



Statewide Education and Outreach

RecycleOn Oregon Campaign Strategy

June 26, 2026

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Agenda

1. Introduction
2. 2025 Recap
3. Campaign Evolution & Strategy
4. Q&A

Education & Outreach Goals

- Building widespread recycling awareness, including what, where and how to recycle.
- Creating educational materials for diverse audiences.
- Boosting participation to drive material capture.
- Improving recycling quality by reducing contamination.



Today's Goal

A clear preview of the campaign's:

- Focus for the remainder of 2026
- Audiences
- Tactics

Provide an opportunity to address questions and collect feedback.



2025 Recap

2025 Launch Campaign Overview

Campaign	Brand Launch	Contamination	Participation
Goal	Raise awareness about the RecycleOn Oregon program and the benefits it brings to the state.	Raise awareness about plastic film contamination and educate residents to place recyclables loose (not bagged) in the bin and keep stretchy plastic out.	Raise awareness about new drop-off sites for items not accepted in recycling bins and drive website traffic and center usage.
Evaluation Objectives	• Brand awareness and sentiment • Ad impressions, reach, and frequency • Website traffic • Social media engagement	• Self-reported behavior via campaign evaluation survey • Ad impressions, reach, and frequency • Website traffic • Social media engagement	• Use of RecycleOn Centers • Ad impressions, reach, frequency and clicks • Website traffic • Social media engagement

High-Level Campaign Launch Timeline

June 1 –July 31

Prepared for 7/1 Program Launch: Materials toolkit available in portal, website and paid Google search advertising launched, and PR and organic social media activity began.

August 4–Oct 19

Launched RecycleOn Oregon Brand: Drove awareness and website traffic via robust statewide ad campaign (TV, radio, digital video/audio, social media, and outdoor tactics).

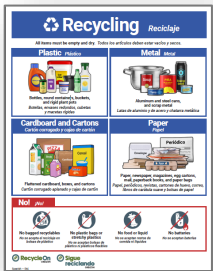
Oct 20–Nov 23
Jan 5–25

Contamination Campaign: Focused on reducing bagging of recyclables and plastic film contamination via statewide ad campaign (radio, digital audio, banner, and social media tactics).

Oct 20–Dec 14
Dec 29–Jan 25

Launched RecycleOn Centers: Drove awareness and participation via geotargeted ad campaign (radio, digital audio, banner, and social media tactics).

Education & Outreach Materials



Recycling Guide



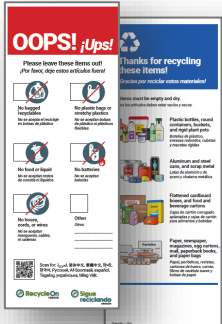
Bilingual Poster



Bilingual Cart Tag



Bilingual Mailer



Bilingual Oops Tag



Bilingual Info Card



Bill Insert



Recycling Container Decal



Glass Decal



Cardboard Decal



Recycling Cart Labels



Overall Ad Results

- Estimated reach of 89% of people 18+ at an average frequency of 119x with 357M impressions
- 76.2M complete video views
- 97.9M audio listens
- 331K+ website clicks
- 340K+ social engagements



Keep recyclables *loose*



Introducing new *free-to-use*
RecycleOn Centers

2025 Evaluation Results



Brand awareness

- 28% RecycleOn brand awareness.
- 15% report being “very familiar” and 13% “fairly familiar” with RecycleOn.
- The goal was ~20%



Brand sentiment

- Of those 28% who are very or fairly familiar, 97% have a positive perception of RecycleOn Oregon.
- 13% are neutral and less than 1% negative



Belief in recycling

- A statistically significant increase in agreeing that “recycling makes a difference”.
- 95% now say ‘yes, probably’ or ‘yes, definitely’ vs. 80% in 2024.



Increase in knowledge about where to find local recycling info

- A statistically significant increase.
- 85% now say they know vs. 76% in 2024.



Increase in knowledge about what happens to recycling after it leaves the home

- A statistically significant increase.
- 24% now say they know ‘a lot’ or ‘everything’ vs. 17% in 2024.

Campaign Evolution & Strategy

Trust is Everything

- People lose trust in recycling when the system is invisible, confusing or hard to use.
- If people can't see the process, understand the rules or find the right place to recycle, that trust/confidence starts to break down.
- Trust = knowing how the system works, what happens to your recycled materials, what to put where and why and where to go in your community.
- **Trust = transparency + access + confidence**

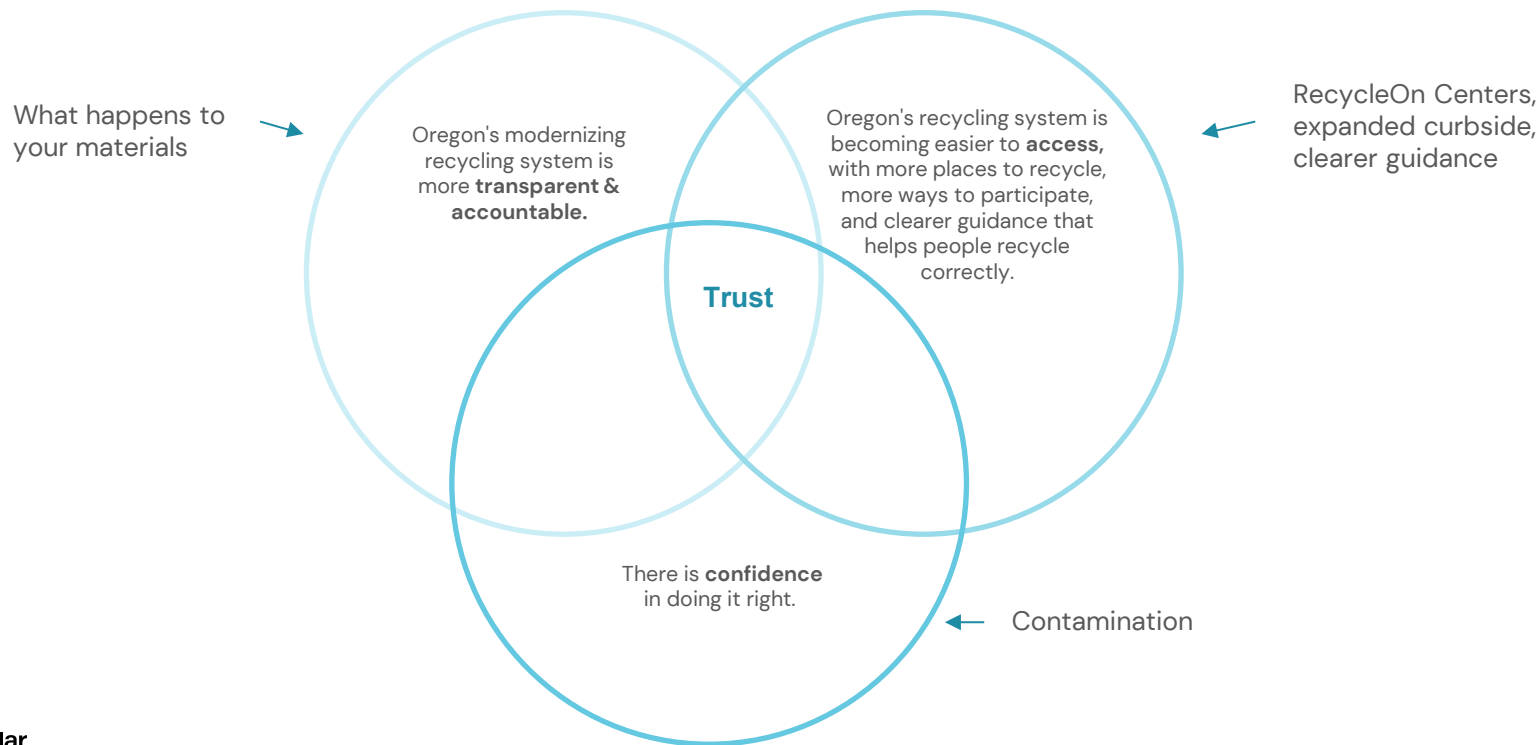
**Trust is
an *outcome* of
many factors
working together.**

2026 Campaign Strategy

Evolve the RecycleOn Oregon campaign from program launch (awareness-focused) toward **building trust in the new system**:

- **Transparency:** help Oregonians see how the recycling system works
 - Demonstrate the credibility of packaging EPR and the recycling system itself
- **Access:** make new and existing recycling options easier to find and use
 - 32 RecycleOn Centers currently open with 60+ more anticipated in 2026
 - Curbside access expanding to new communities
- **Confidence:** reinforce what to put in, what to keep out and why it matters
 - CAA funding over \$8.6M in local community projects to reduce contamination and gather findings to inform future behavior change campaigns

Strategically Address the Key Elements of Trust



Audiences & Messaging

Audience Segments



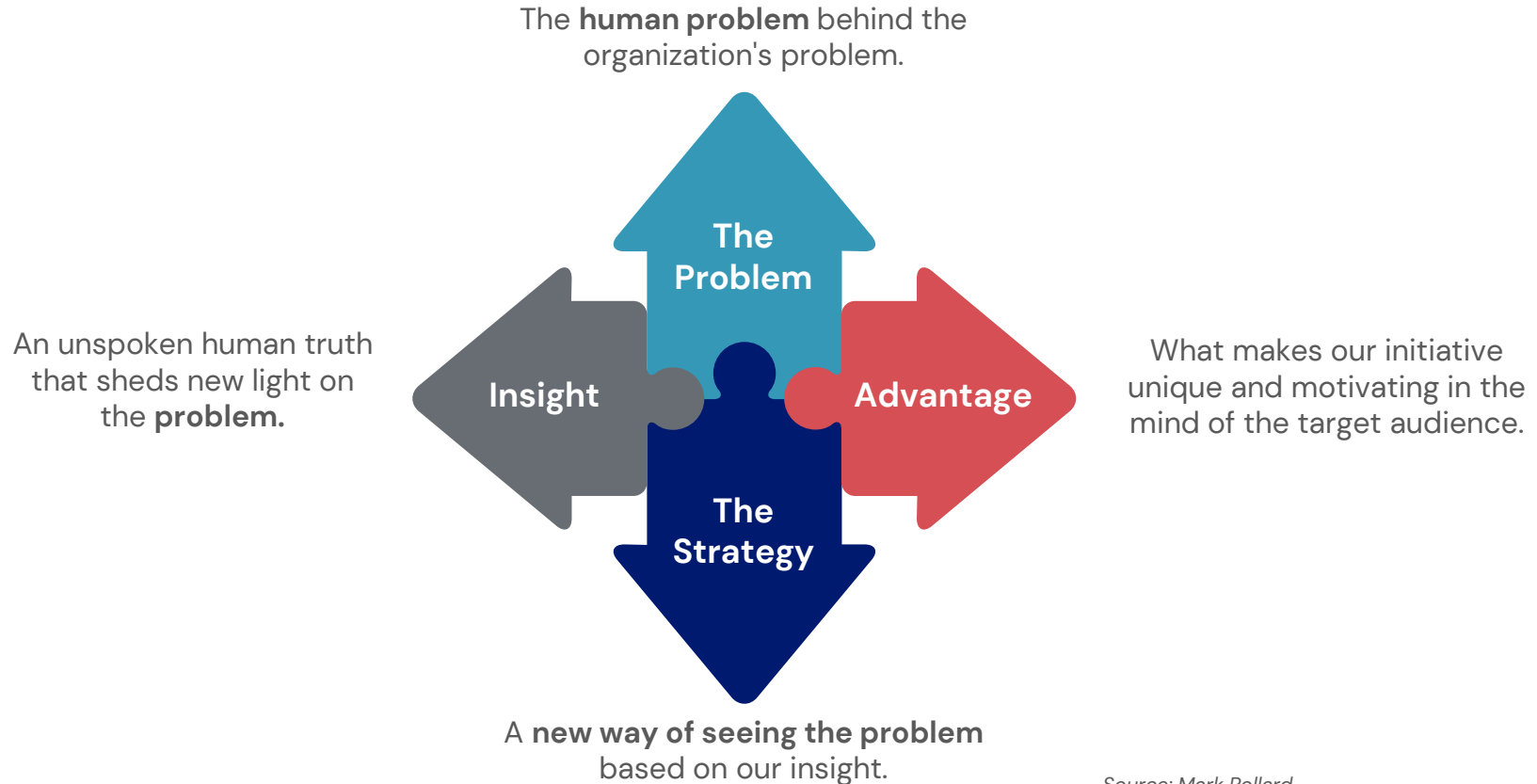
Audience Insights: Spanish-speaking Oregonians

Spanish-speaking Oregonians want to recycle but face greater barriers to participation

- They are more likely to report that recycling is confusing or difficult
- Engage in contamination behaviors such as bagging recyclables
- Use curbside recycling services at lower rates
- Rely on personal networks and community voices for recycling information
- Desire clearer guidance about how the recycling system works

The challenge is not motivation but helping them confidently navigate a recycling system that has historically felt complex, inconsistent and difficult to understand.

Messaging Framework

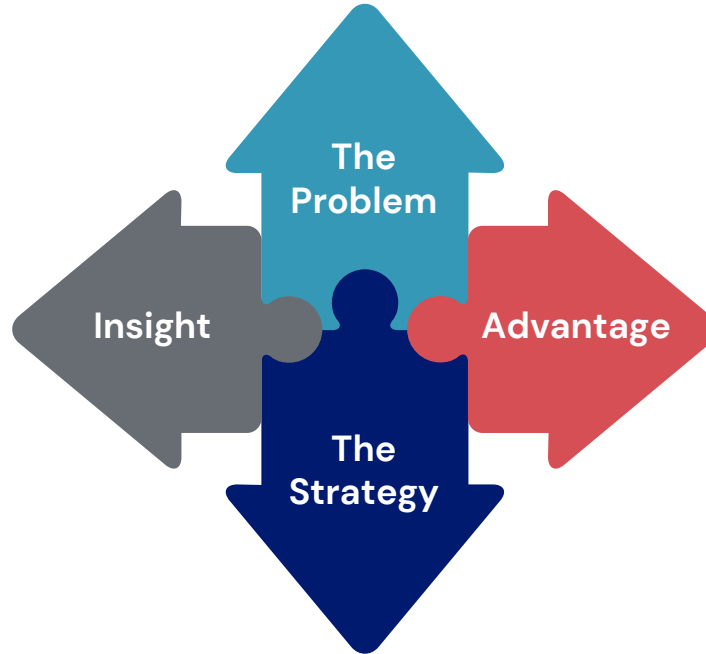


Source: Mark Pollard

Messaging Framework

Many Oregonians still aren't sure how the new recycling system can benefit them.

People tune out if they don't believe something applies to them or their life.



RecycleOn Oregon makes recycling simpler, more accessible and transparent for all Oregonians.

Show how Oregon's new recycling system has something for everyone.

Campaign Approach

Oregon's new recycling system has something for everyone

Trust Element	Transparency	Access	Confidence
Goal	Help Oregonians understand and trust the recycling system	Help Oregonians see that recycling is becoming easier to access in more ways than one.	Help Oregonians recycle materials correctly
Message Focus	Show people the journey materials take, the accountability built into the process, and the outcomes recycling can create.	Show people that access is expanding: more places to recycle, more services at home, and clearer guidance on what goes where.	Show people that recycling works better when people know what belongs and what doesn't
Call(s) to Action	See how recycling works in Oregon	1. Take recyclables to a RecycleOn Center so they can be turned into new things 2. Check your recycling guidelines.	Check your recycling guidelines
Geography	Statewide	Geo-focused	Statewide
Delivery	Paid, Spanish Media, Influencers, Owned & Earned	Paid, Spanish Media, Owned, Community Partnerships, Direct & Earned	Owned, Spanish Media

Prioritizing Reaching Spanish-speaking Oregonians

1. Language matters, but it is not enough

Culturally relevant outreach – using trusted messengers, Spanish-language media, and culturally resonant examples – performs better than transcreation alone.

2. Explaining the "why" is important

Many Latino households express skepticism about whether recycling actually happens after materials are collected. Programs that explain what happens after collection and why contamination matters tend to improve participation.

3. Trusted messengers drive impact

The Latino community responds more strongly to trusted messengers than institutional sources. Community organizations, Spanish-language media, and local leaders remain highly effective channels for outreach.

Strategic Opportunity

Build trust by making recycling feel understandable, accessible and easier

Beyond transcreating materials and ads, communication efforts should focus on helping Spanish-speaking Oregonians answer these key questions:

- Can I trust the system? – *Transparency*
- Can I participate? – *Access*
- Am I doing it correctly? – *Confidence*

Our communications approach will position RecycleOn Oregon as a **trusted guide** that helps Spanish-speaking communities understand how the system works, access new recycling opportunities and feel confident they're doing it right.

Strategic Media Partnerships

Trusted messengers are essential to build trust

By co-creating unique content with Oregon's leading Spanish-language media outlets and influencers, we can bring the campaign's core pillars to life:

Transparency

Explain how the recycling system works

Show where materials go after collection

Address common misconceptions

Access

Promote RecycleOn Centers and new recycling options

Connect residents to local resources

Increase awareness of expanding access

Confidence

Simplify recycling decisions

Clarify what belongs in the bin

Demonstrate correct recycling behaviors



Transparency: Paid Media

Show how Oregon's modernizing recycling system is designed to be easier to understand, use and see the impact:

- **Show the system behind the cart**
- **Build trust through proof, not promises**
- **Make the impact feel local**

Key Audience

Lower
Frequency/Confidence
Recyclers

Paid media builds broad, statewide familiarity with RecycleOn by making the recycling process and outcomes easier to see through a diverse media mix:

- **Traditional broadcast TV, radio, and OOH**
- **Digital video, audio, social, display and search**
- **Spanish language ads and community media**

Transparency: Earned Media

Story angle: Celebrate the first anniversary

Objective: Demonstrate tangible progress over the past year

- Expanded recycling access
- Investment in infrastructure and education
- Collaboration across the system to deliver positive community impact

Timing: July–August

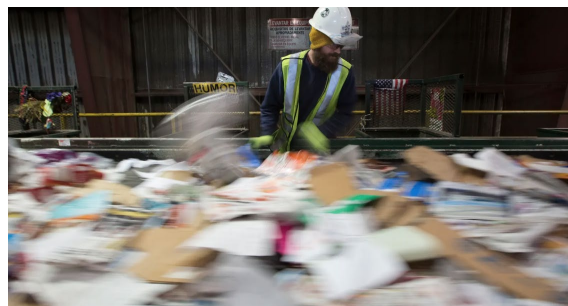


Story angle: Local impact of recycling

Objective: Demonstrate how recycling works in Oregon behind the scenes and its positive outcomes

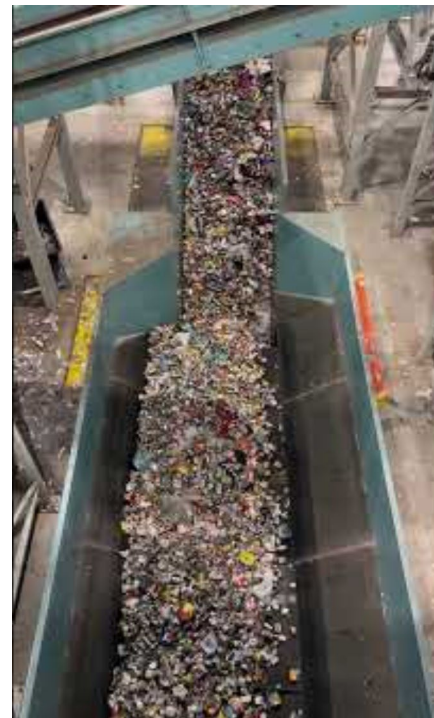
- Simple recycling acts keeping materials in use
- Local jobs throughout the system
- New products from responsible end markets

Timing: October–December



Transparency: Owned Media & Influencers

- **Organic social media:** Behind the scenes content to make recycling feel less like a black box. Show the people, processes and new products created from materials that move through the system.
- **Website:** Provide those who want to dive deeper more ways to engage – with additional context and helpful information.
- **Influencer partnerships:** Leverage trusted voices to reach less engaged recyclers, demonstrate how individual actions matter and help tackle recycling skepticism.



[View Sample Post](#)

Access: Paid Media

Drive awareness and use of RecycleOn Centers by reaching people near newly-opened centers.

- **Geotarget ads to local community**
- **Create easy pathways to location lookup information**

Key Audience

Higher Frequency/
Confidence Recyclers

Paid media focuses on tactics offering that can be highly targeted and offer flexibility to launch quickly as new locations open:

- **Digital audio, social, display and search**
- **Traditional radio in select locations (to avoid reaching outside communities)**
- **Anticipate adding direct-to-home tactics (funding dependent)**

Access: Earned Media

Objective: Build public awareness of expanded recycling services and local investments

Approach: Regional storytelling to highlight the community benefits of EPR through local, independent news sources

- Showcase Oregon's modernizing recycling system through trusted local leaders
- Focus on convenience, access and positive impact
- Support messaging with localized proof points
- Reach across media outlets and formats to reach diverse audiences

Timing: July–December

Ashland Recycling Center expands capacity with new RecycleOn Center launched Wednesday



Access: Owned Media & Influencers

- **Organic social media:** Supporting how-to and myth-busting content builds confidence in the system and in how to recycle right.
- **Website:** Points people who want to dive deeper to helpful information – like recycling guidelines and where to recycle certain items.
- **Influencer partnerships:** Real people share their own lessons learned and everyday tips to reinforce recycling as a positive social norm.



Access: Community Partnerships

- Engage local municipalities, service providers, businesses, recycling ambassador programs, community hubs and/or nonprofits
- Support with **“launch in a box” toolkit** that includes turnkey content and materials to distribute messaging to residents
- **Other potential tactics and channels:**
 - Community events
 - Collection drives
 - “Ask a recycling expert” demos and Q&A
- Scale approach based on available program funding and partner staff interest and resources



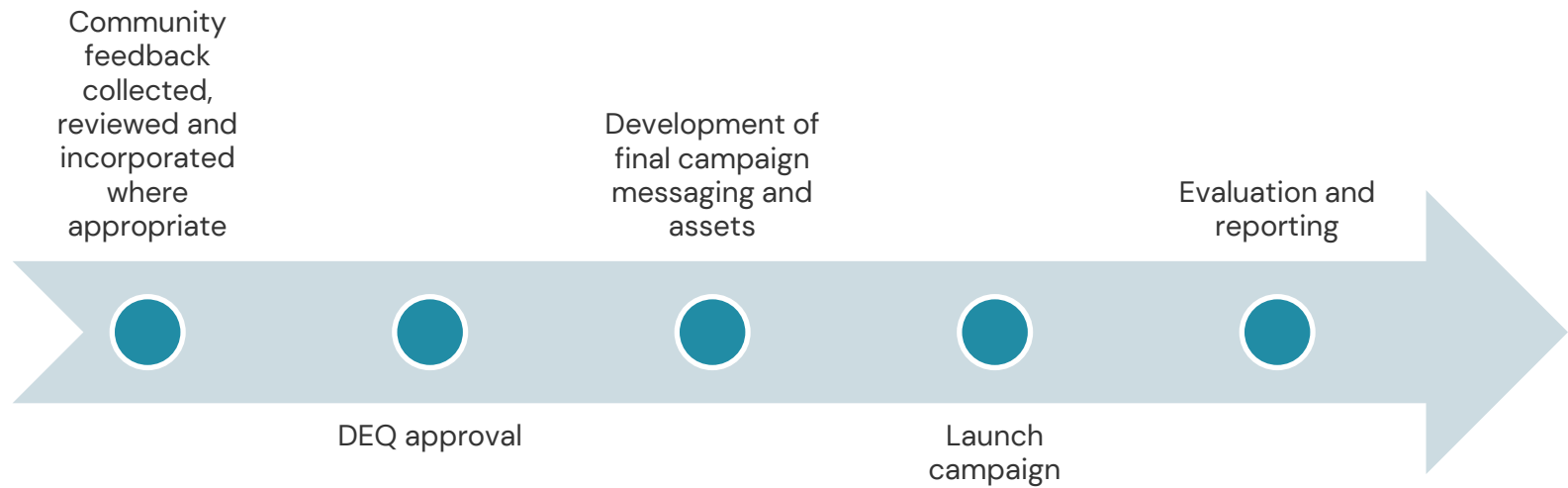
2026 Timeline

Campaign	June		July	August			Sept		Oct		Nov		Dec
Access													
Transparency													

Key



Next Steps



Stay Engaged



Give us your feedback by
[July 6 at 10am PDT](#)

Email oregoninfo@circularaction.org
with questions or to schedule a meeting
with CAA Oregon.



Q&A

Thank You



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