



recyclemoreminnesota.org

Recycle MORE Minnesota

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Campaign Terminology

Taken in part from: http://www.swmcb.org/rethink_recycling_toolkit

The SWMCB's Technical Advisory Team developed this terminology in order to overcome barriers and build consistency in recycling terminology and acceptable paper materials, cans and bottles throughout the Twin Cities metro area. The Recycle MORE Minnesota campaign encourages the use of these terms for statewide consistency of recycling terminology.

Notes to Team:

- **This list is suggested for cities, counties and haulers to use on their websites and program materials. The list of whether or not it is recyclable may or may not be accurate for all locations in Minnesota. This is a list of terminology to be used for consistency purposes to avoid confusion of terms when used for publications which will be distributed to the general public.**
- **Campaign materials should always focus on 'yes' items. Include the 'no' items and food box guideline when possible.**

This list has been re-written to list specific item types, not categories. It was suggested by the creative team to have more items listed, but call them by their common names. The list highlights the biggest problems first (i.e. pizza boxes and egg cartons, deletes items that are not a significant problem like facial and bathroom tissue). We also lumped like things together where we could. The copy writer also suggested adding a food box guideline for use when there is room, for example on a web site. Even with the clearer yes and no list, it's still easy to get confused. There is value in explaining why boxes from the fridge or freezer can't be recycled. There is also value in explaining why plastic cups and tubs cannot be recycled.

Paper List of Terms:

Yes

- Mail, office and school papers
- Magazines and catalogs
- Newspapers and inserts
- Phone books
- Shredded paper in closed paper bags
- Cardboard boxes
- Cereal boxes, cracker boxes, pasta boxes, cake mix boxes
- Shoe boxes, gift boxes & electronics boxes

- Boxes from toothpaste, medications and other toiletries

No

- Pizza boxes, egg cartons or boxes soiled with food
- Boxes from refrigerated or frozen foods
- Milk cartons and juice boxes
- Paper towels, napkins, cups and plates
- Gift wrap

Food Box Guideline: Boxes from items meant to go in your cupboard (cereal, etc.) are generally recyclable. Packages for refrigerated and microwaveable products such as frozen entrees are usually coated in ways that make them unacceptable for recycling.

Bottles and Cans List of Terms:

Glass

Yes

- Glass food and beverage bottles and jars

No

- Drinking glasses, mugs, dishes, cookware, pottery and vases
- Window and mirror glass
- Containers that held hazardous products, such as nail polish and hobby paints

Metal

Yes

- Metal food and beverage cans

No

- Paint cans
- Aerosol cans
- Containers that held hazardous products, such as paint thinner and automotive fluids

Plastic

Yes

- Plastic bottles and jugs
- Water, soda and juice bottles
- Milk and juice jugs
- Ketchup and salad dressing bottles
- Dishwashing bottles and detergent jugs
- Shampoo, soap and lotion bottles

Remember:

Plastic bottles – 1 and 2 will do (*1 and 2 will be the recycling symbol*)

No

- Margarine, cottage cheese, cream cheese and other tubs
- Yogurt, pudding and fruit cups
- Microwaveable food trays
- Produce, deli and take out containers
- Plastic wrap and bags*
- Toys
- Containers that held hazardous automotive and yard products, such as motor oil and pesticides

*Plastic shopping bags are recyclable at many metro area grocery stores.

About Recycle MORE Minnesota: The Recycle MORE Minnesota campaign is a joint effort between the Minnesota Pollution Control Agency and the Recycling Association of Minnesota to help increase awareness about recycling throughout the state. We are working with our partners to promote recycling at home, work and on the go to increase recycling rates in the state to 50 percent by 2011 through educational and social marketing efforts.

January 2008. This sample article was provided by the MPCA and RAM as a part of the Recycle MORE Minnesota Education Campaign. Please help us track the use of this campaign. Please send an e-mail to more@recycleminnesota.org with a description of how the article was used, the date it will be published, and the estimated circulation of the publication. If you have any questions about the campaign, please contact Maggie Mattacola 651-641-4589.