

February News

Consumption and Behavior Change: How Master Recyclers Can Bridge the Gap

Master Recyclers are in the business of inspiring our neighbors, co-workers, family and friends to take action. Most people know they should reduce, reuse and recycle. But what people *think* is not always what they *do!* In fact, research demonstrates that just giving people information has little or no effect on what they do. If brochures alone won't change behavior, what will?

Studies reveal that personal contact, when teamed with core values and some simple tips that help overcome barriers, is a powerful way to inspire action.

Master Recyclers can utilize information gathered by the City of Portland to learn more about behavior change and consumption. Below is a list of behavior change techniques used for the Be Resourceful and Climate Action Now campaigns to inspire residents to change their relationship with their stuff:

- **Connecting through closely held values.** Relatively few Americans, even in environmentally conscious Portland, support environmental issues at the expense of their other core values. One way to ensure that a broader range of people feel engaged is to talk about the value that is added to a person's life when they make sustainable choices. These values tested well in our focus groups on consumption: thriftiness, responsibility, community, self-sufficiency, fun, health and family, smarts and achievement.
- **People are drawn to solution-oriented approaches that make the task feel achievable.** It is vital to stay positive, avoid shaming, and talk about actions people can do, rather than actions they should not do. Meet people where they are at; talk about the bulk section at Winco if that is where they are more likely to shop than a farmer's market.

- **Social norming.** If you give statistics about a topic, highlight the behavior you want, not the one you don't want. An example of a statistic that makes it normal to recycle is: Oregonians recycle enough material every year to reduce greenhouse gas emissions equal to 740,000 cars. A statistic that makes it normal to waste materials is: Each Oregonian throws away an average of 4.6 pounds of trash every day.
- **Share your stories.** Personal stories can help others see that change is easy. Share the basic steps in your process rather than the end result and even share the shortfalls so people can see how you overcame problems. Everyone loves a good twist in the plot of a story.
- **Celebrating/validating what people are doing.** Give people the opportunity to share the steps they are taking and the impacts they have on the environment.
- **Abundance, not personal sacrifice.** Diets don't work. People don't want to give stuff up. They want to move toward something positive rather than away from something negative. So, instead of sacrificing and not eating red meat, a person can enjoy fresh unprocessed fruits, vegetables and grains because they are healthful and taste good.

Master Recycler Meet-up

Wednesday, Feb. 16th at 7pm

Lucky Lab, 1945 NW Quimby, Portland



Please join fellow Master Recyclers to brainstorm, talk about projects, discuss Master Recycler-related topics, and have a few beers! This is an informal way to stay connected after the classes are finished - keep the momentum going, share ideas, brainstorm about projects, and network with each other. Spouses and friends are welcome to this informal gathering.

If anyone has questions contact Mitzi Sugar, iandi.mitzisugar@yahoo.com, or Kevin McCarter at kkavn@yahoo.com.

Volunteer Opportunities

Spring Home and Garden Show

Expo Center, 2060 N Marine Drive, Portland
Wednesday, February 23rd 11 a.m. – 8 p.m.
Thursday, February 24th 11 a.m. – 8 p.m.
Friday, February 25th 11 a.m. – 8 p.m.
Saturday, February 26th 10 a.m. – 8 p.m.
Sunday, February 27th 10 a.m. – 6 p.m.
Shifts available.



There are two tabling opportunities for this event.

ReBuilding Center Table

Talk to residents about this important reuse organization and their many programs. All new Rebuilding Center volunteers are required to attend a ReBuilding Center training. A training will be offered Monday, February 23rd from 6 – 7 p.m. at Our United Villages, 3625 N. Mississippi Ave, Portland.

Contact: Rosie McGown, 503-467-4985, volunteer@ourunitedvillages.org

Metro Healthy Homes

Help staff the booth and answer questions about green cleaners, compost and waste reduction.



Contact: Caran Goodall. 503-797-1693, caran.goodall@oregonmetro.gov

World Forestry Center Girl Scout Day

4033 SW Canyon Road, Portland
Saturday, February 26th 10 a.m. – 2 p.m.

Choose how to participate in this event. You can check out a Portland Recycles! kit from the City of Portland and set up a booth to talk with Scouts and their families. Or you can offer up to four, one-hour presentations on recycling to about 30 girls. There are several opportunities for presentations so you can decide how many you are willing or able to offer.

To check out Portland Recycles! kit contact: Alicia Polacok, 503-823-7107, Alicia.polacok@portlandoregon.gov

To talk about how you would like to volunteer at this event contact: Alexandra Mitchell, office: 503-488-2131 or cell: 360-624- 4479, edintern@worldforestry.org

Earth Day Opportunities

It may seem early but event coordinators around the region are looking forward to celebrating Earth Day in April. To help them plan successful events, please contact coordinators as soon as you can.

Siltronic's Earth Day Celebration

7200 NW Front Ave., Portland

Tuesday, April 19th and Thursday, April 21st 10:30 a.m. – 1:30 p.m. and 8 p.m. – 10:30 p.m.

Siltronic's Earth Day focus will be educating employees on basic recycling, green cleaners, compost/green gardening, and waste prevention at home. Help set-up the tables, answer questions, and give out daffodils.

Contact: Koreen Lail, 503-219-7994, koreen.lail@siltronic.com

OHSU and Veterans Hospital Earth Day Celebration

3710 SW US Veterans Hospital Blvd, Portland

Wednesday, April 20th 11 a.m. – 1 p.m.

Check out a greener cleaner or worm bin/compost kit and staff a booth in the skylight bridge between these two organizations. They are planning a lunch time celebration with hundreds of participants.

Kit contact: Alicia Polacok, (503)823-7107, alicia.polacok@portlandoregon.gov

Event contact: Wendy Trapp, 503-220-8262 x.55417, wendy.trapp@va.gov

3rd Annual Trash to Treasure

Red Sea Community Church, 7535 N Chicago Ave, Portland

Saturday, April 23rd, 10 a.m. – 3 p.m.

Trash to Treasure will take place at the same time as the St Johns Neighborhood Cleanup. Check out a Be Resourceful or Portland Recycles! kit and promote swapping reusable goods and collecting recyclables. Visit Swap-n-Play online for more information.

Contact for event: Andrea Davey, 503-544-3996, andreadavey@comcast.net

Contact for kit: Alicia Polacok, 503-823-7107, alicia.polacok@portlandoregon.gov

Rosedale Elementary School 2nd Annual Green Festival

3963 SW 229th Avenue, Hillsboro
Saturday, April 23rd 9 a.m. – 3 p.m.

Rosedale Elementary School invites Master Recyclers to their Gold LEED Certified Elementary School that wants to share what it means to be "GREEN." Check out a Washington County kit and staff a booth to teach families at this interactive, hands-on event.

Event contact: Ashley Siebert, 503-844-1200 x.7230, sieberta@hsd.k12.or.us

Kit Contact: Michelle Pimentel, 503-846-3651,
Michelle_Pimentel@co.washington.or.us

City Repair Earth Day Celebration

Washington High School Field (SE 12th & Stark),
Portland

Saturday, April 23rd

Shifts: 9:30 a.m. – 2:30 p.m.
and 2:30 – 7:30 p.m.

Join the 11th Annual Earth Day Celebration sponsored by City Repair and the Buckman Neighborhood Association. Table with Be Resourceful and encourage others to get more of the good stuff in their lives.



Contact: Alicia Polacok, 503-823-7107, Alicia.Polacok@portlandoregon.gov

Conservation News

Junk to Funk Trashion Collective Presents "Transformation"

Boothster, 521 NE Davis St, Portland
Saturday, February 5th, 7 – 11 p.m.



This celebration will be a gallery installation showcase featuring new recycled fashion garments from their top "House of Trashion" designers. For more information, visit [Junk To Funk online](#).

How to Be an Agent of Change Winter Classes

Group 1: Six Wednesdays, Feb. 16, 23, Mar. 2, 9, 16, and Apr. 13

Eco-Schools: Five Tuesdays, Feb. 22, Mar. 1, 8, 15, and Apr. 12

All dates are 7 – 8:45 p.m.

Put your Master Recycler skills to work to make an impact where you live, work, and play with this course by the Center for Earth Leadership! There is no charge for the class, but advance registration is required. Visit the [Center for Earth Leadership](#).

For more information or to reserve your space, contact Emily Klavins, 503-227-2315, emily@earthleaders.org.

Urban Growth Bounty 2011 - Classes Now On Sale

Urban Growth Bounty classes are a great way to grow new skills and learn from local experts. Sponsored by the City of Portland Bureau of Planning and Sustainability's food program, this year's courses include fruit and vegetable gardening, cheesemaking, permaculture, edible landscaping and keeping goats, chickens and bees. Oregon Tilth and other popular teachers are back to help you create your own urban homestead. [Class descriptions and registration are now online](#).



Job Opportunities

Bureau of Planning & Sustainability Solid Waste & Recycling Assistant

Complete job description and application instructions available at [PortlandOnline](#). Closes February 7th.

JOB OPPORTUNITIES

can be found in Job Seekers at the Master Recycler Forum.
www.MasterRecycler.org

