that it will be printed will increase. Another option is for you and the local official(s) to arrange a meeting with the paper's editor.
- **Community Calendars.** Take advantage of free advertising in the form of Community Calendars. Most local papers and TV stations offer free listing of community events.

Thank you! Have fun celebrating Maine Recycles Week in your community!

#BEGOODTOME

APPENDIX A: SAMPLE PROCLAMATION OF MAINE RECYCLES WEEK

While this proclamation represents a statewide perspective, it would be easy to adapt the language in this document to meet your town's needs.

WHEREAS, recycling enjoys the support of the vast majority of the people of Maine who now have the opportunity to participate in recycling programs; and

WHEREAS, the State of Maine recognizes that “closing the loop” and buying products with sustainable/recycled content is essential to the success of recycling and practices this principle in its purchases; and

WHEREAS, for a decade, the State of Maine has made the commitment to the hierarchy of Reduce, Reuse, Recycle; and

WHEREAS, recycling has become fundamental to the health and welfare of the people of the State of Maine and to their economy through manufacturing and tourism; and

WHEREAS, waste reduction, recycling, and buying sustainable/recycled content products directly contributes to the prosperity of the people of Maine through jobs in manufacturing, collection, processing, marketing, and transportation throughout the state,

NOW, THEREFORE, I _____, do hereby proclaim the third full week of November, 2022 as MAINE RECYCLES WEEK In _____ and urge all citizens to participate in their community's waste reduction and sustainability efforts. In testimony whereof, I have caused the Great Seal of the State to be hereunto affixed GIVEN under my hand at [Augusta this seventeenth day of September] in the Year of our Lord Two Thousand and Twenty-Two.

[SIGNATURE]

APPENDIX B: SAMPLE PRESS RELEASE

PRESS RELEASE

For Immediate Release

Date

Contact: Your name, Title
 Organization
 Phone number

[Anytown] Residents are Invited to Celebrate Waste Reduction & Sustainability

As part of Maine Recycles Week 2022, Anytown Recycling is holding an open house at the Town Hall on [November 16 from 10a.m.-2p.m.] The Open House will feature demonstrations on Proper Recycling and Backyard Composting as well as an Exhibit of Recycled Art created by Anytown Elementary School students.

During Maine Recycles Week, November 14th-18th , Anytown Elementary students will also be studying waste reduction, how to live sustainably, recycling, composting, buying sustainable/recycled content products and other waste management related issues. They will rejuvenate their school recycling program by holding a Recycling Rally, with a special talk by the Town Manager. Students will also participate in a "Be Good to ME!" Poster Contest.

Anytown's Open House and school activities are just a few of many events taking place around the state in celebration of Maine Recycles Week 2021. Maine Recycles Week, November 14-18, is a statewide campaign celebrating waste reduction and sustainability. For more information on Maine Recycles Week 2022, visit www.mainerecycles.org or call 207-592-6432

MRW STEERING COMMITTEE

Newell Auger – Maine Beverage Association

Newell Augur is a lawyer in Pierce Atwood's Government Relations & Lobbying Practice Group. He has served as legal counsel for the LLC responsible for collecting approximately 80% of the non-alcoholic beverage containers sold in Maine and has been integrally involved in policy discussions regarding improvements to Maine's solid waste management system and the bottle bill.

Travis Blackmer – University of Maine

Travis Blackmer is the Undergraduate Coordinator for the School of Economics and a Cooperating Faculty with the Mitchell Center's Materials Management Research Team at the University of Maine. Travis has a background in waste characterization, materials policies, and more recently food waste data.

Rod Carr – Public Affairs Manager, PERC

Rod Carr is the public affairs manager at the Penobscot Energy Recovery Company (PERC), a 25-megawatt waste to energy power plant in Orrington, Maine. Rod has been associated with the facility for over 6 years and in the position, he holds currently for over 3 years.

Matt Grondin - Public Affairs Manager, ecomaine

Matt Grondin has been at ecomaine since 2018 and is responsible for overseeing all communications, outreach, and education programs at the Portland-based waste management organization.

Jessica Haviland – Assistant Director, MRRA

Jessica Haviland is the assistant director for Maine Resource Recovery Association (MRRA) a statewide recycling and solid waste management non-profit that works with community run transfer stations to market recycled material. She has served as assistant director since 2018.

Henry (Hank) Lang – Plant Manager, PERC

Henry (Hank) Lang is the plant manager at the Penobscot Energy Recovery Company (PERC), the waste to energy facility located in Orrington, Maine. He has been the plant manager at PERC since 2016 but has been in the operations at PERC since 1987.

Megan Mansfield-Pryor - Environmental Specialist, MEDEP

Megan Mansfield-Pryor is an environmental specialist with the Maine DEP, where she oversees and administers the architectural paint, mercury thermostat, and mercury lamp product stewardship programs and provides outreach, education, and technical assistance to municipalities and businesses to meet specific situational needs in waste reduction and recycling efforts.

Jamie Ann Picardy - Assistant Professor, University of Southern Maine

Jamie Ann Picardy is an Assistant Professor within the Food Studies and Honors Programs at the University of Southern Maine. As a curriculum developer, she has established food studies, geography, and agricultural literacy programs.

Shelby D. Wright – Eastern Region Manager of Engagement, Casella

As the Eastern Region Manager of Engagement for Casella Waste Systems, LLC, Shelby Wright oversees government-tal affairs, public relations, and community education and outreach initiatives for the Vermont-based waste management company's operations in Maine.

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