



## Education & Outreach to Residents

Building management must provide tenants with an easy-to-use recycling system and communicate with them consistently about the program requirements.

### Engaging Residents

- Provide recycling information in tenant move-in packets.
- Publish articles about the property's recycling program on your website, through emails, or on other social media platforms to provide information, updates, and photos illustrating best practices.
- Conduct outreach events for tenants at least once each year to promote the recycling program at the property.

### Signs & Information

Informational signs and posters should be placed in common areas such as laundry rooms, fitness centers, trash rooms, and mail rooms. Some tips:

- Make them easy to read with simple photos and illustrations.
- Translate your signs into different languages.
- Signs should be made of durable material and updated often.

Consider providing mixed paper & bottle recycling bins in common areas. This makes recycling even more convenient for tenants.

Language barriers can prevent some tenants from understanding outreach materials. Contamination may also become an issue if signage is only in English. Pictures and translated outreach documents are a great way to overcome potential language barriers.

Multicultural groups need the same basic information as native English speakers to effectively recycle: clear guidance on what is recyclable, sorting rules, and program logistics.

