



Recycle Across America Labels



"The standardized label initiative for recycling bins is one of the top environmental fixes taking root today." - The New York Times

"We have already introduced the RAA labels in certain markets and are seeing great results!" - Alex Liftman, Bank of America

"[We] would like to thank Recycle Across America for developing national standardized labels for recycling bins for our schools. Your program is an essential element that will advance the national green and healthy school movement." - Jim McGrath, Green Schools National Network

We have a vision. We think that every Rhode Islander, no matter where they live, learn, work, or play, should see the same, simple, consistent message on recycling bins across our state.

We have a plan. Through a partnership with Recycle Across America (RAA), we have developed standardized labels for recycling containers in Rhode Island. Part of a national movement, they have been proven to decrease confusion, and increase proper recycling. They've been adopted by companies like Sony, Disney, Bank of America, NBC Universal, and more.

We simplified the recycling message. The labels provide the most basic information required to produce good quality recycling. They don't drill down into every detail you need to be a perfect recycler, rather they focus on using pictures, and providing essential rules that anyone can follow.

We have FREE labels for you! We are providing free labels for any Rhode Island group participating in the state's mixed recycling program, including government entities, schools, businesses, institutions, organizations, and housing communities.

We are here to help! Resource Recovery also offers additional free assistance to make your recycling program successful. We offer free waste assessments and technical assistance (info@rirrc.org), and free educational presentations and tours (education@rirrc.org). In addition, we offer recycling bins for purchase (info@rirrc.org). You can also call us at 401-942-1430.

Now, we're asking for your help.

With your help, we can make this vision a reality, and have consistent labels on all mixed recycling containers in Rhode Island.

We would LOVE pictures of you either labeling your bins or after your labels are in place!

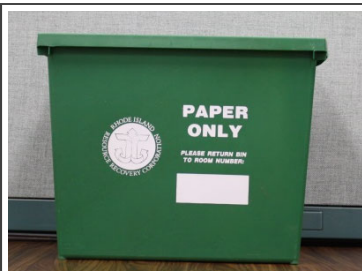
Send photos to communications@rirrc.org



Applying the Labels

Below are some examples of bins Resource Recovery has distributed. We understand there are bins that may not be covered in this guide. For bins not pictured, use your best judgement to cover any designations such as “paper only” or “bottles and cans” while also making the label visible to the bin user.

Always make sure surfaces have been wiped clean and dried before label application.



9-gallon classroom bin:

Place the label over the “paper only” while keeping the RIRRC logo completely visible.



6-gallon deskbin bin:

Place the label over “paper only” and RIRRC logo.



22-gallon blue or 18-gallon green curbside bin:

Place the label over either “maximize recycling” or “Recycle Together RI” logos.



13-quart

deskbin bins:

Place the label as pictured above, and if there is one, cover the existing chasing arrows symbol.



Carts:

Cover existing “cans and bottles” or “paper only” designations. If possible, label the top and sides, or whichever side faces bin users.



And/or, place label above cart

