


SECTION 4: MASTER RECYCLER VOLUNTEERS

- 1. The Master Recycler Commitment**
- 2. Effective Tabling and Presentations**
- 3. Cultural Competence**
- 4. Materials Management at Events**
- 5. Displays and Literature**
- 6. Places to Volunteer**

Glossary

Connect in the community, make a difference, find your niche. Find tools, tips and resources to hone your skills so that you can be an effective Master Recycler.

CHAPTER 17 THE MASTER RECYCLER COMMITMENT

- Ongoing support
- Certification
- What counts as Master Recycler volunteer hours

CHAPTER 18 EFFECTIVE TABLING AND PRESENTATIONS

- Communication for change
- Feel prepared with tools and resources
- Making it interactive

CHAPTER 19 CULTURAL COMPETENCE

- Gaining awareness of cultural differences
- Understanding how inequities affect communication
- Building knowledge and skills in cross-cultural communication

CHAPTER 20 MATERIALS MANAGEMENT AT EVENTS

- Making our community gatherings sustainable
- Best practices for recycling, compost and waste prevention
- Planning and evaluating event sustainability plan

CHAPTER 21 DISPLAYS AND LITERATURE

- Find displays, literature and other resources you can borrow
- Organized by location and topic

CHAPTER 22 PLACES TO VOLUNTEER

- Find a local community that would welcome a Master Recycler who wants to settle down and do some deeper volunteer work
- 30 partners listed with contacts and volunteer project ideas
- Indexed by location and topic

GLOSSARY

CHAPTER 17

THE MASTER RECYCLER COMMITMENT

INTRODUCTION

Did you know that volunteering can make you happier faster and easier than material wealth? According to a Harvard Health publication, the more people volunteer the happier they are.

Compared with people who never volunteered, the odds of being *very happy* are 7 percent higher among those who volunteer monthly and 12 percent higher for people who volunteer every two to four weeks. Among weekly volunteers, 16 percent felt very happy — a hike in happiness comparable to having an income of \$75,000 to \$100,000 versus \$20,000, say the researchers.

Of course you already knew the value of volunteerism. You have joined a volunteer corps of Master Recyclers who have already volunteered more than 83,000 hours.

Congratulations! You're about to complete the Master Recycler course. Once you do, you will receive a badge that lets everyone know that you are officially a Master Recycler. But this formal training is just the beginning of your experience as a Master Recycler. The Master Recycler Program is much more than just a training course. We are a community education and action volunteer corps. It is our goal as Master Recyclers to inspire our co-workers, friends, family and neighbors to bridge the gap between what they know and what they do.



Volunteer corps

“If you go out and make some good things happen, you will fill the world with hope, you will fill yourself with hope.”

Barack Obama



*For more information on the relationship between volunteering and happiness you can consult Harvard Health's **Simple Changes, Big Rewards** (available online).*

You and your fellow classmates are going to take the information and techniques you have learned and apply them from Canby to Forest Grove, North Portland to Welches. You will be sharing what was most meaningful for you and translating it into the language, culture and actions that make sense in the diverse communities you represent.

Your next step, completing 30 hours of volunteer activities, will take you from the classroom and into the community as an ambassador of sustainability. Some of you may be feeling a little nervous, while some of you are raring to go. This last section of the Master Recycler Handbook is designed to serve you no matter where you fall on that spectrum.

ONGOING SUPPORT

When you volunteered to become a Master Recycler, you made an active commitment to decrease waste in the region. But you are not making this commitment alone. You're joining 1,800 other Master Recyclers including a corps of Master Recycler Mentors, who are available to support and encourage you.

You have support staff to help, as well. They will continue to help by providing and/or maintaining the following resources:

- **The Master Recycler Handbook.** This handbook was designed to be a resource when you are volunteering. New editions will be available on the Master Recycler website.
- **The Master Recycler website** includes a volunteer opportunity calendar, a news blog and postings of related jobs.
- **A Master Recycler Mentor** will send an email greeting shortly after the course. This person will answer questions, connect you with the Master Recycler community, and help you troubleshoot. Many of these Mentors have hundreds of hours of experience and all of them have demonstrated their desire to help the next generation of Master Recyclers.
- **Quarterly open houses and tours** to keep you abreast of the latest trends and help you continue to build your outreach skills.
- **A monthly newsletter** with pertinent articles and volunteer opportunities.
- **An easy way to report** your hours and a database that tracks your progress.
- **Brochures, flyers and demonstration kits**
- **Program and local government staff** who you met through the course are excited to provide assistance to Master Recyclers.
- **The Metro Recycling Information Center** at 503-234-3000 and online is a great resource for recycling, waste prevention, and toxics information.
- **Master Recycler facebook page and Official Portland Area Master Recyclers group:** Keep up on the relevant events and articles. See when your fellow Master Recyclers achieve milestones and network on the facebook group.
- **Master Recycler YouTube Channel**
- **Master Recyclers of Color (MROc)** monthly meetings, facebook group, google group is for anyone who identifies as BIPOC.

MASTER RECYCLER CERTIFICATION

As mentioned, upon completion of the Master Recycler course, you will be an official Master Recycler and will receive a badge. The next step is to complete 30 hours of community outreach to receive the Master Recycler Certificate. This Certification is helpful to include in your résumé. The Program Manager will issue an official Certificate, but if you would like a letter of recommendation or verification letter for applications, please contact the manager at masterrecycler@oregonmetro.gov



But you don't have to stop there! People from the very first class continue to volunteer. There is a recognition program for those who volunteer more. The Centurion Club is made up of Master Recyclers who have reported more than 100 hours. Quincenturions have reported 500 hours or more and Millennials have reported 1000 hours or more. The first two groups receive an additional button to wear next to the badge. Millennials will receive a license frame that says "Volunteer Master Recycler."

WHAT COUNTS AS MASTER RECYCLER VOLUNTEER HOURS?

Program Mission Statement

The mission of the Master Recycler Program is to bridge the gap between awareness and action by providing the information and personal contact needed to activate people to reduce solid waste in their homes and workplaces.

Guideline for Volunteer Hours:

To help us fulfill our mission, volunteer hours must meet the following criteria:



- Implement a system or program that diverts materials from the waste stream.
- Provide direct community contact to educate and inspire people to practice resource conservation



- Provide a meaningful educational and/or skill enhancing experience for the volunteer.

Hours for the Metro Master Recycler program count only when they take place in Clackamas, Multnomah or Washington County.

GETTING STARTED

We have a great success rate of Master Recyclers completing their 30-hour commitment. About two-thirds of people who have taken the course have completed their 30 hours. Most of the remaining third have reported some hours and are still working toward their certification.

It is recommended to start your volunteer time by signing up for volunteer opportunities that you will find in the Master Recycler newsletter and calendar. This will help you become familiar with existing programs. You will find that some of the opportunities will have you working alongside local jurisdiction or non-profit staff or mentors. They will usually bring the needed equipment with them and you just need to show up and be ready to talk about the topic. These are the best types of opportunities for anyone who is feeling a bit nervous or who would like to be more familiar with topics before going it alone. Other opportunities found in the calendar may require that you check out needed materials and set everything up. You can do these on your own or invite a fellow classmate to join you. There are over 40 community partners that will be delighted to put you to work in their projects. In fact they are counting on you!

More than half of Master Recycler hours are individual projects. This is where much of the magic of the program lies. Research shows that people are most likely to make a change in their lives when inspired by someone they know. So focusing projects where you work, live, play and worship will maximize your potential in making real change. These next few chapters will help you create and design your own projects.

REPORTING YOUR HOURS

Your direct contact with others in the community is a powerful tool for change. To keep the Master Recycler program vital, it is important to track its effectiveness. Reporting your hours not only helps us track your individual hours, it also allows us to tally the combined efforts of Master Recyclers in order to demonstrate our collective impact on waste reduction in the region. Please remember to report your hours regularly.

To report your volunteer hours, you can:

- Use the electronic report form on the Master Recycler website.
Password: recycler.
- Contact the Master Recycler Program Manager at 971-352-2895 or by email: masterrecycler@oregonmetro.gov

When you report, please provide the following information:

- Your name and phone number/email.
- Date of event.
- Name/description of event.
- Number of outreach hours (rounded to the nearest quarter hour).
- Number of preparation hours (include studying, set up, break down and travel).
- Number of people that you directly contacted. Count how many people attended your event or presentation. For tabling, keep a tally of conversations as you go. Kits often include a count clicker. Or you can use a smart phone tally counter. You can even tally on a piece of paper.
- Number of people you think attended the event (or if this is a work project how many people work there, or school project how many attend, or multifamily community how many live there).
- The topic of the activity (e.g., residential recycling, plastics, e-waste, compost).
- The type of activity (e.g., table, presentation, event participation).
- The display/demonstration kit(s) you used.
- Any comments you have about the event.

Logging long-term projects

The forms discussed above are easiest for one-time projects. If you are working on a longer-term project that takes several months, or even years, to complete you have a couple of options for reporting your hours. You can report them as you go along or you can keep a tally sheet or excel spreadsheet and report every few months. Waiting until the end of your project to track the data is not recommended. You will not remember how many people attended meetings or how long you spent on a task.

Here is an example: You are coordinating an earth day celebration at your work. All of the work you do on this project counts towards your hours from talking with leadership to pitch the idea, forming a committee, regular meetings, setting up the space, ensuring recycling at the event, contacting potential speakers and information booths, promoting the event, organizing volunteers, and writing up an evaluation.

Some Master Recyclers will go to the website and fill out the form every time they write an email or have a meeting. Most prefer to periodically send in an excel spread sheet that includes the data listed above.



CONCLUSION

The Master Recycler sponsors (Metro, City of Portland, Clackamas and Washington Counties, DEQ and Waste-Free Advocates) and over 40 partners thank you for your commitment! We look forward to seeing you out in the community and hearing back about how things are going.

These next chapters will provide resources, tips and information on:

- Presentations and tabling
- Event recovery planning
- Resources
- Places to volunteer



INDIVIDUAL PROJECT PLANNING FORM

NAME			
ADDRESS	CITY	STATE	ZIPCODE
EMAIL	PHONE (DAY)	PHONE (EVENING)	

Goal Statement (what you plan to accomplish):

Project Summary:

Specific groups of people you want to work with (example: people who live in your apartments, property managers, principals and students):	Means of contacting them:
--------------------------------------------------------------------------------------------------------------------------------------------	---------------------------

Resources needed (time, additional volunteers, materials):	How will you determine (count) the number of personal contacts?
------------------------------------------------------------	-----------------------------------------------------------------

How will you know if your project is a success? What criteria will you use to measure your project's effectiveness?

Any other information you would like to share about your project?

CHAPTER 18

EFFECTIVE TABLING AND PRESENTATIONS

INTRODUCTION

We learned in the Behavior Change chapter that it usually takes a personal interaction or connection for people to commit to new actions. A person can read and see in books, magazines, brochures, movies and social media that their actions can make a difference, but it typically takes hearing from a trusted source for them to really make change happen. Person to person contact also helps address specific concerns and questions. While media materials and messages can be tailored to fit the majority of the people in a community, they can't match the responsiveness and engagement of conversation and interaction. A person can listen, answer questions and identify tools that respond to another person's situation and needs. A person can share stories about how they also struggled, and how they were able to succeed in making changes.



Elizabeth Erickson tells her story

If we ensure that the messenger is armed with knowledge and access to effective resources then we have a truly powerful formula for change. This is why it is so important for you to share what you know as a Master Recycler.

Master Recyclers use a number of tools and techniques to connect with the community about resource conservation on a personal level. Common strategies include staffing informational tables (Yes, “tabling” is a real verb!) and offering presentations. This chapter provides information to help you effectively utilize these two strategies. It will explore effective communication techniques for behavior change in the context of resource and materials management. In both group and individual projects, understanding the nuts and bolts of effective communication will increase your success at motivating others to make positive changes.

COMMUNICATION FOR CHANGE

When preparing to staff an information booth or offer a presentation, it is important to be thoughtful about what you want to focus on saying and what materials or resources you can bring with you to help support your message. You have a limited amount of time to reach people and make a meaningful connection. Depending on the setting, you may be competing with music, food, and other exhibitors. At one County Fair, Master Recyclers reported that their booth was next to the Humane Society. “It was hard to compete with a kennel full of cute puppies!” said a Master Recycler who was there.

Despite the potential distractions, Master Recyclers report feeling most satisfied when they prepared ahead of time and genuinely connected with the people they talked with.

To think through how you can be brief and still connect with people, let’s revisit the checklist of positive and effective ways to communicate how people can take action that was in the behavior change chapter.

Behavior Change Checklist

- Identify one or two go-to positive actions you want people to do.
- Identify the barriers to the action.
- Identify who you are asking to do the action and what they value (for example, personal well-being, family, health, saving money, protecting nature, feeling connected to the community).
- Create messages and tools that help overcome barriers and reinforce benefits based on their values.
- Encourage people to try it.
- Set goals and give feedback

Remember that it is helpful to be as specific as possible with the action you choose to focus on. Rather than just encouraging people to recycle, compost or reduce waste, consider talking about keeping glass on the side, collecting food scraps while you are preparing meals, and sharing power tools. Try also to find out specifically who you might be talking with. If you are presenting to a group, ask questions about their interests, concerns and demographics.

Being specific will help you focus on the exact barriers and benefits that might be associated with the action and population you will be meeting. It will give you clues as to what tools and resources will be helpful in solving problems and help you think through how making these changes will be beneficial to the people you will be meeting. Remember, in our region, there are many reasons besides the environment that people might choose

to take some of these actions. People have said that recycling, sharing, composting, and using non-toxic alternatives also improves their sense of well-being, gives them more time with family, keeps their family and themselves healthier, connects them with the community, helps them feel like they are doing their part, shows how smart and resourceful they are, and saves money and time.



Cindy Correll shares the Include the Food message

Most of the campaigns by Master Recycler program partners utilized these techniques in their design. If you look at the City of Portland's Be Cart Smart campaign or the Eat Smart, Waste Less campaign in Beaverton, Gresham and Washington County you will see that they provide you the actions, benefits and tools needed to overcome barriers.

Your experience at an information booth or providing a presentation for these campaigns will be more effective (and fun) if you take some time ahead of time and use the behavior change checklist on the previous page to understand what this campaign specifically wants people to do, why they would want to do it, and how to use the tools that are provided. Your top messages will come from a combination of describing the actions and the benefits in taking the action.

Behavior science aside, the conclusion in the behavior change chapter was quite simple: if you listen, connect, tell your story and listen to others' stories, you will likely make the human connection that is so vital.

INFORMATIONAL TABLES

Tabling, the act of staffing an informational booth, is one of the most popular and effective ways that Master Recyclers reach and motivate people to reduce their waste. Some Master Recyclers sign up for tabling assignments that the Master Recycler Coordinator sets up. Others discover or arrange for tabling opportunities in their own communities. Some work with ready-made, topic-specific kits, while others like to create their own displays.



Yvonne Garcia explains backyard composting

When signing up for a prearranged information table:

- Instructions will be sent to you including directions, top messages and information on using the kit.
- You may be asked to pick up and/or drop off the kit.
- You may table with staff from Metro, Clackamas or Washington County, Mentors or other organizations. This is a great way to start out and learn, and it's also a chance to network with people working in the field. If you like working with them, you can give them your contact information and ask them to contact you directly when volunteer opportunities arise on their projects.
- You'll often work shifts with fellow Master Recyclers.

When arranging a table yourself, check with the event coordinator ahead of time to ask:

- Does it cost money?
- Do they provide a table and chair or canopy for rain and sun protection?
- Where exactly is your space, and how large is the table?
- Will you be expected to share a space?
- How many people attend this event?
- What languages are generally spoken at this event?

Basic tips will make your tabling outreach more successful:

- Before you arrive, identify key messages to include in every conversation. Stay on message when you're not answering questions.
- Review commonly asked questions on your topic before you start.
- Arrive on time. Bring water (hopefully you'll be talking a lot!).
- Always wear your name badge for Master Recycler projects.
- Don't just sit there; do something, even if the event is slow. Make eye contact as people pass by. Displays and literature are meant to assist you to communicate; not to do it for you.

- Think of some catchy phrases or introductory sentences that might attract people to the table. For example: “Would you like to guess which materials go in which container?” or “You look like you have a burning recycling question!”
- Stand up while talking to people. It’s easier on your neck and helps you make eye contact.
- Keep your table neat, with the most important pieces in the front. Bring paper weights for outdoor events, even on non-windy days. It takes only one gust to scatter your literature all over the place.
- If you’re working with a partner, take turns answering questions so that both of you get to interact with the public. Don’t jump in when it’s not your turn, unless your partner asks you to.
- Keep your messages positive. Talk about a wide range of benefits to taking action.
- Keep a tally of conversations as you go. Kits often include a count clicker. Or you can use a smart phone tally counter. You can even tally on a piece of paper.

Here are some pointers to make your own table a success:

Some Master Recyclers set up a table at their favorite community event, their kids’ harvest festival or science fair or farmers market. You can even do it once a month for the summer and rotate topics!

- Check with the Master Recycler Program Manager to ensure there isn’t already a Master Recycler working at the event you have in mind. The Program Manager may also have contact information for the organizers of the event.
- Consider announcing that you would like a partner in the Master Recycler newsletter and/or website by contacting the Master Recycler Program Manager.
- Consider sharing a table with a Master Gardener, if they already participate in this event.
- Review the next chapter for pictures and descriptions of displays and literature that are available to Master Recyclers throughout the region.
- Make sure that your display, information and literature are correct for the jurisdiction in which the event takes place.
- Keep it simple. Too many topics and too much literature can confuse your message.



Colleen Johnston and Melissa Baker made their own Can I recycle it booth

PRESENTATIONS AND DEMONSTRATIONS

Often, Master Recyclers who want to make changes in their workplaces, multifamily housing, religious organizations, or other community organizations find that presenting to groups is persuasive. As with tabling, some presentation opportunities are prearranged for Master Recyclers. Some Master Recyclers enjoy sharing their knowledge and passion for waste reduction in presentations and demonstrations, while others find the idea intimidating; we encourage you to try it and discover whether it's a good fit for you.

You're welcome to call the Program Manager, your local jurisdiction liaison, or your Master Recycler Mentor for advice, to rehearse your speech, or just for a confidence booster. Most people who take on the challenge find it very rewarding. Below are some tips to make your presentation more successful.



Betty Benson presenting with props



Kris LaMar brings her worm bin wherever she presents

Questions to ask in advance if you are presenting to a group you don't know

- What is the exact location and time of the presentation? (If needed, ask for directions.)
- How long do I have to present?
- How many people are expected to attend?
- Should I bring brochures in languages other than English? Will interpreters be provided? (If they do not have the resources for an interpreter, contact the Master Recycler Program Manager to see if you can partner with a Master Recycler who speaks that language.)
- How much does this group already know about this topic? Is there anything in particular that you or the organizers hope to accomplish with this presentation?

Presentation preparation

- Keep it simple. Use PowerPoint presentations only if you have a table, projection surface, reliable equipment and access to electricity.
- Review the resources listed in the next chapter to select literature (handouts) to supplement your presentation.
- Consider checking out a kit to use as a visual aid or provide a game.
- Practice using your visual aids with someone you know and time yourself to make sure you are within the allotted time. Be sure to leave time for questions.
- Arrive early to have plenty of time to set up and familiarize yourself with the setting.

PowerPoint

- Most of the time, PowerPoint presentations are not the best way to connect with people as they tend to reduce your chance for dialogue. But in some settings like a lunch presentation at a workplace, you might decide to use this tool.
- Use PowerPoint presentations only if you have a table, projection surface, reliable equipment and access to electricity.
- Keep in mind that your PowerPoint slides should supplement your presentation and should not function as notes for you, the speaker. Do not simply read slide after slide.

Presentation content

- Carefully plan the beginning of your presentation. The first few minutes are important to capture your audience's attention. Tell a brief story or ask people to share their stories about success or challenges in taking action. If you are funny, make the story funny. Include why you made the changes you will be talking about.
- Use real experiences that people can identify with, rather than loads of statistics. Tell your own story whenever possible. Talk about when you struggled to get it right and how you made a change.
- Keep it positive. Studies show gloom and doom messages discourage people rather than motivate them to take action.
- Use an outline and key messages rather than trying to memorize a speech word for word.
- Think about what will encourage this particular audience. Parents at a PTA meeting will have different interests (for example, packing school lunches) than people attending a discussion at a senior center (for example, effective food storage).
- Use the worksheet on the next page to plan the content and outline of your presentation.



Cecelia Warner presents to Adelante Mujeres

RESOURCE

For more information on PowerPoint and other visual aids you can consult **7 Tips to Create Visual Presentations** (available online).



Christy Morales plays a recycling game with kids

PRESENTATION PREPARATION WORKSHEET

What action do you want people to take? _____

Who is your audience? _____

List three key messages you want them to hear:

1. _____

2. _____

3. _____

What kind of kit and/or literature would help reinforce the message? _____

Outline the main points for your presentation: _____

Interactive communication

Whatever the type of outreach, open dialogue is often more compelling and more likely to drive social change than facts and figures. Hence, the most important part of your presentation may be the question and answer period after your short talk.



Leah Schrod interacting with kids

You probably can't cover all of the concerns or burning issues that your audience may have. But opening your presentation to dialogue will help you to better understand and address some specific concerns that may be preventing your audience from making important changes.

Pointers for a successful question and answer session

- When you practice your presentation with someone you know ahead of time, ask your “pretend audience” to ask some questions so that you are not just practicing your presentation, but also preparing to have a productive question and answer period.
- Listening is the most important part of communication. Try to determine what exactly the person is asking? If someone asks “Why can't we put plastics on the curb that have the same number as bottles and tubs?” don't respond with “You can recycle those plastics at these locations...” They'll still wonder, “Why not at the curb?” Answer the concern before you offer solutions!
- Review any sections of the handbook that pertain to your topics.
- Contact a Mentor, your local government liaison, or the Program Manager to find out the latest FAQs being asked on your topic.



Josy Wright adds some street theater to her message

- Don't be afraid to say, "I don't know." As a Master Recycler, you know a lot more than the general public, but we don't expect you to know everything! What you can do is direct people to good information sources. This is a key function of Master Recyclers. The Metro Recycling Information Center is usually your best resource. You can even hand out magnets (available from Metro) imprinted with the RIC phone number: 503-234-3000.

Audience participation is another, more advanced tool you may want to integrate into your presentations. Interaction often helps individuals test new ideas, clarify their thinking, and develop skills for solving problems and resolving issues. However, you, as the presenter, must provide the direction and keep discussion focused on the topic.

Strategies you might use to generate audience participation



Natassja Pace demonstrated the problem of plastics at the beach with a sandbox display

- Introductory name games.
- Quizzes.
- Small group discussions.
- Role playing.
- Sharing favorite resources.
- Show and tell (personal stories)
- Problem-solving: Explain a problem (for example: vegetables and fruit are going bad before they get eaten) and ask the audience to contribute some strategies that might help solve this common problem. Fill in missing strategies after they have shared their ideas.
- Finish the presentation with an invitation for people to make a commitment: you can start with one. For example, you might commit to checking your cupboards before you go shopping so that you will buy only what you need.
- Use real objects or even art! People learn with different senses and through different sorts of activities. Bring props to talk about how to sort waste. If you are artistic, consider using a white board to draw the words or images you are describing. Use costumes or cut out images from magazines to demonstrate your points.

FEEDBACK

Consider using the form on the next page to ask for feedback. You can photocopy this 2-up form and cut in half. Ask people to fill it out after you offer a presentation or staff an information booth to help you get feedback and improve.



MASTER
RECYCLER
PROGRAM

FEEDBACK REQUEST

Please tell me the top three most beneficial aspects of this presentation / event.

1. _____

2. _____

3. _____

Can you recommend any improvements? _____

Thank you for providing me with feedback on today's presentation / event!



MASTER
RECYCLER
PROGRAM

FEEDBACK REQUEST

Please tell me the top three most beneficial aspects of this presentation / event.

1. _____

2. _____

3. _____

Can you recommend any improvements? _____

Thank you for providing me with feedback on today's presentation / event!



Amalia Allende at a greener cleaner table

CONCLUSION

Some of you will be ready to jump at the chance to get out and share your ideas and interact with the community, but if you are like most people, this feels intimidating. If this is the case, there are a number of small steps you can take to feel more comfortable.

- Start with a topic you feel passionate about.
- Talk with people you know first.
- Sign up for an opportunity where you will be working with staff or other volunteers.
- Talk over your concerns, ideas and even practice with your assigned Master Recycler Mentor.
- Staffing an information booth is usually a good first step before offering a presentation.
- Spend time with the ideas on preparation mentioned throughout this chapter.

Think about how you can share your story and experiences rather than simply telling people what to do. As Mahatma Gandhi suggests, "Be the change you want to see in the world."

CHAPTER 19

CULTURAL COMPETENCY

INTRODUCTION

Walk a mile in someone else's shoes

As a Master Recycler, you will encounter people whose backgrounds, values and assumptions are quite different than your own. It is easy, often without even realizing that you're doing so, to assume that your own experiences and beliefs are widely shared. Doing so, however, can lead to misinterpretations, misunderstandings and lost opportunities.

Cultural identity influences and shapes human beliefs and behaviors. This extends to behaviors and choices about the consumption of goods and the use of materials – central concerns for Master Recyclers.

Misinterpretations occur primarily when we lack awareness of our own values and behavioral norms and when we project those onto others. In the absence of better knowledge, we tend to assume, instead of finding out, what a behavior means to the person involved. And our assumptions are usually based on our own experiences.

Your success in inspiring behavior change will depend first on your awareness that there are many different and equally valuable experiences and practices. Second, your success will hinge on your ability to bridge those differences and connect with people who may be culturally different from yourself.

Making these connections will enable you to have meaningful conversations with diverse individuals about everyday choices and possible behavior changes that can make our metro region more sustainable. The skills and awareness described above are integral components of cultural competence.



Boys visit the greener cleaner booth.

TERM

Culture: “The language, traditions, history, and ancestry people have in common. All people have culture; it is fluid and dynamic.”

Caprice Hollins and Ilsa Govan
Diversity, Equity and Inclusion (2015)

Culture: “A fuzzy set of basic assumptions and values, orientations to life, beliefs, policies, procedures and behavioural conventions that are shared by a group of people, and that influence (but do not determine) each member’s behaviour and his/her interpretations of the ‘meaning’ of other people’s behaviour.”

Helen Spencer-Oatey
Culturally Speaking.
Culture, Communication and Politeness
Theory (2008).

What is culture competence?

Culture is a broad and expansive concept and it is worth pausing to define how it is being used in this chapter. Culture is often used to indicate various intellectual and aesthetic pursuits (literature, art, and performance for example) or the process of self-betterment through those pursuits. In this chapter, however, culture is used in its anthropological or sociological sense to indicate the values, traditions, beliefs, practices and history of a group of people.

Culture is shared, but not perfectly. That is, even if you are part of a culture, that does not mean that everyone who identifies as part of that culture will have the exact same values or beliefs. Individuals also typically have multiple cultural identities. For instance, you could be a Christian who has deep roots in a certain neighborhood, but who also has ancestors from Mexico and who volunteers in schools. Or you could be a Native American who is involved in community organizing and public health, who also has African-American heritage. Each of these identities are distinct cultures.

Cultures are also dynamic and continually changing. This means that each context that you work in will be somewhat different.

Working across cultures may seem so complicated and evoke such strong emotions that you feel like giving up before you’ve even started. But please, don’t! Connecting and working with diverse communities is absolutely essential to the mission of the Master Recycler Program.



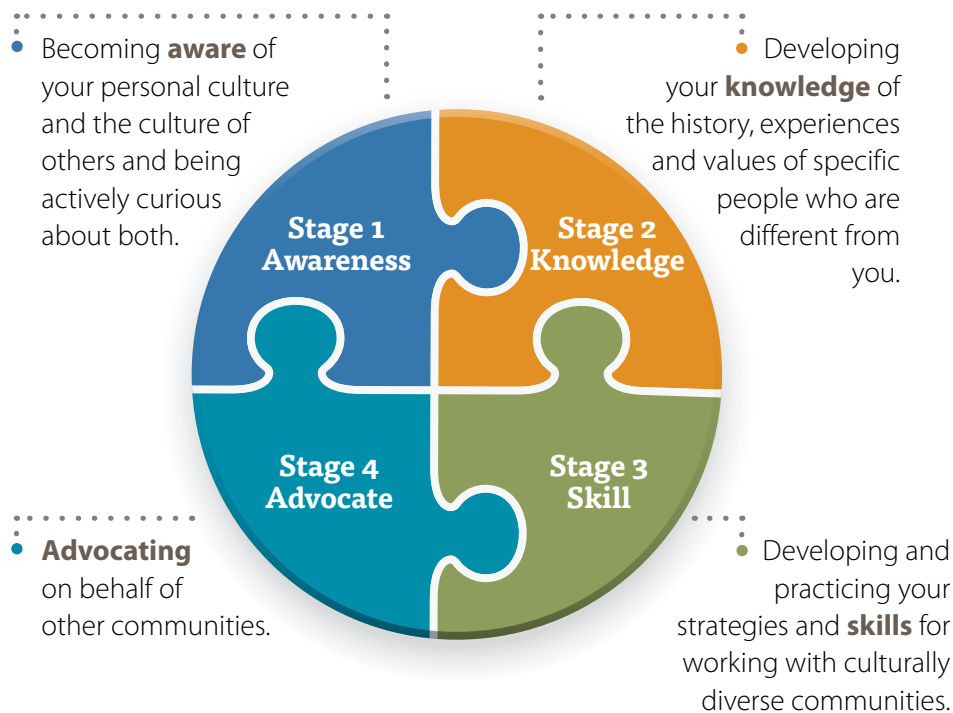
This chapter offers an introduction to cultural competence as an ongoing process with four stages. This four-stage model is from Caprice Hollins and Ilsa Govan’s workshop and their book *Diversity, Equity, and Inclusion: Strategies for Facilitating Conversations on Race*. Hollins and Govan’s framework presents cultural competence as an ongoing process of active learning rather than an end point. In this model, to be culturally competent is to embrace your curiosity. It is about exploring your own assumptions about human behavior, values, biases, preconceived notions and personal limitations and it is also about being equally curious about others’ behavior, values, biases and preconceived notions.

DEEP DIVE

Caprice Hollins and Ilsa Govan are co-founders of Cultures Connecting a Seattle based group that assists organizations in entering into conversations about race, culture and social justice.

The cultural competence process

Hollis and Govan offer a framework for cultural competence that has four stages, described below. They adapted their framework from *Counseling the Culturally Diverse: Theory and Practice* by Derald Wing Sue and David Sue.



The stages are not linear and can overlap.



This chapter moves through the first three stages of cultural competence: awareness, knowledge and skill. It concludes with a consideration of how the environmental movement must and is becoming more inclusive and diverse. To the greatest extent possible, specific examples and best practices relevant to Master Recyclers are included. We all have something, indeed many things, to learn about cultural competence. Often this involves unlearning assumptions and habits so that we can more fully see, hear and connect with the people around us. Power structures deeply ingrained in our culture make it so that some of us have had the privilege of learning about cultural competence at our own pace, while others have had to learn cultural competence more quickly, sometimes merely to survive.

At the outset, it is important to acknowledge that Master Recyclers, like the community we serve, are diverse and that this is a tremendous strength of the program. Master Recyclers are already effectively working across cultures and having positive impacts. There is a pervasive assumption that Master Recyclers are largely white, wealthy, English-speaking, homeowners, but survey data lets us know that this is not the case. The program has surveyed each class since 2012. Clearly the program has more work to do to meet objectives of reflecting the demographics of the metro area, but already, 12 percent of respondents identified as people of color and 13 percent claimed a household income below the poverty level. About 37 percent are renters and 25 percent live in multifamily communities. And the following languages are spoken at the homes of your fellow Master Recyclers: Afrikaans, American Sign Language, Arabic, Bulgarian, Cambodian, Chinese (Cantonese and Mandarin), Czech, Djoula, Dutch, French, German, Hindi, Indonesian, Italian, Japanese, Nepali, Portuguese, Romanian, Russian, Spanish, Swahili, Taiwanese, Tamil, Telugu, Vietnamese and West African Krio.

CULTURAL AWARENESS

Exploring ourselves as the cultural beings we all are

The first stage in cultural competence is becoming aware that we all have cultural heritage and that our cultural heritage affects the choices we make.

Cultural competence begins with looking at yourself: Who are you and what do you bring to relationships and situations? Without going through this stage, you may be unaware of cultural differences and believe that you have no reason not to trust your instincts. It may not occur to you that you might be making cultural mistakes, causing confusion or pain for others or simply misinterpreting much of the behavior going on around you.



Humans are cultural beings. We learn to communicate and understand our world through culture: languages, traditions, behaviors, beliefs and values. Our cultural experiences and values shape the way we see ourselves and what we think is important.

We all believe that we observe reality as it is, but what actually happens is that the mind interprets what the eyes see and gives it meaning; it is only at this point, when meaning is assigned, that we can truly say we have seen something. In other words, what we see is very much a product of our minds and their culturally specific ways of interpreting and understanding.

If you realize that the mind of a person from one culture is going to be different in many ways from the mind of a person from another culture, then you have an explanation for that most fundamental of all cross-cultural problems: the fact that two people can look upon the same reality – the same behavior – and see two entirely different things.

An important next step and way out of this impasse is to recognize that your own interpretations are not universal, but rather a product of your culture and lived experience. Individuals from differing cultures often have different interpretations of the same thing. Culturally competent individuals are curious about cultural differences and exploring them to arrive at greater understanding.

Don't be afraid to explore yourself as a cultural being with varying social identities and influences. This is an exercise in pure observation and curiosity.

Valuing cultural differences

Along with reflecting on one's own cultural identity, the awareness stage is about acknowledging that cultural differences as well as similarities exist, and doing so without assigning values (for example, better or worse, right or wrong) to those cultural differences. This can be challenging when values are vastly different from your own.

Consider this example: Rosario is a Master Recycler from the city of Xela in Guatemala. When she lived in Guatemala she had a Quiche Indian neighbor whose yard was full of empty containers. Rosario assumed that her neighbor's yard was full of garbage. But when she talked with her, she learned that her neighbor did not consider it garbage at all. The bottles had at one time contained shampoo and Rosario was stunned to learn that her neighbor saw those bottles as a status symbol. The bottles were evidence that she had enough money to purchase a luxury item such as shampoo.

One can then imagine how ineffective Rosario's initial communication was when she was talking about the "garbage" in the yard. Her neighbor literally didn't know what she was talking about. It was outside of Rosario's experience of relative wealth to think of used shampoo containers as anything other than garbage. Those containers, however, still had value to her neighbor.

Until Rosario could see that the containers were important to her neighbor, they could not have a meaningful dialogue about how they could comfortably live next to each other. Much work still remained for Rosario and her neighbor, but understanding the very different viewpoints from which they were starting was an essential first step. It was crucial that Rosario not discount her neighbor's experience by applying her own assumptions and values to the situation.

How dominant culture limits cultural awareness

The equity chapter explored how institutional racism and poverty result in the inequitable distribution of the benefits and burdens of materials production and consumption. These institutional structures of power also create cultural hierarchies. These cultural hierarchies result in a pervasive dominant culture that is interpreted as the norm. Our cultural institutions tend to reinforce these cultural hierarchies as natural and inevitable.

People of dominant social identity groups have been taught all their lives that what they know and believe are true and that anything different, if it exists at all, is inferior. This creates a significant blind spot that makes it difficult for dominant social groups to fully perceive cultural difference. When a person is part of a dominant social identity, self-reflection and the challenge of truly seeing others is great.

As mentioned in the introduction, people can have multiple cultural identities and some people may have both dominant and marginalized identities. So, people may have blind spots in some areas and not in others.

People from marginalized social identities have had to learn from an early age that what they know to be true is not perceived as true by mainstream society. As soon as these individuals begin to leave the family unit and interact with society at large they start receiving social cues that they need to change their actions to fit in, even if it is contrary to their core beliefs and identity. Not only are their actions in question, but they also often describe a painful process of understanding that their identity as a person is not a normal part of the social community.

One example of a cultural hierarchy that has been naturalized is the hierarchy of male over female. The dominant culture typically portrays "male" as the norm and the standard of humanity, while "female" is considered secondary. "Mankind" is interpreted as all people. Images of mankind are usually images of men, but supposed to be interpreted as all people. Even the portrayal of the evolution of mankind usually starts with a male Neanderthal.

The English language also perpetuates “male” as standard. Until recently, it was grammatically necessary to use the pronoun “he” when referring to a person of unknown gender. While it is now customary to say “he or she” our language and symbols continue to insinuate that there are only two genders, marginalizing communities that do not identify as either “male” or “female.” Similar hierarchies exist for race (white over black or non-white), wealth (rich over poor), religion (Christian over non-Christian) and country of origin (European descent over Native or immigrant) – to name just a few.

It is important to be aware that people are made up of a blend of cultural identities some of which are dominant cultures and some of which are marginalized. This overlapping of identity is referred to as **intersectionality**. Intersectionality raises awareness that a person may experience more than one marginalized identity and that these can compound one another. It is also important to be aware that an individual also may enjoy some of the privileges of a dominant identity, but at the same time feel the oppression of a marginalized identity.

While images and language may seem to be purely symbolic, these assumptions can play out in situations of consequence. For example, in scientific research it is often assumed that studies of the human body would be conducted on men and have meaningful results for everyone.

Part of cultural competency is developing an awareness of how cultural hierarchies work. Marginalized groups often internalize (sometimes unconsciously) the power structures and values of dominant social identity groups. Dominant social identity groups, on the other hand, often assume that there is a naturalness and inevitability to the current structures and culture. They may not even know that they exist, even though they benefit from them.

Without understanding the power dynamics of racism, poverty and other social hierarchies, it is difficult if not impossible to practice the self-reflection that is such an important part of the first stage of cultural competence. We cannot understand ourselves or other people, or create greater equity without considering the larger socio-political and historical context of which we are part. We need to have a grasp of different forms of privilege and oppression and how these affect people’s experiences, opportunities and access to social power. It is critical to appreciate the interlocking nature of different types of inequality and how these intersect in people’s lives.

These inequitable outcomes can make it seem as if the dominant culture is universal, superior, and inevitable. Part of increasing your awareness is to work to realize that:

- The outcomes are not always inevitable or fair.
- There are multiple cultures and these cultures all have valid and valuable views and beliefs.
- That individuals are the experts when it comes to their own lives and situations.

TERM

Intersectionality: the idea that multiple identities intersect to create a whole that is different from the component identities. The theory that individuals think of each element or trait of a person as inextricably linked with all of the other elements in order to fully understand one’s identity. Civil rights advocate and legal scholar Kimberlé Williams Crenshaw coined the phrase in 1989.

What's in your garbage? A lesson in awareness

Master Recycler, Janis Woodrow (Class 33), shared a story of her own experience conducting outreach that helps illuminate the importance of cultural awareness.

Janis was helping residents in Portland adjust to curbside collection changes that included composting food scraps and a shift from weekly to every-other-week garbage pickup. She was going door-to-door in neighborhoods that had been identified as having high populations of households with large families since that was a group the City identified through surveys as having more trouble adjusting to the changes.

Janis reported: "It was a real eye-opener to connect with these large working-class households. With both parents working long hours, I witnessed a lot of challenges. When I was canvassing, several residents complained that they had too much garbage to switch to less frequent pickups.

"Looking back, I now realize that my first reactions to this were to judge them as not sufficiently motivated or caring and I then attempted to solve their problem based on my own experience. I tried to explain to them that if they just recycled more they would not have a problem since the recycle cart gets picked up every week. The residents insisted that they were recycling everything. One older woman told me, "I have been recycling longer than you have been alive."

"Finally, I suggested to one man that we go and look at what he had in his can. As we were walking over to his cart, I was imagining I would find recyclables in the garbage. But I was wrong. There was nothing in the garbage that could be recycled. I also noticed his recycling and compost were full of the materials that belonged in there, but there wasn't much in there.

"There is one other thing I noticed: all of the containers had a completely different mix of materials than what I tend to discard. My discards are made up of food scraps, yard debris, junk mail, some glass and cans. Almost all my discards can be recycled or composted. When I looked in his containers there were lots of freezer boxes, and Burgerville and McDonald's containers – all of which are non-recyclable. So really, he was right. He was doing the most recycling he could. He let me know that his teenagers need to make their own dinners since he and his wife are both working when they get home and these are the foods they like.

"After this experience, I started looking in the containers and just observing before giving advice. With residents that had a lot of non-recyclable materials I talked to them less about the importance of recycling and more about their options in garbage size. Many didn't know that they could order a larger container and were happy that they had choices."

Janis' initial strategy was based on two assumptions, both of which turned out to be false. First, that residents who generate more garbage than she does do not care much about recycling. Second, that people all consume the same materials as she does and therefore have the same discards.

It turned out that the East Portland residents she spoke with, like most metro area residents, want to recycle. Janis' misperception was based on a misunderstanding of the community and an eagerness to apply her own experience to a different context. She found that she was more successful when she stopped assuming what she would find in the various containers, listened to one man's experience and gave him tools that addressed those concerns specifically.



Practicing cultural awareness.

Here are some ideas to get you started in practicing cultural awareness. Cultural awareness is a lifelong process and while this list is not exhaustive, it can stimulate your curiosity and get you started on your journey.

- When talking with people about recycling, compost, waste prevention or toxics reduction, listen for moments when you might be experiencing cultural differences. Perhaps they will say something unexpected or that doesn't fit with your experience. Perhaps they don't say something, but get quiet or react strongly to something you might have said. Try and go to a reflective mode rather than a reactive one. Notice if you have a reaction that tries to place their experience in the 'good' or 'bad' category and try to turn that reaction off.
- Ask respectful questions to learn more about the perspective of people. Use follow-up questions if there are still aspects of that perspective that doesn't make sense to you.
- Check your own experience and biases that might affect how you feel about these topics and how it might affect your reaction to people who have different experiences.
- Avoid holding preconceived limitations and notions about communities different from your own.
- Reflect on whether your own values, beliefs and experiences come from a dominant or marginalized cultural perspective and how that perspective might affect oppressed groups.
- Understand that mistakes are inevitable. Don't beat yourself up, if you discover that you have said something that has offended someone as this is not very useful to either of you. If appropriate you can apologize. It is best not to try and explain your mistake as it can come across as making excuses and discounting their experience. A simple, "I am sorry," and then taking the time to reflect internally or asking others is usually a good strategy.
- Identify a person from your own culture to join you in the journey so that you can reflect on experiences together and exchange notes and ideas in a safe environment.



CULTURAL KNOWLEDGE

With cultural awareness typically comes the desire to learn more about other cultures and, indeed, the next stage is cultivating cultural knowledge. You don't have to complete the awareness stage to go to this stage and the awareness stage is, in truth, never ending.

The next stage is to seek out information about the cultural groups you might be working with so that your volunteer work can be as effective as possible. You might learn that a group is already practicing some of the actions you are promoting, if they have practices of their own that are equally beneficial and if that community has specific taboos or values that are related to the topic you are working on or related to communication styles.

It's best to do your homework before you enter a community and consider asking for something from that community. This stage also gives you an opportunity to appreciate what communities are already doing in the terms that they care about and understand. Finally, doing your homework helps you avoid making cultural mistakes or at least helps you understand what happened when you do misstep.

The green values of people of color

As an illustration of how the knowledge stage works, we will explore information that can help us know more about people of color and how they relate to the environment.

Because white and wealthy culture is dominant in America, the environmental movement, like other U.S. institutions, is dominated by white beliefs and perceptions about the environment. The dominant environmental movement has traditionally assumed that communities of color need to be coerced into supporting the environment. Even people of color have sometimes internalized this assumption.

This assumption is simply not true and it is a dangerous misconception. A great deal of public opinion research shows that people of color care deeply about the environment.

Here are some findings that help us learn more about the green values people of color:

- 95 percent of metro area consider themselves recyclers. In other words, almost everyone in our metro area sees her or himself as a recycler. (Metro internal studies 2009 and 2015).
- Latino voters in the US have a strong commitment to conservation, the environment and a genuine interest in how climate change impacts their families and communities.
- Most Asian Americans hold particularly strong green values. Seventy percent of Asian-Americans consider themselves environmentalist, compared to 41 percent of Americans overall, and 60 percent of Asian-American prioritize environmental protection over economic growth, compared to 41 percent overall.
- African-Americans in many cases are equally supportive, and often more supportive of national climate and energy policies, than white Americans. In particular, 89 percent of blacks supported the regulation of carbon dioxide as a pollutant, compared to 78 percent of whites.)



DEEP DIVE

For more information, you can consult the following resources online: Latino Decisions Polls and Research, National Asian American Survey, Yale project on Climate Change and George Mason University Center for Climate Change Communication.

DEEP DIVE

Do you identify as a BIPOC Master Recycler? Join MRoC (Master Recyclers of Color)! They have monthly meetups and network on their Facebook group and Google group MRoC_pdx.



DEEP DIVE

Visit the African American Outdoor Association Facebook page to learn more.

Diverse experiences with the environment

A historical perspective on how communities experience the environment can help build cultural knowledge. The two case studies that follow offer culturally diverse experiences on wilderness and environmental activism.

CASE STUDY: African American Outdoor Association

Evelyn White wrote in *Black Women and the Wilderness*, “For me, the fear is like a heartbeat, always present, while at the same time, intangible, elusive, and difficult to define,” White says as she explains why the thought of hiking in Oregon used to fill her with dread. In wilderness, White did not see freedom but a “portal to the past. It was a trigger. The history of suffering was overwhelming.”

“*Wilderness* says to the minority: Be in this place and someone might seize the opportunity to end you. Nature itself is the least of my concerns. Bear paws have harmed fewer black bodies in the wild than human hands.”

Greg Wolley and Tricia Tillman founded the African American Outdoor Association because they recognized this historical context of fear of the wilderness for African Americans and wanted to do something about it. The Association aims to:

- Conduct active outdoor excursions that encourage African Americans to explore the natural environment.
- Promote healthy living by encouraging families to shift to physically active lifestyles.
- Increase knowledge and appreciation of the beauty and natural resources of the Pacific Northwest.
- Build community around active living.

“They say Black people don’t bike, kayak, etc.,” Wolley says. “Students of color are not seeing images of people in natural resources that look like them – they don’t have role models.”

Wolley says that politics is a big reason why the outdoors is predominantly visited by white people. From the park system’s inception, Jim Crow laws and Native American removal campaigns limited access to recreation by race. From the mountains to the beaches, outdoor leisure was often officially accompanied by the words ‘whites only’. The repercussions for disobedience were grave.

Tillman told Metro in a story about the Association that she hopes that exposing black residents to the outdoors will not only improve their health but also change the way they connect with nature. “In some ways, [the African American Outdoor Association is] about reclaiming the space and breaking through barriers, as well as mental barriers, to create more of a welcoming environment,”

Many participants use the outings organized by Tillman’s group as training for their own, more independent outdoor explorations.

Tillman has witnessed on countless occasions the spiritual connections participants experience. The joy and wonder they feel when they are outdoors are palpable, she said. She’ll frequently hear people say, “God is so good,” and “God is so amazing,” as participants are emotionally moved by the beauty that surrounds them.

The outings have also connected participants with their ancestors, who navigated and survived the outdoors to escape slavery, Tillman said. “People reframe how they think of the woods,” she said. “It goes from scary to safe and liberating.”

CASE STUDY: Honduran immigrant environmentalist

Edgar (whose name is changed for this story) is an Oregon immigrant. He grew up in Honduras with strong ties to the rivers that came from his Lenca indigenous culture that depended on those waterways for spiritual as well as practical purposes.

Edgar became an active environmentalist as a young adult. He had visited El Salvador where people fought to stop the contamination of their rivers by Canadian gold companies and he joined the Council of Indigenous Peoples of Honduras (Copinh) which fought multi-national corporations that aimed to build a dam through his community of Rio Blanco.

By this time, he already knew that being an environmentalist was dangerous. “Unlike people here (in the US) who can decide to make little changes in their homes, back home being an environmentalist was a whole different commitment.” Edgar’s comrades in El Salvador had been murdered for standing against the gold mining.

In 2016, Berta Cáceres, who had brought national attention to the issue of the dams in Honduras was murdered. Edgar knew that the murder of Berta Cáceres was not unique. He said, “environmentalists are regularly murdered in Honduras.” The international NGO “Global Witness” confirms his experience in a published study that declared Honduras “the most dangerous country in the world for environmentalists.” According to research conducted by the organization, some 120 environmentalists have been killed in Honduras since 2010 because they were trying to protect the environment.

Now that Edgar lives in Portland he is not vocal or active about his work as an environmentalist in Honduras. He left Honduras out of fear for his life and is not convinced that the danger is over because he lives in the United States. “It was countries like this one that caused the violence, so why should I believe they won’t come after me here?”

These two examples show two different experiences with the environment and environmentalism. They both demonstrate how the power dynamics of race affect how individuals experience the environment and environmentalism. They also showcase people who deeply value natural spaces and are active as environmental advocates. Both cases, however, are quite different from the mainstream, white environmental movement.

On being humble: Humility has traditionally thought of as meekness, but it can also be a willingness to accurately assess oneself and one’s limitations, the ability to acknowledge gaps in one’s knowledge, and an openness to new ideas, contradictory information, and advice. First and foremost, cultural humility means not pigeon-holing people. Knowledge of different cultures and their assumptions and practices is indeed important, but it can only go so far. It is important to not assume that all members of a culture conform to a certain stereotype. Approaching each encounter with the knowledge that one’s own perspective is full of assumptions and prejudices can help one to keep an open mind and remain respectful.

Cultivating cultural knowledge

The following pointers can help you cultivate cultural knowledge before volunteering in a community that you are not familiar with.

- Ask the leader, or contact who invited you to volunteer, what populations might attend the event.
- Ask them if there are appropriate ways to behave, dress, or talk in this community.
- Visit the community as a guest before presenting to them as speaker.
- Think about your own biases with this particular community and how they might affect your conversations.



CULTURAL SKILL

Stage three is about developing and practicing strategies and skills for working with culturally diverse communities. This stage can be about building skills to work with a specific community that is different than your own or about strategies to be inclusive while working in a multicultural setting.

Language cultural competency

Master Recyclers participate in many projects and events where language cultural competency can be a useful skill. It is helpful to speak more than one language, but even if English is your only language, there are some techniques that can help you successfully make connections in communities that predominantly speak a language other than English.

Eva Aguilar of Washington County works with Master Recyclers on recycling and the Eat Smart, Waste Less campaign at multiple Latino cultural events in Hillsboro, Cornelius and Forest Grove. Eva identified skills that Master Recyclers can build that would help inspire people to take action, and avoid some common cultural missteps. Eva is enthusiastic to work with bilingual Master Recyclers. However, even if you speak no Spanish she believes that your presence at these events are an important invitation to the Latino community to join in.



Eva Aguilar (Class 63) posts volunteer opportunities throughout the year on the Master Recycler volunteer calendar. If you are interested in making a difference while also learning some cultural competency skills, look for volunteer opportunities to work with her.

Eva Aguilar was hired in November 2016 to a new position as the Washington County Bilingual Solid Waste and Recycling Program Educator. She focuses on equity and diversity work, residential and business sector outreach. Eva is a Master Recycler who moved to Hillsboro 11 years ago, from Mexico. Her talent and experience working with nonprofits in the U.S. and Mexico helps Washington County better serve their diverse communities.

Volunteering in a diverse community: A barrier or an opportunity? By Eva Aguilar



Even though Latinos represent the largest minority community in Oregon (12 percent), due to the diversity among this group, cultural elements are not always shared. Therefore, when doing outreach, it's important to focus on similarities, rather than differences, and this is applicable with any other minority group, and not only with Latinos. That being said; the question is how to deliver your message to a diverse, multicultural, multilingual audience?

I believe that understanding cultural differences in depth is critical when developing equitable, inclusive and culturally responsive plans and educational materials, but I invite

volunteers to situate their experience at the most basic, human experience level where two persons perform a communication process.

Below is a list of suggestions derived from observations during my tabling and presentations experiences:

- When planning and preparing an outreach event, ask for information about the audience expected and their usual agenda.
- Find out if you will have materials in different languages, or if there is interpretation service available.
- Set up your table in a way that any materials in different languages are visible.
- Enjoy the engagement opportunity and don't be too nervous about interacting with people who do not speak your language. When someone overcomes their own shyness, and asks a question, it denotes genuine interest.
- Avoid stereotyping and don't make assumptions based on visual clues – it is not possible to know anyone's identity based on how they look, and making assumptions frequently may be misleading and inaccurate.
- Start the conversation enthusiastically, naturally and respectfully as you would usually do. This is a brief two-way interaction, and you are not required to know all the specific customs and traditions, just as the other person does not know yours. Therefore, focus on what you have in common, which is an interest in the same topic and go from there!
- Listen and notice any second language learner's typical characteristics, not to judge but to help you determine how to better serve the person. These characteristics include: different accents, linguistic errors, mispronunciation, etc. Keep in mind that English proficiency levels do not necessarily indicate level of education.
- Be patient and acknowledge the other person's effort to communicate. If you understand at least a little, that will enable you to engage.

- People may directly ask if you have materials in their language. If you do, hand them out, briefly explain what they are and remain available for questions.
- If you are with staff or another volunteer that speaks the same language as the person you are trying to communicate with, you can give that person the option to talk with your partner at the table. Notice that you don't need to do that immediately, you will be surprised to see how many times you will be able to successfully communicate.
- Be resourceful. Writing a word on a piece of paper may be helpful for those whose reading and writing skills are more advanced than their speaking skills.
- Show empathy. Think about a relative, a friend, or the friend of a friend who doesn't speak the same language. Remember that time when you were at a restaurant trying to place your order from a menu written in another language? What has been helpful for you?
- Speak clearly and slowly. Adjust the tone and pace of your voice as needed to emphasize what is important.
- Some community members are illiterate in any language and unable to read text-based information. If this is the case, use simple words and combine them with visual, corporal elements as much as possible. Example: "Please sign over this line" (pointing to the form and to the line where they should sign and trace a signature in the air with your hands)
- Be creative - use what you have in the surrounding to "fill in the blanks" and complete your sentences. (Trees, signs, buildings, etc.)
- Ask a person's relative or another community member if they are willing to serve as an interpreter.
- In any case, if you cannot continue the conversation, make a note for the organizers. It is helpful if you or the person writes down contact information to follow up.
- Provide a business card or a written note with the office or staff contact information to personally request more help.
- Remember that the feeling and the interest is mutual, but volunteers hold a resource to share and the potential recipient is there. Community members from different countries of origin and with various cultural backgrounds may possibly be receiving information that is entirely new for them. That fact by itself maximizes the possibilities to turn your efforts into a positive impact.
- Always have fun and be proud of yourself because volunteers help to transform individual bowls full of different veggies into an exquisite, delectable salad.

Language is one of the barriers to effective communication and it is difficult to overcome, but volunteers can help to do it. Master Recyclers may not realize how much of themselves they are giving when doing outreach, but it happens all the time, through words and thorough many non-verbal expressions; that is something other people appreciate, regardless of the language they speak.

Feedback I have received from some Spanish speakers:

- I know is difficult but I really, really appreciate the effort they do to understand me and to respond to my questions.
- It feels personal when people show interest in what you need and do their best to help you, I am thankful because they gave me materials I can read.
- I have trouble speaking English, but I can understand a lot and when they speak slowly, I can follow the conversation.

Building skills in conducting outreach in multicultural settings

Even individuals of the same culture have a wide range of learning styles and motivators. Add multiple cultures and it becomes clear that the best practice for outreach is to vary how you are getting your messages across and to touch on a wide range of reasons to act.

Using varied methods of communication can help you and your audience. The traditional presentation approach of standing in front of a group of people and assuming that you know more than anyone in the room can be intimidating to you, alienating to the community and can cause you to miss opportunities to learn from the other people in the room.

Master Recyclers can practice a variety of interactive communication techniques.

- Consider playing a game where people can share what they know and find out what they don't know in a safe environment.
- Invite people to share stories that offer the opportunity to celebrate their differing perspectives, successes, resources and ideas.
- Utilize visual elements of all sorts. Images, maps, or drawings can all be compelling and engaging.

It is also highly recommended to cultivate your listening skills.

- Listen to people as the experts in their own lives rather than thinking you must be an expert that can help them.
- Be willing to learn from what others share.
- Ask questions, explore problems and understand a person's motivations before offering solutions.
- Try to turn off the voice inside your head that is trying to interpret another person's experiences through your own experiences.
- Be willing to have courageous conversations. If someone is offended by something, try to step back before you react and try to switch to a listening mode not an explaining or justifying mode.

Be prepared to make mistakes. When you make mistakes, try to learn from them. It may not be appropriate to ask the person who was hurt to explain to you what you did to offend them, but you can read online, ask the leader who had invited you. You can also find more resources and ideas in the tabling and presentation chapter of this Handbook.



CONCLUSION: STAGE FOUR MAKING ROOM IN THE ENVIRONMENTAL MOVEMENT

Master Recyclers promote sustainability in a number of different areas including recycling, composting, waste prevention, toxics reduction and food waste. Some of you may decide that you want to pursue the goal of diversifying who participates in the sustainability movement.

Given the strong levels of support for green values that exist amongst people of color, one area of interest for some Master Recyclers is to increase the number of people of color who join the program. A small group called MRoC (Master Recyclers of Color) was formed in the spring of 2017 to socialize, support each other and to make room for more diversity in the environmental movement.

For those who identify with the environmental movement, a core tenet of cultural competency is to understand that if you make room for people who are culturally different than you, you may need to be flexible about shifting your priorities so that everyone is legitimately involved in defining the goals and purpose of the movement.

Many of the richest examples of sustainability movements have grown out of shifts in worldview that include social justice, environmental justice, and new ways of understanding economics. Environmental justice focuses on toxics and the impacts of consumption on low-income residents and workers. Climate justice focuses on the disproportionate impacts that a hotter climate and climate disasters have on low-income communities and developing nations. The regenerative economy movement offers an alternative model of extracting resources and compensating workers so that value is given to natural assets such as the earth. Regenerative economics offers a new model where the environment provides resources in a regenerative way and workers are cooperative contributors to developing goods for the well-being of everyone.

Some Master Recyclers included social justice and advocacy as part of their volunteer hours. If this is of interest to you, you can discuss with the Master Recycler Program Manager ways you can integrate this work in your own community. Or if you are looking for ways to plug into existing projects you might contact some of the partners where Master Recyclers are already engaged in this topic.

Contacts can be found for these projects in the Places to Volunteer chapter of the Handbook

- **Center for Diversity and the Environment Mission statement:** We harness the power of racial and ethnic diversity to transform the environmental movement by developing leaders, catalyzing change within institutions and building alliances.
- **Master Recyclers of Color (MRoC)** is a community group for any individual who identifies as Black, Indigenous or a Person of Color, who is interested in waste and recycling. They have a monthly meetup the second Wednesday of the month and a Google group (groups.google.com/g/MROC_PDX).
- **Trash for peace** works on youth empowerment, business outreach, and creative bin designs all focused on achieving their vision: Empowered, healthy communities living in a world without waste.
- **Washington County Bilingual Outreach Coordinator, Eva Aguilar** works with Master Recyclers on recycling and the Eat Smart, Waste Less campaign at multiple Latino cultural events in Hillsboro, Cornelius and Forest Grove. Eva_Aguilar@co.washington.or.us

CHAPTER 20

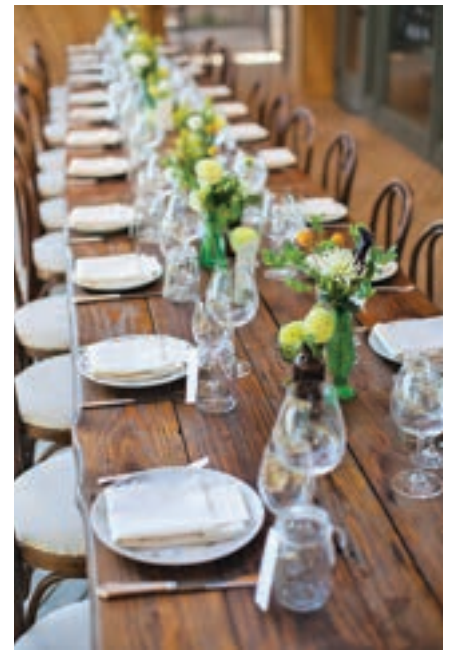
MATERIALS MANAGEMENT AT EVENTS

INTRODUCTION

Portland metropolitan area residents love events. Tens of thousands attend massive week-long events like the County Fairs, the Bite of Oregon and the Rose Festival. Sporting events and conventions take place daily. There are home-buyers fairs, jobs fairs, and Fix-It Fairs. Farmer's Markets sprout up all over the region on a weekly basis. Businesses, neighborhoods, apartment complexes, churches, and families throw annual picnics, ice cream socials, weddings, and coming-of-age celebrations.

Big or small, these gatherings can generate a good deal of waste and consume natural resources. Community events are, however, a wonderful way to showcase shared values and demonstrate our commitment to recycling, composting and waste prevention. Fortunately, there are great reasons to create sustainability plans for these events.

Master Recyclers can play crucial roles in recovery and waste prevention efforts. Whether you are organizing a party, wedding, or family picnic or have signed up to help a community event with their recovery goals, this chapter will provide you with tools, resources, and best practices to successfully plan or participate in less waste-intensive events. This chapter begins by presenting best practices for recycling and composting at events and then explores other materials management strategies including selection of take-away containers and waste prevention strategies. It also offers an overview of how to create an event sustainability plan. The appendix contains additional resources, including sample vendor letters.



Wedding done with Something Borrowed rental equipment



Cecelia Warner and Betty Benson at the Forest Grove farmers' market



Teaching kits at the sustainability station at the world indoor sports championships

MASTER RECYCLER HOURS AT EVENTS

Please keep in mind that Master Recyclers can play many important roles in event recovery, but not all event activities related to materials may be appropriate for volunteer hours. The central mission of the Master Recycler Program is to educate. Therefore, the best use of Master Recyclers at events is to offer expertise in waste reduction best practices.

Here are roles that count as hours for Master Recyclers at events:

Volunteer Trainer : On the day of the event, learn what the event’s waste management plan is and then offer an initial training. Use the best practices in this chapter to supervise volunteers who monitor containers throughout the day and troubleshoot problems as they arise.

Vendor Outreach: Large events with multiple food carts may have a plan in place and need Master Recyclers to start the day off explaining to the food handlers how to use this system. Subsequent periodic visits to answer questions, troubleshoot unexpected problems and provide feedback are helpful.

Recovery or Sustainability Coordinator: Join the event committee as the recovery or sustainability coordinator, or work individually to strategize, organize, implement and evaluate a waste prevention and/or recovery plan at an event. It is best to first take on smaller, one-day events focusing on recycling. Larger events with more involved sustainability practices should be done when you (and the event) have had more experience.

Look in the newsletter or on the volunteer calendar in the website for announcements. Pick a project that is the right size for you. Start by joining as a trainer for volunteers and vendors. Organize and plan a small church, company or neighborhood picnic. Work your way up to implementing a plan for an existing event of 300 to 8,000 attendees.

RESOURCE

You can tell the event coordinators they can post announcements for volunteers to do these tasks at these free web programs:
Hands on Greater Portland, CNRG-Portland and Volunteer Match.

Some work that is necessary for a successful event recovery plan does not fit the educational requirement for Master Recycler hours. The following activities will **not** count toward Master Recycler Certification if they are the only activities you are doing:

- Standing next to recycling/composting stations to monitor containers.
- Hauling, sorting or auditing waste.
- Recruiting volunteers. (This should fall on the responsibility of the community organization.)

If you act as a lead in a project and end up doing some of these activities the time does count as hours. It just needs to be a small subset of the overall role that you play. If you are concerned or have questions about volunteer guidelines you are always welcome to check in with the Master Recycler Program Manager.

THE EVENTS RECOVERY CHALLENGE

TERM

Contamination: *Unintended materials mixing with desired materials for recycling or compost (glass is a contaminant in a paper stream); materials that are too soiled, such as with food or dirt, to be recyclable.*

The ultimate goal for any recovery plan is twofold:

1. To capture materials that are resource-rich like plastic, paper, metal, glass or food, for a market that will use them in place of virgin material.
2. To minimize the **contamination** of the materials you are trying to capture so that the end market is getting a clean load of the materials they seek.

Events are temporary by nature. An event may take place in a park, street, backyard or campus. There are special challenges to meeting these recovery goals in a temporary setting:

- **Containers.** There may be no existing garbage cans, much less recycling and compost containers. Events may be sprawling with a need for multiple locations for containers. If containers are present, they are set up for the normal use of that space. There will be a need for a larger container for pickup and a plan for someone to haul it away.
- **Event organizers.** These are busy people with multiple pressing demands on their time. They also usually don't know the best practices and resources for recycling and composting.
- **Event goers.** The attention participants will give to making decisions about which container to place waste will be less than at home or work. Containers, signage and accepted materials are also not always the same as the systems they are used to. Participants may not be local and thus unfamiliar with recycling and composting.
- **Waste.** It is challenging to predict what kinds of waste will be generated at an event. Vendors, event organizers, the set up crew, event participants, and passersby are all potential sources of material that might end up in waste containers.

These challenges don't need to be overwhelming. Successful event recovery planners will tell you that the biggest key to success is to use best practices to design a good plan and then EXPECT SURPRISES. Flexibility, the ability to think on your feet and remembering to have fun are some of the most important tools to prepare for the bumps that arise in event recovery.



RECYCLING BEST PRACTICES

Understanding best practices will equip you for any setting, even if you just show up the day of an event to train folks and troubleshoot. These best practices will also lay the groundwork for understanding how to design and implement any recovery plan, big or small.

Always use the buddy system

Provide a recycling and/or compost container everywhere where there is a garbage can. Even in the most motivated communities, it needs to be as easy to recycle or compost as it is to throw things away. Wherever you only have a garbage can in place, you can expect to find recyclables or compost tossed in the garbage. Similarly, if you only have a recycling container in place, garbage will end up in your recycling or compost container.



Simplicity

Unless there is enough volunteer power to staff every station and guide event-goers about what to do with their waste, you are going to need to rely on non-verbal communication.

- Make garbage and recycling stations highly visible, (e.g. a flag on a tall pole, balloons, signs, etc.) and in convenient locations, like areas where people buy and eat food.
- Label recycling and garbage receptacles with clear, large and simple wording and place signage at eye level.
- Images of desired materials are best.

Plan for human nature rather than trying to change it

Good, clear simple signage will increase the chance that people will look at it and follow it, but *the main clue that people use to decide what to put into a container is the objects that are already in the container.*

You can get upset that people didn't read your sign, or you can plan for human behavior. In fact, the knowing that people toss material into a container that matches what is already there arms you with important information about how to influence those choices. Here are some ways to capitalize on that knowledge:

- Monitor recycling and compost containers frequently to remove contaminants and replace full bags. Contaminants will multiply quickly if people see them in a container. If a bag is overflowing people will start using other containers.

- Limit the number of recycling/waste stations to allow for ease of monitoring. Place larger stations in areas where high volumes of waste will be generated.
- If feasible, attach a physical sample of the acceptable material to its sign.
- Plant a few samples of the acceptable material into its proper container.
- Use clear bags for recycling so that people can see the desired material even as they are walking up to the container.
- Use black garbage bags so that people won't see recycling in there and follow suit.

Tailor the entire system around the desired materials

To be absolutely clear what you want people to put in a container it is best to use signage and containers that are designed to invite people to put that exact material in the right place. Container lids with holes the shape of a bottle or can, for instance, are ideal if that is all you are collecting in that container.

It is tempting to use a general recycling sign, but people will go with their general knowledge of what they think is recycling. At events this is a kiss of death because most of the materials vendors hand out need to go in the garbage. Most programs in the region know what is often generated at events and have made special signs. Use them. Or if you are capturing something special make a simple sign for that material.

If you are the recovery planner at an event following the best practice of tailoring the system around desired materials will mean that you will need to make a choice early on in the planning process:

1. Find out what kind of waste is generated at this event, pick desired materials to capture and design around it. OR
2. Influence what materials are generated and make a plan for that material. The planning section of this chapter will explore these two approaches in more depth.

Even if you are just a volunteer-trainer or vendor-trainer for the day, it is still very helpful to know this best practice so that you can troubleshoot. You may arrive on the scene and see that they have used general recycling signs. You can use the seed method mentioned above and work to clarify signage.



Dish collection from vendors in Forest Grove Farmers' Market

WASTE PREVENTION BEST PRACTICES

It is much easier to manage waste if it is never generated in the first place! There are plenty of easy best practices that involve reduce and reuse concepts for events. Consider these options for your events, big or small:

Centralize everything

A lot of times the reason we end up with individual packets of waste is because we are only thinking about distribution from one individual food vendor to one individual event participant.

What if the event was considered a shared venture?

Consider setting up a condiments island between the vendors. Large containers can be used to squirt ketchup and mustard directly onto the food (no more little ketchup packets!). Use urns, pitchers or punch bowls rather than canned or bottled products. Serving buffet-style avoids boxed lunches and packaging. It also reduces food waste because people can select the food they like to eat.

Use durables instead of disposables

There are many strategies for introducing durable goods at events. Linens, dishes, silverware and glasses add a sense of class to a dinner gathering of 300 people. You can borrow or rent these items for one-time events from community swap organizations or rental companies, such as That Party Store. You can incentivize behavior change by giving a raffle ticket to anyone who brings his or her own container. Vendors might be excited to hand out beer mugs or other reusable items with their company logo printed on them. You can use live plants for a table centerpiece that can be auctioned off after the event. Farmer's Markets are increasingly purchasing durable equipment for their food vendors and working with nearby businesses, schools or churches to wash and store them between market days.

BEST PRACTICES FOR FOOD

Plan to donate leftover food

More than 720,000 Oregonians use the services of food banks each year. And each year, nearly 190,000 tons of food in the Metro region, much of which is edible, are thrown away. Fresh and prepared foods are in demand by food rescue agencies. Metro's Fork-It Over program connects event organizers with food rescue agencies to reduce hunger and waste. Many farmers' markets give food scraps from the market food court to farmers' with animals.



Know when to and when not to compost

It is increasingly popular for community groups to want to start off their first sustainability plan with composting. Organics often are the largest waste material at events, and composting food scraps and coffee grounds is certainly an effective way to increase your recovery rate.

But composting is complicated and should be considered an advanced level in the world of event recovery. The compost facilities in our region will accept food only.

These conditions need to be met before it is recommended to attempt composting:

- The goal is to capture food. If it is not expected that a lot of food scraps will be generated at this event, composting should not be practiced. Beer festivals are examples of events that do not generate much food scraps, but the event organizers want to compost because they think that the cups are compostable. These cups do not provide nutrients to compost and they are not accepted in the food scrap collection in our region.
- A hauler and receiver of the food scraps is available. Some local jurisdictions support food scrap collection at events. In other areas you will need to identify a farmer who will use the food scraps for pig feed or self haul food scraps to transfer stations.
- There will be plenty of volunteers to staff waste stations and remind people to separate their food scraps from their plates and flatware.



Including composting in the plan

Consider composting food scraps (organics) from vendors only

Often the most effective food scrap collection plan is to work with the vendors only. Providing collection options during their food preparation stage will often capture more waste than the public will generate anyway.

DESIGNING AN EVENT SUSTAINABILITY PLAN

With the previously discussed best practices in your back pocket, you are now ready to explore how to approach a project from beginning to end.

Pre-planning

There is a lot to do before an event. Make sure you have enough time.

Gather information to determine what to propose

Work with the community organization to understand the reason that they want to have a sustainability plan. Are they required to have recycling in order to use the facility? Do they want to collect materials as a fundraiser? Is sustainability a core value for their community? Do they want to recover material or are they also interested in waste prevention?

You can also ask the coordinators questions to understand existing conditions. Is this the first time they have attempted to do something? Have there been failed attempts before and if so what went wrong? If they have had the event before, ask what types of waste were generated. Plastic bottles, cups and food are common recoverable materials. Metal and glass are less common. Disposable plates and silverware are virtually impossible to recover. They might even have data or a report from past events.

Clarify what resources are available for this project. Is there a green team or are you the only planner? How much time, budget and volunteers do you have?

It may also be necessary to do some research to understand the existing conditions. Contact the venue to find out what is included in the use of the space. Walk through the area to understand where the containers are now and how the space will be used during the event, so you can see if waste will be generated in the same places where there are containers. Is there a recycling or compost container buddied with every garbage can? Perhaps there are too many cans and they are really spread out. Can they be moved to create a more central waste station area?

Another way to determine what you should try to achieve is by contacting the vendors and asking them what they plan to bring and hand out to participants. You can also ask them about what waste they might generate in their own cart or work space. Do they prep food on site? Do they end up with a lot of cardboard after their boxes are emptied of literature?

Draft a proposal and meet with event planners to develop a plan

Decide on goals. What materials are you going to capture and how much? Do you want to set a goal of the percent of volume of garbage reduction or bottles captured? How will you know you were successful?

Define roles. Who in the organization will arrange, sign and manage the contract with the hauler after you make recommendations? Who do you contact to talk about volunteer needs? Who will be removing full bags of material and hauling them to larger containers for haulers (this will likely be the volunteers with your leadership)? Are you allowed to contact vendors ahead of time directly or can you include your messages with the other messages that go to them?

Secure a budget. It is crucial to be clear that you have the funding assigned to costs related to waste management. Sometimes event coordinators forget to include this in their budget planning.

Create a site map. This map can include containers and locations for larger waste containers to store before pickup. You should share this map with everyone involved. Identify places where food, boxes and other types of waste will accumulate.

Organize and execute

Arrange for pickup. If there is not already an onsite hauler, contact one to secure larger containers, work out logistics, clarify recovery goals and arrange for pickup of the garbage and/or recovered material. (You may end up having a separate plan for some or all of the recovered material.) In Portland you can look in the phone book or talk to other Master Recyclers to find haulers that give good prices and services.

Everywhere else in the region, commercial haulers are franchised and you will need to call the local jurisdiction to find out which hauler serves the area where the event is located.

You can contact the Metro Recycling Information Hotline 503-234-3000 or search on www.oregonmetro.gov for the Find a Recycler and Find a Hauler pages. From Far West Recycling to your local pig farmer, you can be creative in finding places to bring materials for recovery.



Food courts are common places for waste



Don't forget you can make money from the bottle returns

The BottleDrop Fundraiser Blue Bag program is the best option for returning bottles and cans for redemption after events because they are set up to handle large volumes. It's simple: Fill up a blue fundraiser BottleDrop bag with your Oregon redeemable bottles and cans, drop it off at your local Redemption Center, and your refund will be credited to your BottleDrop Account within 48 hours. No lines, no machines, no waiting, no problem.

Event containers, signs and other assistance

Some parts of the region have special programs to help community event organizations with material recovery. These services are not available in all parts of the region so it is important to look for the options in the location of your event. If your community is not listed below, start with your local jurisdiction's Recycling Specialist to get help with ideas for signs and containers.

Clackamas County Event Recycling Program

Provides community organizations free event recycling assistance, clearstream containers and signage for bottle and can recycling at events that take place within Clackamas County.

Contact: Colleen Johnston 503-742-4464

cjohnston@clackamas.us

City of Gresham

Provides free clearstream containers and signage for community events in Gresham.

Contact: Jennifer Ilminen, 503-618-2525

jennifer.ilminen@greshamoregon.gov

Volunteers

Ask the event coordinators to include your recovery plan needs in their volunteer recruitment and task assignments. Be sure that they provide enough volunteers for the cleanup crew. There is a lot to do at the end of the day! Also make sure they let the volunteers know if they will be doing cleanup so that they dress accordingly. Green Team t-shirts or aprons are a nice way to identify the volunteers. They can post announcements for volunteers at these free web programs: Hands on Portland, CNRG, Craig's List and volunteer match. You can search on the Internet to find them.

You can email the Master Recycler Program Manager to post an announcement to invite other Master Recyclers to help with planning, volunteer and vendor training. Remember, they cannot staff recycling/composting stations (masterrecycler@oregonmetro.gov).

Event coordinator, site supervisor and/or janitorial staff

Your venue's staff can make or break your recycling program. Make sure that all parties understand and will carry out your plans, especially if they are doing the recycling themselves. Establishing a good relationship with the event coordinator, site supervisor, and/or janitorial staff is crucial.

During the event:

1. Set up containers and signs the day before, if possible, using the best practices.
2. Check in and train vendors and volunteers.
3. Spend the day monitoring for problems, checking in with volunteers and looking for contamination or full bags.
4. Move containers, add details to signs (as needed), and use volunteers to help solve unforeseen problems.
5. Find out if you can promote recycling by making some announcements on stage.



Chatten Hayes makes recycling fun with the Festa Italiana Emcee

Post event:

1. **Tear down and clean up.** Materials continue to be generated during cleanup. Assist vendors with tear down. Complete and/or confirm final sorting and pickup of garbage and recycling. Donate food.
2. **Evaluate Your Event's Success.** Ask for feedback and suggestions from everyone involved in the event including organizers, volunteers, vendors, exhibitors and haulers.
3. **Calculate Your Event's Success.** To calculate the recovery rate, ensure ahead of time that your process will allow a clear comparison between garbage and recycling. Sometimes groups state, "We had one garbage can and three bags of recycling." This statement does not give a clear evaluation, because it is unknown how big the can was in comparison to the bags. To calculate your recycling rate you need to be able to compare recycling with the waste generated. We learned in Chapter two of this handbook that *total waste generated* is both garbage and recycling.



Mitzi Sugar counts three bags of garbage from an event with 20,000 attendees

If your hauler/recycler was able to weigh your garbage and recycling, follow up with them the day of the event for final weights.

- Calculate your recycling rate using the following formula: $\text{Recycling Rate} = \frac{\text{Weight Recycled}}{\text{Waste Generated (Weight Recycled + Weight Disposed)}}$
- For example, if an event recycled 5,000 pounds of material and disposed of 3,000 pounds of material, the total waste generated was 8,000 pounds. The recycling rate would be 62.5 percent ($5,000 / (5,000 + 3,000) = 62.5$ percent).

If your hauler was not able to weigh your garbage and recycling you will need another plan for evaluating your recovery rate.

- One option is to calculate your recycling rate using volume as your base with the following formula: $\text{Recycling Rate} = \frac{\text{Cubic Yards Recycled}}{(\text{Cubic Yards Recycled} + \text{Cubic Yards Disposed})}$

Mt Hood Community College Waste Audit 5/12/16

Photo of all Waste Generated in One Day



↩ RESOURCE ↩

You can use the Volume to Weight Conversion Table by the U.S. Environmental Protection Agency to help you estimate the weights of specific materials.

- 1 Cubic Yard = 201.974 026 US Gallons
- For example: if an event recycled three 90-gallon roll carts full of cans and bottles(90X3=270 total gallons). The hauler provided a 2 yard garbage container and it was ½ full. First convert the recycling to yards (201.974 026 / 270=.748 yards of recycling). Then calculate your recycling rate (.748 yards recycled / (.748 yards recycled + 1 cubic yard disposed) = 43 percent recycling rate.
- Because DEQ and local jurisdictions all use weight as their base for a recovery rate you might decide to convert the volume of material to weight using the resource in the sidebar to the left.

4. Publicize the recycling rate along with the results of waste prevention efforts. Thank your donors, sponsors and volunteers with a card or a post-event celebration, and share the recycling rates and waste prevention results with them.

REPORTING YOUR HOURS

All work, including emails, research, meetings, training and troubleshooting counts as Master Recycler volunteer hours so long as your primary role is training or planning. Some of these projects may be one-day events, in which case the regular Master Recycler volunteer hours report form will work well.

However, ongoing projects will make this form tedious and confusing to use. On the Report Your Hours webpage, there is a link to download an excel spreadsheet you can use to tally your activities as you go and later email to the Master Recycler Program Manager.

Please do not wait until after the event to try and calculate the hours we owe you. You will forget many of the details. If you are not sure how to count hours, contact the Master Recycler Program Manager (masterrecycler@oregonmetro.gov).



SAMPLES AND TOOLS

The next few pages are examples of tools that other Master Recyclers have used and shared from their event recovery projects.

Master Recycler Mentor Miriam Reeber's Bag'o Tricks

<input checked="" type="checkbox"/> Spare sense of humor!!	<input checked="" type="checkbox"/> bungee cord	<input checked="" type="checkbox"/> vinyl/rubber gloves	<input checked="" type="checkbox"/> notepad (pocket sized)
<input checked="" type="checkbox"/> Scissors	<input checked="" type="checkbox"/> twist ties	<input checked="" type="checkbox"/> hand sanitizer	<input checked="" type="checkbox"/> blank paper
<input checked="" type="checkbox"/> Box Cutter	<input checked="" type="checkbox"/> duct tape	<input checked="" type="checkbox"/> tissues or handkerchief	<input checked="" type="checkbox"/> notepaper
<input checked="" type="checkbox"/> pens	<input checked="" type="checkbox"/> cello tape	<input checked="" type="checkbox"/> bandaids	<input checked="" type="checkbox"/> plastic sheet protectors
<input checked="" type="checkbox"/> sharpies (various colors)	<input checked="" type="checkbox"/> binder clips (various sizes)	<input checked="" type="checkbox"/> antibiotic ointment	<input checked="" type="checkbox"/> relevant literature
<input checked="" type="checkbox"/> hole punch	<input checked="" type="checkbox"/> paper clips	<input checked="" type="checkbox"/> cortisone cream	<input checked="" type="checkbox"/> Metro magnets
<input checked="" type="checkbox"/> rubber bands	<input checked="" type="checkbox"/> stapler	<input checked="" type="checkbox"/> sun screen	<input checked="" type="checkbox"/> camera
<input checked="" type="checkbox"/> zip ties	<input checked="" type="checkbox"/> staple remover	<input checked="" type="checkbox"/> bug repellent	<input checked="" type="checkbox"/> large plastic trash bags
<input checked="" type="checkbox"/> rope	<input checked="" type="checkbox"/> safety pins	<input checked="" type="checkbox"/> water bottle	
<input checked="" type="checkbox"/> string		<input checked="" type="checkbox"/> snack (nuts, Protein bar)	

Sample 1: Vendor Letter

[DATE]

A General Letter To Vendors

The [name of event] is counting on you to help make this year's [event] another huge success. You can do so not only by your generous sponsorship, but also by recycling the material you generate at your booth. Events at [event site] generate a large amount of waste, and the organizing committee is committed to minimizing the amount going into landfills. We ask that you support our efforts to be an environmentally sensitive event.

Please review the waste management procedures below and complete the On-Site Needs and Plan Form. Return the form to [event coordinator] by [date].

[List any specific waste management procedures, such as materials to be recycled, vendor responsibilities, etc.]

On-Site Needs and Plan Form

Please return to [event coordinator] by [date].		
Vendor Company:		
Contact Person:		
Phone:	FAX:	Email:
Please describe any items you plan to distribute at your booth:		
Will your booth operations or items you give away generate any packaging/garbage (plastic wrappers, foil bottle caps, etc.)? Please describe so that we can be prepared:		
Please describe any needs you have on the day of the event (power, tables, chairs, etc.):		
What else do you plan to do/have at your booth? Describe anything else you plan to bring (prizewheels, inflatables, vehicles, etc.):[Name(s)] at [phone number] will be your contact for booth set-up and on-site logistical needs.		

THANK YOU FOR YOUR HELP in making the [event] a great event. See you on [date].

Sample 2: The Bite Of Oregon's Letter to Vendors, 2004

ENVIRONMENTAL GUIDELINES: A RECOMMITMENT TO SUSTAINABILITY

In Oregon, we care not only about what we produce but how we produce it. With a long history as a conscientious recycler, The Bite recommits itself this year to environmental sensitivity with the long-term goal of becoming the most sustainable festival in the nation.

Thanks to the generous support of Portland General Electric, The 2004 Bite of Oregon is to be powered completely by renewable energy sources: wind, hydro- and geothermal power. Thank you, PGE.

By 2008, we aim to make the festival waste-free. We begin our zero-waste campaign this year by asking you to let us know what materials you'll be bringing on site so we may better plan our waste reduction strategies for both this year and next. We'll be performing random waste sampling and weighing all types of waste. Finally, we ask that you avoid certain types of materials as much as possible.

We count on you to make this year's Bite of Oregon a huge success. You can do so not only by your participation, but also by recycling the material you generate at your booth. Events like The Bite generate huge quantities of waste, and we expect you to support our efforts to be an environmentally sensitive event.

WASTE DISPOSAL GUIDELINES

Please review the following waste disposal guidelines, complete the On-Site Needs and Plan Form, and sign below, indicating your agreement.

- The Bite relies principally on Green Team volunteer staff to remove waste from your booth. One will visit your booth occasionally to assist you in managing your waste.
- Plan to separate and contain recyclables inside or behind your booth between pick-ups:
 - Cardboard: flatten and stack
 - Cans: flatten
 - Mixed paper
 - Plastic bottles: flatten
 - Juice boxes: flatten
 - Plastic bags

MATERIALS TO BE AVOIDED

Some materials are either prohibited or strongly discouraged.

- The use of expanded polystyrene food containers (an example is clamshells) is prohibited in the city of Portland.
- Paper or plastic? Each has its environmental pros and cons and the jury is still out on this knotty question. But where you have options, choose recyclable, reusable paper materials (preferably unbleached kraft paper) over petroleum-based, non-biodegradable plastics (especially prolific and persistent, plastic film bags and plastic butter/margarine tubs).
- Avoid multi-material containers. Containers like those typically used in packaging grated cheese and frozen juices can have paper, foil, metal and plastic all in one container. These are impossible to reuse or recycle and go straight to the landfill.

COMING ATTRACTIONS

In the future, watch for these improvements in waste reduction.

- The development of biodegradable serviceware (plates, cups, utensils) proceeds apace. As these become more aesthetic, market-ready and cost-competitive, The Bite will move toward standardization of biodegradable serviceware at the festival.
- Metro is working on a food composting system that we hope to be in place by 2005, designed mainly with the restaurant industry in mind. This will permit the unsorted collection of all biodegradable waste: animal fats, unbleached paper, biodegradable serviceware, etc., without the need for sorting.

Environmental Footprint Form

Please complete the following and mail, fax or deliver the completed form to us. [Fax number]		
Name of Booth:		
Contact Person:		
Phone:	FAX:	Email:
Please list or describe the materials that you will be dispensing as part of your food, beverage, performance or promotional activities (e.g., paper plates, plastic forks, napkins, plastic glasses, glass bottles, glossy brochures, etc.):		
Approximately how many miles will you be driving to operate at the Bite?		
What type(s) of vehicles?		
How many trips?		

Example of ways to go beyond the basics

Sustainability at the BEST Awards Breakfast

The awards breakfast itself was designed to reflect the principles of the event, with strong sustainability practices infused in all aspects of planning.

The Oregon Convention Center (OCC) was selected to host the Awards breakfast based on accessibility, price, and commitment to green practices. Event planners worked with OCC and Aramark (catering) staff to ensure that most of the food was sourced locally and the remainder was organic. The event featured a host of other “green” features:

- Friends of Trees planted a commemorative native tree in honor of each BEST award winner.
- Plant Native provided native plant centerpieces.
- A school to jobs youth program that serves people of color partnered with BEST awards to have 10 youth job shadow at nominee locations and sit with them during the meal.
- Tri-Met provided free passes for all guests to encourage use of alternative transportation.
- Other sponsors provided sustainably-produced door prizes for guests.
- Guests had the opportunity to enter a drawing and offset carbon impacts with a donation to the Climate Trust.
- Doubletree Lloyd Center provided accommodations for keynote speaker Richard Heinberg. The hotel emphasizes water and energy conservation in hospitality practices.
- Event organizers and volunteers minimized automobile travel and resource use in the planning of the BEST Awards Breakfast.
- All printed materials for the event were produced on post-consumer recycled paper.

CHAPTER 21 DISPLAYS AND LITERATURE

INTRODUCTION

As a Master Recycler, you have access to many kinds of literature and displays to supplement your outreach activities. There is really no need to spend your time creating flyers, signs, brochures or displays. We have it all for you! We even have fun giveaways, such as bags, stickers, pencils, and temporary tattoos. Our partners are excited about sharing these resources with you, because they know that people are more likely to use them, and possibly change their behavior, when a real person in the community presents them.

Below is the most current list and the contacts for displays and literature. Some are general to the region, while others are jurisdiction-specific. You are welcome to contact these people, your mentor, or the Master Recycler Program Manager if you want advice on what to check out. www.masterrecycler.org also lists these resources. If this version of the handbook is more than a year old you may want to see if there are new resources available to you on the web.

These kits can include a canopy, table and chairs if your outreach site does not already provide them. Be sure and request them if you need them. It is standard to include tablecloths, pens, tape, string and paperweights, but you can also ask about other items you think you might need. Some of these items are heavy or awkward. You can also request to have just parts of the kit so you can transport it by bus or bike. Presentations may only require parts of the kits as well.

Questions to consider when checking out equipment and materials:

- How many attendees are expected at the event, and what quantity of materials will you need?
- Will the audience at your event want a lot of a particular type of information — such as materials printed in a particular language or more materials about green cleaners?
- Is the event outdoors or indoors?
- Do you need to borrow a canopy, table and chairs, or will the event organizers provide them?
- What is the weather forecast? (hot sun needs a canopy as much as a rainy day)
- Do you have enough room to put screens or display stands next to your table, behind your table or on top of your table?
- Do you want an activity at the table or will you just provide information, answer questions, or engage people as they come by?
- Can you drop off equipment and materials near where you set up or will you have to carry them and if so how far? Will you need to borrow a cart to transport your materials?
- When can you pick up and drop off equipment and materials? (Often this is only possible during business hours.)

RESIDENTIAL CURBSIDE RECYCLING AND COMPOSTING KITS

City of Beaverton Recycling and Garbage

Beaverton City Hall, 12725 SW Millikan Way

Contact:	Elizabeth Cole, 503-526-2460, ecole@beavertonoregon.gov
Key messages:	What goes in the commingled cart, what doesn't. Glass on the side. No plastic bags.
Includes:	<ul style="list-style-type: none"> • Garbage, mixed recycling and glass containers • Sample materials
Literature:	<ul style="list-style-type: none"> • Every Day is Recycling Day flyers • Master Recycler post cards



Clackamas County Recycling and Garbage

150 Beaver Creek Road, Oregon City





<i>Garbage and recycling 'funnels'</i>	<i>Recycling Plinko</i>	<i>Wrap wall</i>
Contact:	Colleen Johnston, 503-742-4463, cjohnston@clackamas.us	
Key messages:	What goes in recycling and garbage carts. Glass on the Side. No Plastic Bags. Only four types of plastic are accepted. Think 'size' and 'shape'. When in doubt throw it out. Top Five Offenders.	
Includes:	<ul style="list-style-type: none"> • Recycling and garbage 'funnels' 	<ul style="list-style-type: none"> • Mini glass bin
Optional:	<ul style="list-style-type: none"> • Wrap wall showing plastic wrap and film accepted at local grocery stores • Materials for sort game • Recycling Plinko Board 	<ul style="list-style-type: none"> • Four View-Masters™ with slides about Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting. (image in Master Recycler section) • Recycling Wheel
Literature:	<ul style="list-style-type: none"> • Residential Recycle guides • Reduce, Reuse, Recycle guide • Recycling Depot Lists 	<ul style="list-style-type: none"> • Master Recycler post cards • Kid's recycle coloring booklets • Prizes: temporary tattoos, window clings and magnets

City of Gresham Recycling and Garbage

1333 NW Eastman Parkway, Gresham



Gresham Recycle Right game

Recycling table

Contact:	Meghan Borato, 503-618-2134, meghan.borato@greshamoregon.gov	
Key messages:	It is important to recycle right! Keep bags out. Glass goes on the side.	
Includes:	<ul style="list-style-type: none"> • Garbage table banner 	<ul style="list-style-type: none"> • Standard kit is combined with Eat Smart, Waste Less materials
Optional:	<ul style="list-style-type: none"> • Recycle Right game – dry erase sign with magnetic pieces made from reused lids • Recycling and garbage ‘tornados’ 	
Literature:	<ul style="list-style-type: none"> • In/Out – Sí/No sheets • Bring Your Bag window sticker • GoCart cards 	<ul style="list-style-type: none"> • Reduce, reuse, recycle brochures • Metro magnets and publications • Greener Cleaner recipe book

Recycle or Not – Reciclar o No

(Available at each local jurisdiction)

Contact:	Your local government contact	
Key messages:	Some items are creating confusion for recyclers in the greater Portland, Oregon area. Check the list in Recycle or Not to make sure you’re recycling right. It won’t take long, but it will make a difference for the environment. Check the list at RecycleOrNot.org or ReciclarONo.org . Recyclers can find out if an item is recyclable at home by submitting a photo to @recycleornot or @reciclarono on Instagram. There will also be a rotating feature item with messages about it. .	
Includes:	<ul style="list-style-type: none"> • Recycle or Not game with board, wheel and prizes 	<ul style="list-style-type: none"> • Feature item sign board in English and Spanish
Optional:	<ul style="list-style-type: none"> • Metro magnets • Green Cleaner Handbook 	<ul style="list-style-type: none"> • Medical Waste Guide • Junk Mail Reduction
Literature:	<ul style="list-style-type: none"> • Recycle or Not and Reciclar o no brochures. • Metro magnets 	

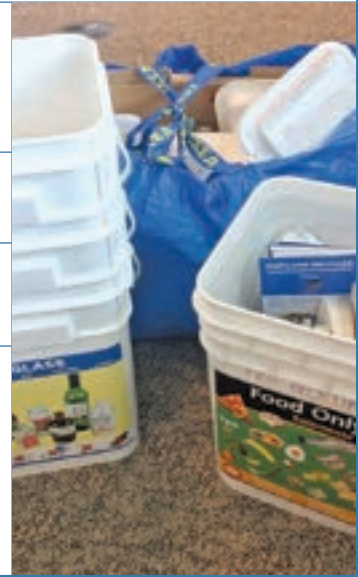


Recycle or Not table

City of Portland Multifamily Waste Reduction

1810 SW 5th Ave., 710, Portland

Contact:	Genevieve Joplin, 503-568-2803, genevieve.joplin@portlandoregon.gov	
Key messages:	Multifamily collection service in Portland includes garbage and recycling; no plastic bags and glass on the side. Because yard debris and food scrap service are offered at the discretion of the property manager, a visual assessment of the collection area(s) is part of any presentation to multifamily communities.	
Includes:	<ul style="list-style-type: none"> • Yes/No bag of items to sort • Bucket with literature 	<ul style="list-style-type: none"> • Collection area assessment form • Suggested presentation tips
Optional:	<ul style="list-style-type: none"> • Metro magnets • Green Cleaner Handbook 	<ul style="list-style-type: none"> • Medical Waste Guide • Junk Mail Reduction
Literature:	<ul style="list-style-type: none"> • Property Managers: Successful Garbage and Recycling Overview • Keeping Residents Informed; Composting Food Scraps and Service Setup • Durable Signs for Recycling, Garbage and Composting • Residents Guide to Recycling and Garbage • Residents Guide to Composting • Recycling Magnets and Door Hanger Cards 	



City of Portland Be Cart Smart: Every Cart Plays Its Part

1810 SW 5th Ave., 710, Portland



Portland Be Cart Smart banner and game

Portland Be Cart Smart renter display and foodscrap container

Contact:	Genevieve Joplin, 503-568-2803, genevieve.joplin@portlandoregon.gov
Key messages:	Curbside collection service in Portland includes weekly yard debris and food scraps, weekly recycling and every-other-week garbage pickup. Sign up for pickup day notifications. Include the food! Collect all food, including meat, bones, dairy and grains, in your kitchen collection container and empty it into the green roll cart. No plastic bags; keep glass on the side.
Includes:	<ul style="list-style-type: none"> • Be Cart Smart floor banner • Renter information display and foodscrap container • Bring your bag window sticker table top display • Tablecloth, clicker and pens
Optional:	<ul style="list-style-type: none"> • Be Cart Smart Game: Dry erase sign with images of containers, metal easels, game piece items to sort with magnet on back • Master Recycler banner • Yes, no kit: Box of real examples of materials that can be used to discuss what goes in garbage and recycling (compost options not available because they rot, but you could bring some) • Four brightly colored View-Masters™ with slides about Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting
Literature:	<ul style="list-style-type: none"> • Curbside Collection Guide, Renter Guide, Multifamily guide (come in five languages) • Recycle or Not materials • Bring Your Bag window clings • Oregon E-Cycles • Plastics recycling flyers • Metro magnets and Junk Mail Kit • Master Recycler post cards

Washington County Reduce, Reuse, Recycle

155 N First Ave Suite 160, Hillsboro



Reduce, Reuse Recycle table

Washington County rolling kit

Contact:	Ricardo Palazuelos, 503-846-3651, ricardo_palazuelos@co.washington.or.us
Key messages:	What goes in recycling and garbage carts and what doesn't; glass on the side. No plastic bags. Sign up for pickup day notifications. Take toxics and needles to their proper place. Avoid toxics by using greener cleaners.
Includes:	<ul style="list-style-type: none"> • Garbage and Recycling Day Display. Choose between table-top banner (to be used indoors only) or floor-standing banner (can be used indoors or outdoors) • Durable Rolling kit with supplies
Optional:	<ul style="list-style-type: none"> • Garbage and Recycling Day Spin wheel and prizes • A variety of literature display stands • Four brightly colored View-Masters™ with slides about Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting • Master Recycler banner • Cute Reduce, Reuse, Recycle Props
Literature:	<ul style="list-style-type: none"> • Waste reduction tip sheets and residential recycling brochures • RecycleWise newsletters • Metro magnets and publications • Coloring books, Spanish and English • Recycle or Not materials

SUSTAINABLE CONSUMPTION

City of Portland Resourceful PDX Kit

1810 SW 5th Ave., 710, Portland

Contact:	Genevieve Joplin, 503-568-2803, genevieve.joplin@portlandoregon.gov
Key messages:	Ideas for making simple changes in everyday choices. Save More, Live More. Share tips and resources so people can 1) Buy smart, 2) Reuse, 3) Borrow & Share and 4) Fix & Maintain. These actions can help save money, support the community, conserve natural resources and leave people with more time to enjoy with friends and family. Life transitions (moves, having a child) are good times to seek alternatives.
Includes:	<ul style="list-style-type: none"> • Pop-up banner • Interactive map display with a focus on four categories to show where people can go for resources and how to use them • Color coded pieces and dry erase pens • Table top displays for each topic and Bring Your Bag • Tablecloth, pens, clicker, and paper weights
Literature:	<ul style="list-style-type: none"> • Resourceful PDX card • Resourceful PDX mapr • Bring Your Bag window clings, Metro magnets



Clackamas County Sew a button/repair

150 Beaver Creek Rd, Oregon City



Contact:	Colleen Johnston, 503-742-4463, cjohnston@clackamas.us
Key messages:	By learning how to properly care for and repair the material items in our lives, we can help reduce the environmental impact of the products we buy, save money, and find joy in fixing things.
Includes:	<ul style="list-style-type: none"> • Sew Easy banner • Button Bookmarks: Teach people how to sew a button by making a button bookmark they can take home
Literature:	<ul style="list-style-type: none"> • Every Thread Counts information on purchasing durable and repairing textiles • Craft ideas for buttons • List of upcoming Repair Fairs

Washington County

155 N 1st Ave, Suite 160, Hillsboro



Contact:	Ricardo Palazuelos, 503-846-3651, ricardo_palazuelos@co.washington.or.us
Includes:	<ul style="list-style-type: none"> • Know your stuff magnetic game. Has a set of questions and answers for Reduce, Reuse, Recycle and for ESWL. • The Story of Stuff Display. A bilingual (English/Spanish) journey through how our stuff gets made, sold and disposed of. Lightweight and easy to set up; comes in a carrying case. • Repair and Reuse table prop.

GREENER CLEANER KITS

Clackamas County Green Cleaner

150 Beaver Creek Rd, Oregon City



Contact:	Colleen Johnston, 503-742-4463, cjohnston@clackamas.us
Key Message:	It is safer and easier to make your own cleaners, learn how to read labels, what to do with toxic waste. Also understanding signal words like Danger and Warning. Pros and cons of Dr. Bronner's vs Murphy Oil.
Includes:	<ul style="list-style-type: none"> • Green cleaner display board (small or large boards available) • Supplies to make one of three greener cleaners: Soft Scrub, Ant Bait or All Purpose Cleaner • Safety Data Sheets for all products on display
Literature:	<ul style="list-style-type: none"> • Green Cleaner Recipe booklets • Household Hazardous Waste flyers • Metro coupons for disposal of toxics • Hazardless Home Handbook • Metro magnets

Washington County Green Cleaner

155 N 1st Ave, Suite 160, Hillsboro

Contact:	Ricardo Palazuelos, 503-846-3651, ricardo_palazuelos@co.washington.or.us
Key messages:	Many cleaners are unhealthy for you and your family. There are simple and safe alternatives that can save you money. Read warning labels.
Includes:	<ul style="list-style-type: none"> • Non-toxic ingredients, recipes, and descriptions of each ingredient and its cleaning properties. • A receipt listing the total cost of the ingredients shows how cost-effective green cleaners can be! <p>(Note: this kit weighs about 15 pounds.)</p>



FOOD WASTE PREVENTION KITS

City of Beaverton Eat Smart, Waste Less

Beaverton City Hall, 12725 SW Millikan Way

Contact:	Elizabeth Cole, 503-526-2460, ecole@beavertonoregon.gov
Key message:	Americans waste 20% of their food. Learn simple tips to save money and stop food waste. SMART STORAGE – keep fruits and vegetables fresh by storing them correctly.
Call to action:	Take the Eat Smart, Waste Less Challenge. Ask people to take the pledge to reduce their food waste at home. It's a 4-week challenge where they will receive one email a week with tips and tricks to reduce their food waste. If they complete the survey at the end of the four weeks they will receive a reusable produce bag.
Includes:	<ul style="list-style-type: none"> • Table sign • Eat Smart, Waste Less table banner • "How much food do we waste?" interactive game • Produce bags and food storage containers for display only • Produce storage sorting game • A-Z book for reference
Literature:	<ul style="list-style-type: none"> • Half-sheet food storage guide • Food storage guide magnets • Pledge forms • Stickers



Clackamas County Eat Smart, Waste Less

150 Beaver Creek Road, Oregon City



Contact:	Colleen Johnston, 503-742-4463, cjohnston@clackamas.us
Key messages:	Eat Smart, Waste Less. Take the Challenge. Shop with meals in mind. Prep now and eat later. Store food properly. Eat what you buy. Track your food waste.
Includes:	<ul style="list-style-type: none"> • Produce bag prizes for ESWL challengers • ESWL wheel with food related questions, prizes for kids, and basket of fruits and veggie
Optional:	<ul style="list-style-type: none"> • Eat Smart, Waste Less Plinko. People can drop the ball to determine which action area they will focus on in the challenge
Literature:	<ul style="list-style-type: none"> • Fridge Storage flyer; Fruit & Vegetable Storage half sheet • Food Preservation flyers and cards • ESWL pledge forms • Shopping pads • Smart storage magnets

City of Portland Eat Smart, Waste Less

1810 SW 5th Ave., 710, Portland



Contact: Genevieve Joplin, 503-568-2803, genevieve.joplin@portlandoregon.gov

Key messages: Eat Smart Waste Less (ESWL) – Portlanders are taking simple steps to cut down on wasted food & wasted money! Preventing food waste saves money and resources like water, land, energy, time and heart of workers who grow, transport and sell our food to us. Reducing trips to the grocery store reduces exposure to coronavirus for ourselves & others. Note: shift focus away from compost or “waste”; instead guide conversations upstream towards keeping food edible, and saving resources.

Reducing spoilage of food already on hand is fastest path to greater action, but kit materials focus on three waste prevention strategies: 1. meal planning and shopping lists to buy only what is needed, 2. proper storage to keep food fresh and tasty, 3. and ways to make sure food at home is eaten before spoiling.

Households can also take the Eat Smart Waste Less Challenge (ESWL). Measure your household food waste and receive simple tips for keeping food good enough to eat! Explore the Master Recycler YouTube Channel Eat Smart, Waste Less play list to see Master Recyclers using these talking points.

- Includes:**
- Food storage magnetic game board and game pieces with hints and tips on the back
 - A-Z Food Storage Guide (to be used as reference for Master Recyclers tabling, not for hand out)
 - Seeds as giveaways

- Literature:**
- Food storage tips
 - Food storage sheets
 - Kids activity book “An Apple Isn’t Just an Apple”

Washington County Eat Smart, Waste Less Challenge

155 N 1st Ave, Suite 160, Hillsboro

Contact:	Ricardo Palazuelos, 503-846-3651, ricardo_palazuelos@co.washington.or.us
Key message:	By making small shifts in how we shop, prepare and store food, we waste less, save money and conserve the valuable resources associated with food production.
Call to action:	Pledge to practice what we call SMART Storage. After taking the pledge, they can receive a SMART storage magnet guide. If they want more information, but aren't ready to commit, they can receive a SMART storage guide card. For more information on the Challenge visit www.EatSmartWasteLess.com
Includes:	<ul style="list-style-type: none"> • Food storage magnet game board with easel and magnetic food pieces with tips on back • Floor banner and two small tabletop message displays • Chalkboard Activity
Optional:	<ul style="list-style-type: none"> • Spin wheel and prizes
Literature:	<ul style="list-style-type: none"> • Fridge Storage flyer • Fruit and Vegetable Storage half sheet • Food Preservation flyers and cards
Props:	<ul style="list-style-type: none"> • Four pieces of food to accompany the Eat Smart, Waste Less presentation.
Power Point:	<ul style="list-style-type: none"> • Go online to the Master Recycler kits page to download the Power Point presentation
Party Kit	<ul style="list-style-type: none"> • Go online to the Master Recyclers kits page to find the Just Eat it Movie Viewing Party Screening Took Kit guide and a flyer template for recruitment • Includes prizes for a drawing • Laptop and projector available upon request



Washington County Eat Smart/Waste Less table, food storage board, spin wheel with prizes and with a case and activity chalkboard

CHAPTER 22 PLACES TO VOLUNTEER

INTRODUCTION

From art to building salvage, fixing to sharing, composting demonstrations to staffing an information booth, there is a niche in just about every corner of the greater Portland area for a Master Recycler. People in this region are excited to have Master Recyclers join in because they know that you know your stuff. Many organizations will make announcements in the monthly newsletter and Master Recycler volunteer calendar online. But they also welcome the Master Recycler who takes the initiative to contact them.

This chapter is devoted to Master Recyclers who would like to find a spot where they can settle in and do some deeper volunteer work. It is a listing of organizations or projects where Master Recyclers have become regulars. Some of them are one-time events that Master Recyclers return to participate in year after year. Some of them are organizations that need your expertise for a one-time special project. Some have on-going projects that need a committed volunteer to take the lead. You will learn about the organization mission, how Master Recyclers have gotten involved in the past, and the contact information. It is up to you what you do next. You can decide to jump in with some of the existing projects or contact an organization and say that you want to use your special talents and see if they have a need for you.

YOUR LOCAL JURISDICTION

During the class, you will have met the staff from the jurisdiction that hosted that particular class and learned about how Master Recyclers can participate in their campaigns. Previous chapters have also discussed many of the local government campaigns by topic. This is a listing of all of the local jurisdictions' major campaigns and projects so that you can see them at a glance.

City of Beaverton

Elizabeth Cole ecole@beavertonoregon.gov 503-526-2665

- Multi-family *door to door outreach*
- Beaverton Information Booth on Residential Solid Waste and Recycling
- Eat Smart, Waste Less tabling and presentations (food waste prevention)
- Adopt a multifamily housing community

Clackamas County

Colleen Johnston, 503-742-4463, cjohnston@clackamas.us

- Clackamas County Information Booth on Residential Solid Waste and Recycling and toxics reduction
- Multifamily door to door outreach
- Repair Fairs

City of Gresham

Meghan Borato, 503-618-2134, meghan.borato@greshamoregon.gov

- Gresham Information Booth on Residential Solid Waste and Recycling
- Eat Smart, Waste Less tabling
- Adopt a multifamily housing community
- Earth Day E-waste Collection Event
- Repair Fairs and Swaps

City of Portland

Genevieve Joplin, 503-823-0232, genevieve.joplin@portlandoregon.gov

- Business recycling assistance
- Be Cart Smart (Residential recycling and composting information booth)
- Resourceful PDX (Information booth that promotes reuse, fix and maintain, sharing and buying smart)
- Multifamily presentations and information booth
- Special project assistance
- Adopt a multifamily housing community
- Eat Smart, Waste Less program

Washington County

Ricardo Palazuelos, 503-846-3651, ricardo_palazuelos@co.washington.or.us

- Reduce, Reuse, Recycle and Eat Smart, Waste Less information booth and community presentations

Heather Robinson, 503-846-3660, heather_robinson@co.washington.or.us

- Multi-family *door to door outreach*
- Adopt a multifamily housing community
- Repair Fairs

OTHER PARTNERING ORGANIZATIONS

The organizations (below) are presented alphabetically. After this list there are two indexes so you can search by location and by topic.

Center for Diversity and the Environment

cdeinspires.org

Mission statement: *We harness the power of racial and ethnic diversity to transform the environmental movement by developing leaders, catalyzing change within institutions and building alliances.*

Ways Master Recyclers have volunteered:

- Join Environmental Professionals of Color (EPOC) to network with fellow leaders of color who work on critical environmental issues.
- Volunteer to support their many individual, organizational and systemic programs.

What does not count as volunteer hours:

- If you just attend trainings without the intention of applying the information to a specific project.

Clackamas Waste Reduction Education Program

Laurel Bates, Waste Reduction Education Coordinator 503-742-4454, lbates@clackamas.us

Mission Statement: *The Clackamas County Office of Sustainability and the Clackamas County Refuse and Recycling Association work together to support school sustainability and recycling efforts with resources, recycling containers, presentations and education kits.*

Ways that Master Recyclers have volunteered:

- Master Recyclers with an education background have assisted Laurel in classroom presentations and programing in Clackamas schools.

Community Warehouse

3969 NE MLK Jr Blvd, Portland 97212 | 8380 SW Nyberg St, Tualatin 97062 | 503-891-7400

www.communitywarehouse.org/volunteer-2

Mission Statement: *We help vulnerable populations improve the quality of their lives and become self-sufficient by providing them with basic household furnishings. Community Warehouse is the only full-service furniture bank in the Portland metro area. In the last three years alone, Community Warehouse has provided essential furniture and household items to more than 22,000 low-income people. After visiting Community Warehouse, recipients have enough furniture, beds, kitchen items, and linens to create a safe and stable home and allow them to devote their time and resources to meeting other needs such as employment assistance, health care, or food.*

Ways Master Recyclers have volunteered:

- Outreach Ambassadors: help with special Community Warehouse fundraising events, outreach fairs and spreading the word, and information booths in community events.
- Staffing the Community Warehouse van at Neighborhood Cleanups to ensure that only reusable household items are accepted.
- Join the Board of Directors.

Cracked Pots

crackedpots.org/

Mission Statement: *to use art to encourage our community to creatively look at trash. Reuse is at the heart of all we do.*

Cracked Pots has two events that promote reuse and art.

- Cracked Pots McMenamins Edgefield Garden Art Show. Artists sell recycled garden art.
- Glean is an art show also sponsored by Metro. Five artists are selected each year to glean materials from the Metro transfer station and spend five months making art and blogging about it.

Cracked Pots also runs the ReClaim-it Store. ReClaim It! sells items and artists materials that have been gleaned from the dump or received from local businesses. Metal boxes, wooden window frames, musical instruments, turned chair legs, heavy glass shelves, fishing rods and golf clubs, flooring and tile samples, interesting metal pieces, old typewriter parts, old tools...who knows what else will be added each week as our gleaners sort through the dump, looking for treasures?

Ways Master Recyclers have volunteered:

- Check out materials and kits from one of the local jurisdictions and staff a booth at the Cracked Pots Edgefield Artshow in Troutdale. This is a two day event that usually takes place on a Tuesday and Wednesday in July.
- Support the Glean Art Show or ReClaim It! Store through outreach, articles. One Master Recycler helped design storefront displays to promote creative reuse.
- Join Cracked Pots' Board of Directors

Things that don't count as volunteer hours:

- Helping with inventory in the store.

Down the River Cleanup on the Clackamas (Annual Event)

www.welovecleanrivers.org

Description: An on-river, volunteer litter clean up. Water paddle crafts, on-land teams and rafters join in to remove trash. Attracting over 300 people, and typically removing 3 to 4 tons of trash from the Clackamas River. There are about five parks where the event is staged.

Ways that Master Recyclers have volunteered:

Several years into the event Master Recyclers started helping get materials recycled. Now as much as 50 percent is recycled. This event has job descriptions you can find on the website. These two jobs count as volunteer hours:

- Organize the recycling plan.
- Sorter Captains: lead teams of 10+ to set up and sort incoming materials for recycling.

Jobs that don't count as volunteer hours:

- Sorter assistants, registration, on-land volunteer.

Eco-School Network

Ecoschoolnetwork.org

Description: The Eco-School Network is an organization of parents promoting sustainable practices and raising ecological awareness in elementary schools in Oregon. The Network equips parents and students to lead school communities toward sustainability through free training and ongoing support.

Ways Master Recyclers have volunteered:

- Attending the training
- Helping a school become Oregon Green School Certified
- Leading student green teams
- Participating in earth day activities.

Free Geek

1731 SE 10th Avenue, Portland | www.freegeek.org

Mission Statement: *Free Geek transforms used technology into opportunity, education, and community. Free Geek receives donated used computers from the public and businesses, and Build volunteers refurbish them with care. These computers are then adopted out to our Adoption volunteers in exchange for 24 hours service or after successfully completing our Build Program.*

Ways Master Recyclers have volunteered:

- Provide a presentation on recycling.
- Provide a workshop in the classroom or training in the rebuild program.
- Promote Free Geek with an information booth at community events.

Things that don't count as volunteer hours:

- Recycling and rebuilding computers.
- Helping with inventory in the store or warehouse.

Habitat for Humanity ReStore

10445 SE Cherry Blossom Dr, Portland | 13475 SW Millikan Way, Beaverton | 610 NE 181st Ave, Gresham

Pdxrestore.org

Description: *PDX ReStore locations are stocked with new and reclaimed building materials, furniture, appliances and other home goods, and are the reuse equivalent to Home Depot. All proceeds go to help build homes for families.*

Ways Master Recyclers have volunteered:

- PStaffing a summer booth with ReStore outreach staff.
- Offering a workshop or training at any of the stores on creative reuse or recycling.

Things that don't count as volunteer hours:

- Helping with inventory in the store.
- Accepting donations.
- Repairing or recycling materials that have been donated

James Recycling Collection Events

jshrecycling.com

Mission Statement: *James Recycling is a private locally owned recycling company that runs events for the collection of a variety of non-curb-side recycling materials. Events take place in various locations throughout the region.*

Ways Master Recyclers have volunteered:

- Help promote events.
- Help with the Inspect & Correct area, as follows: Donors with soft plastics, large or small rigid plastics and Styrofoam recycling items will be directed to Inspect & Correct, where you will 1) Review donor contents for cleanliness and acceptability. 2) Offer suggestions and answer questions, 3) Recommend and oversee any needed corrections, and 4) Approve donor corrections and forward them to the drop-off areas.

What does not count as volunteer hours:

- Collection events involve a lot of hauling and sorting of waste. It is okay if you end up doing some of this work, but it cannot be the primary role you play. Your primary role should be to supervise or advise the other volunteers how to do this or act as a key contact for the public.

Milwaukie Farmer's Market

Colleen Johnston (Class 36) colleen.johnston@providence.org

Description: Learn tabling ropes with two pros or just have fun at a great little market. Join two Master Recycler Mentor's Colleen Johnston (Class 36) and Rob Kappa (Class 37) at this creative and popular information booth that frequents this market several Sundays in the summer months.

MROc (Master Recyclers of Color)

groups.google.com/g/MROC_PDX | www.facebook.com/mrocpxd

Mission Statement: *Master Recyclers Of Color (MROC) is a community group for any individual who identifies as Black, Indigenous or a Person of Color, who is interested in waste and recycling.*

Ways Master Recyclers have volunteered:

- Monthly meetups
- Social media, e-networking
- Zine, food garden outreach
- Organizing speakers, presenters and tours.

Ecochallenge.org

www.ecochallenge.org/hello/

Mission Statement: *Ecochallenge.org is a non-profit organization that inspires people to take responsibility for Earth.*

Ways that Master Recyclers have volunteered:

- Organize your church, coworkers, friends or family to take the fall EcoChallenge. For two weeks, in mid-October, challenge yourself to change one habit that benefits both you and the planet. Create a profile and report your results online.

Things that don't count as volunteer hours:

- If you just do challenge by yourself without involving others (it is great to do, but just doesn't count as hours).

Oregon Green Schools

oregongreenschools.org

Mission Statement: *Oregon Green School is dedicated to energizing and engaging students through student-driven activities that advance their understanding and ownership of sustainability. Oregon Green Schools is helping with programs to recycle, reduce waste, save energy and conserve water with:*

- Hands-on assistance.
- Curriculum and funding resources.
- Recognition and events.

Ways Master Recyclers have volunteered:

- Use the OGS Certification process to get your local school certified.
- Help OGS recruit schools in the region.
- Provide assistance to several schools in the region.

Oregon Zoo

Master Recycler Program Manager, masterrecycler@oregonmetro.gov

Description: The Oregon Zoo's mission includes offering education on wildlife, their habitats and what we can all do to protect them. Master Recyclers have many ways that you can participate in this mission and have fun family-friendly activities that reach a diverse audience.

Ways Master Recyclers can volunteer:

- Check out materials or create your own display and set up a table almost any day in the zoo.
- Set up a table at a number of scheduled education days and major events like Howloween, Hop into Spring, and Zoo nights.

PlanetCon (Westside Planet Alliance)

PlanetCon.org

Description: PlanetCon is a community recycling, swap and repair event that offers a hall of exhibitors with information as well. A group of Master Recyclers in Hillsboro and Forest Grove began partnering with Washington County and local recyclers to collect non-curb-side recycling along with conducting a swap event and repair fair.

Ways Master Recyclers have volunteered:

- Joining the planning committee.
- Staffing an information booth on Eat Smart, Waste Less, Waste-Free Advocates, toxics, recycling and more.
- Helping on the day of the event with logistics, greeting and helping people understand recycling.
- Repairing items in the Repair Fair section.

Rebuilding Center

3625 N. Mississippi Avenue, Portland 97227 | www.rebuildingcenter.org/volunteer

Mission Statement: *We offer affordable used building and remodeling materials with the goal to promote the use of salvaged and reclaimed materials — a non-profit resource to strengthen environmental, economic and social fabric of local communities. As a community building organization, we have inverted the volunteer model and would love to hear how we can serve you and expand your ambitions and skill sets.*

Ways Master Recyclers have volunteered:

- Receive training on Rebuilding Center programs and staff information booths at the region-wide home and garden and remodeling tradeshows (mostly at the Convention Center and Expo Center in NE and N Portland) to promote purchasing of salvaged materials and deconstruction options right when people are thinking about making changes to their home.
- Help with the newsletter, blog or website.
- Join their volunteer leaders program.
- Collect stories of creative reuse for their website and community board.

Things that don't count as volunteer hours:

- Helping with inventory in the warehouse.

Repair Fair

repairpdx.org (Portland and Gresham) | repairfair.org/ (Beaverton to Hillsboro)

Description: Repair Fairs or Repair Cafés are events where volunteers with “fixing” skills help others fix broken items. Volunteers may be able to repair small appliances like blenders or coffee makers, jewelry, bikes or clothing that needs a new button or a zipper fix. Good things can happen at a Repair Fair, including: meeting new people, learning useful skills and keeping items in use. Repair PDX started a Repair Voucher program in 2021. People can select their own repair company or one from a list by Repair PDX and then present the voucher. Repair PDX will pay the repair company for the repairs.

Ways Master Recyclers have volunteered:

- Help organize a Repair Café.
- Assist with public orientation and entry.
- Teach people how to repair.
- Outreach for RepairPDX's new Repair Voucher Program

Scrap

1736 SW Alder Street, Portland | portland.scrapcreativereuse.org

Mission Statement: *Inspiring creative reuse and environmentally sustainable behavior by providing educational programs and affordable materials to the community.*

Ways Master Recyclers have volunteered:

- Provide a workshop on creative reuse.
- Bring a group to one of the workshops or parties.
- Help with fundraising events.
- Teach at the summer camp.
- Help with teacher trainings.

Things that don't count as volunteer hours:

- Helping with inventory in the warehouse.

Trash for Peace

Portland schools | www.trashforpeace.org/

Mission Statement: *Turn trash into peace. To educate and spread awareness about the capacity we have as human beings to use our creativity and innovation to replace the concept of trash with resourcefulness and giving back. We strive to encourage people to reduce, reuse, and then recycle for a healthier and more peaceful planet.*

Trash for peace works on Youth empowerment, business outreach, and creative bin designs all focused on achieving their vision: Empowered, healthy communities living in a world without waste. One program of Trash for Peace is Ground Score. Ground Score is an association of environmental workers who create and fill low-barrier waste management jobs. They created outreach materials to support our local waste pickers through proper set-out of our bottles and cans

Ways Master Recyclers have volunteered:

- Use their classroom manuals to conduct creative reuse presentations in classrooms.
- Empower youth of all ages to promote self-esteem, leadership, team building, and job skills through the lens of environmental education.
- Help with waste free cooking classes.
- Promote the rights of waste pickers with Ground Score outreach materials to support through proper set-out of our bottles and cans.
- Join the Board of Directors

Waste-Free Advocates

www.wastefreeadvocates.org

Mission Statement: *Waste-Free Advocates empowers and connects Oregon communities to minimize over-consumption and waste..*

Ways Master Recyclers have volunteered:

- Work with companies' Green Teams to inspire coworkers to think of waste prevention ideas dealing with lunchtime choices (food carts, GoBox, BYOs, etc.) and in other aspects of their daily activities.
- The Oregon Legislature convenes in February. Help us target and track environmentally sensitive legislation through the house and senate.
- Become a Board Member.
- Write newsletter articles.

Your Local Farmer's Market

www.oregonfarmersmarkets.org/

Description: Farmer's markets are a bustling center to communities throughout the region. Along with providing our region with farm fresh food, they are also community gatherings of music and information-sharing that take place usually weekly sometimes more often. It is best to contact the Master Recycler Program Manager to find out if a Master Recycler is already involved in your market.

Ways Master Recyclers have volunteered:

- Check out a kit from your local jurisdiction and set up an information booth. Some Master Recyclers have even set up a booth one day a month for the summer months and rotated the topic. Use the contact information in the directory for your market to find out if they would allow a free space for you to set up. Also ask them if they have a table, chair and canopy available.
- Provide technical assistance in helping the market reduce waste or become the ongoing sustainability coordinator. Connect them with resources, work with your local jurisdiction's Recycling Specialist to identify places that take hard to recycle or compost materials, help them improve recycling/composting signage and containers or implement a durables program for the food vendors.

INDEX BY LOCATION

REGIONAL

- Center for Diversity and the Environment
- James Recycling
- MRoC (Master Recyclers of Color)
- Northwest Earth Institute.
- Oregon Green Schools
- Oregon Zoo
- Your local Farmer's Market

PORTLAND

- Community Warehouse
- Cracked Pots
- Free Geek
- Eco-Schools Network
- Habitat for Humanity Restore
- Oregon Brewers' Festival and Northwest Organic Brewers' Festival
- Repair PDX
- Scrap
- Trash for Peace
- Waste-Free Advocates

CLACKAMAS COUNTY

- Clackamas Waste Reduction Education Program
- Down the River Cleanup on the Clackamas
- Eco-schools Network
- Milwaukie Farmer's Market
- Repair Fair

GRESHAM, TROUTDALE

- Cracked Pots
- Habitat for Humanity Restore
- Repair PDX
- Trash for Peace

WASHINGTON COUNTY

- Community Warehouse
- Habitat for Humanity Restore
- PlanetCon
- Repair Fair

INDEX BY TOPIC

ADVOCACY, DIVERSITY & INCLUSION AND POLICY

- Center for Diversity and the Environment
- Free Geek Right to Repair
- MRoC (Master Recyclers of Color)
- Waste-Free Advocates

CHANGING PERSONAL ACTIONS

- Northwest Earth Institute
- Waste-Free Advocates

COLLECTIONS AND CLEANUPS

- Down the River Cleanup on the Clackamas
- James Recycling
- PlanetCon

EVENT RECOVERY

- Oregon Brewers' Festival and Northwest Organic Brewers' Festival

REUSE

- Community Warehouse
- Cracked Pots
- Free Geek
- Habitat for Humanity Restore
- Repair Fair
- Scrap

SCHOOLS AND YOUTH EDUCATION

- Clackamas Waste Reduction Education Program
- Eco-schools Network
- Oregon Green Schools
- Oregon Zoo
- Trash for Peace