

4 P's



501.371.4646



Recycle@
LittleRock.gov



LRecycles.org



SustainLR



Lennie
Massanelli

Sustainability
Officer

Brittany
Nichols

Sustainability
Educator



be a local leader in sustainability



Partner



Pilot



Program



Promote

our partners





PARTNER

PLASTIC FREE LITTLE ROCK
@ AR CORNBREAD FESTIVAL
TOWARDS ZERO WASTE, 2019

- INCREASE CAPACITY
- DIVERSIFY OFFERINGS
- EXPAND KNOWLEDGE BASE



EXAMPLES OF BENEFICIAL PARTNERSHIPS

CONTAMINATION STUDY

Direct messaging campaign to bring awareness and education to residents about the contaminants in their carts and which materials are currently accepted in the curbside recycling program.

LITTLE ROCK SUSTAINABILITY OFFICE
701 W. Markham St.
Little Rock, AR 72201

Alert!
Your Curbside Recycling Cart May Be Contaminated.

CONTAINS NON-RECYCLABLE MATERIAL!

Little Rock Resident
1234 Number St.
Little Rock, AR 72201

Your Curbside Recycling Cart May Be Contaminated!

Contamination in your curbside recycling cart has been observed by the recycling truck driver. Non-recyclable items contaminate the cart and make the correct items you put in your cart less valuable or unable to be processed for recycling.

Please clean up your cart by following these three simple rules:

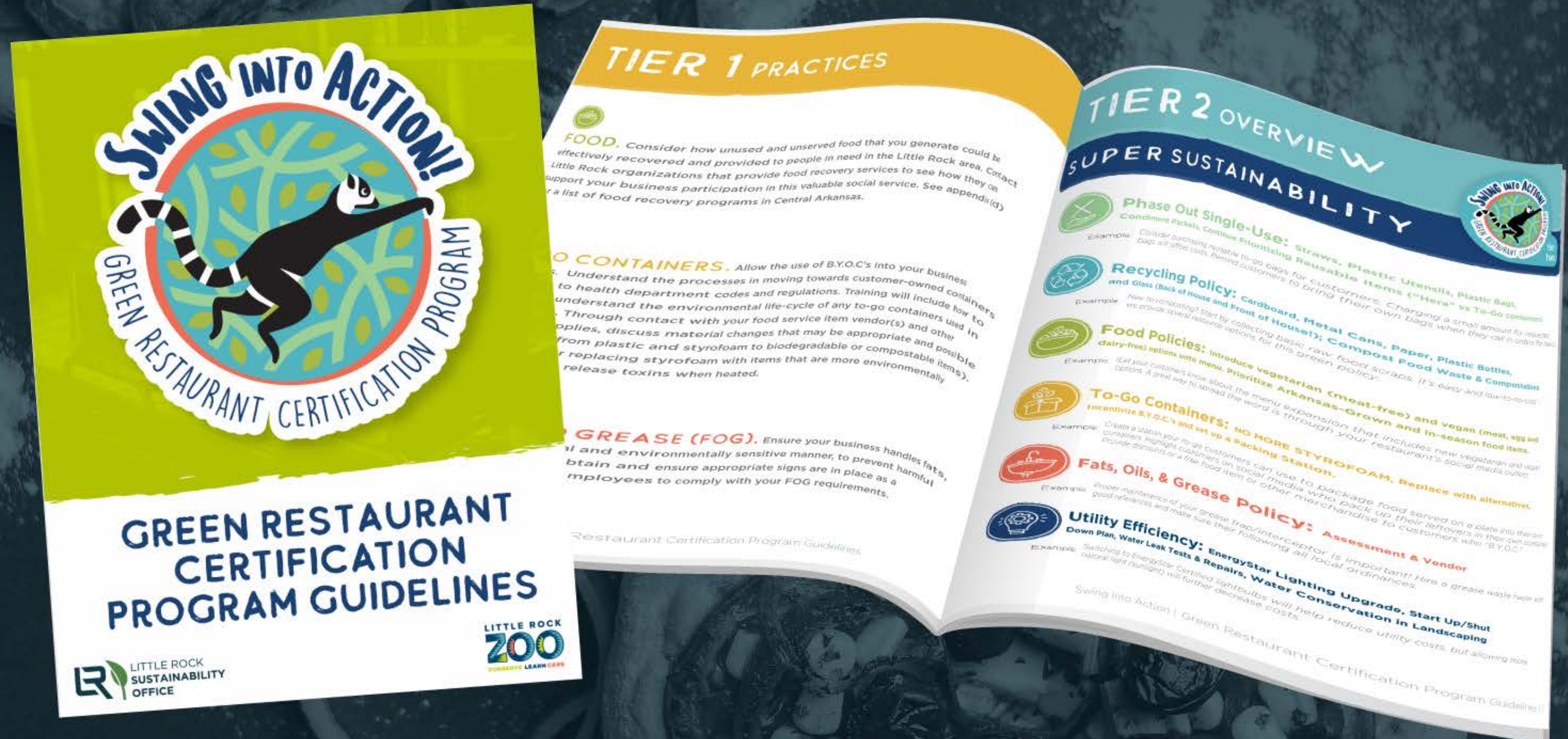
- 1. ONLY**
empty plastic bottles and jugs.
No plastic bags or other items that could wrap around or tangle up (like clothes, cords, or wire). No items containing liquid. No glass. No food, food scraps, yard waste, or anything that can spoil or rot.
- 2. ONLY**
empty aluminum, steel, and tin cans.
- 3. ONLY**
paper, cardboard, junk mail, and paperboard (like cereal boxes, but without the plastic liner). Flatten all cardboard to fit inside the cart.

Help us improve recycling by reducing cart contamination. For more information, go to:
LRecycles.org
Lennie Massanelli
Sustainability Officer
501-375-4586

CONTAINS NON-RECYCLABLE MATERIAL!

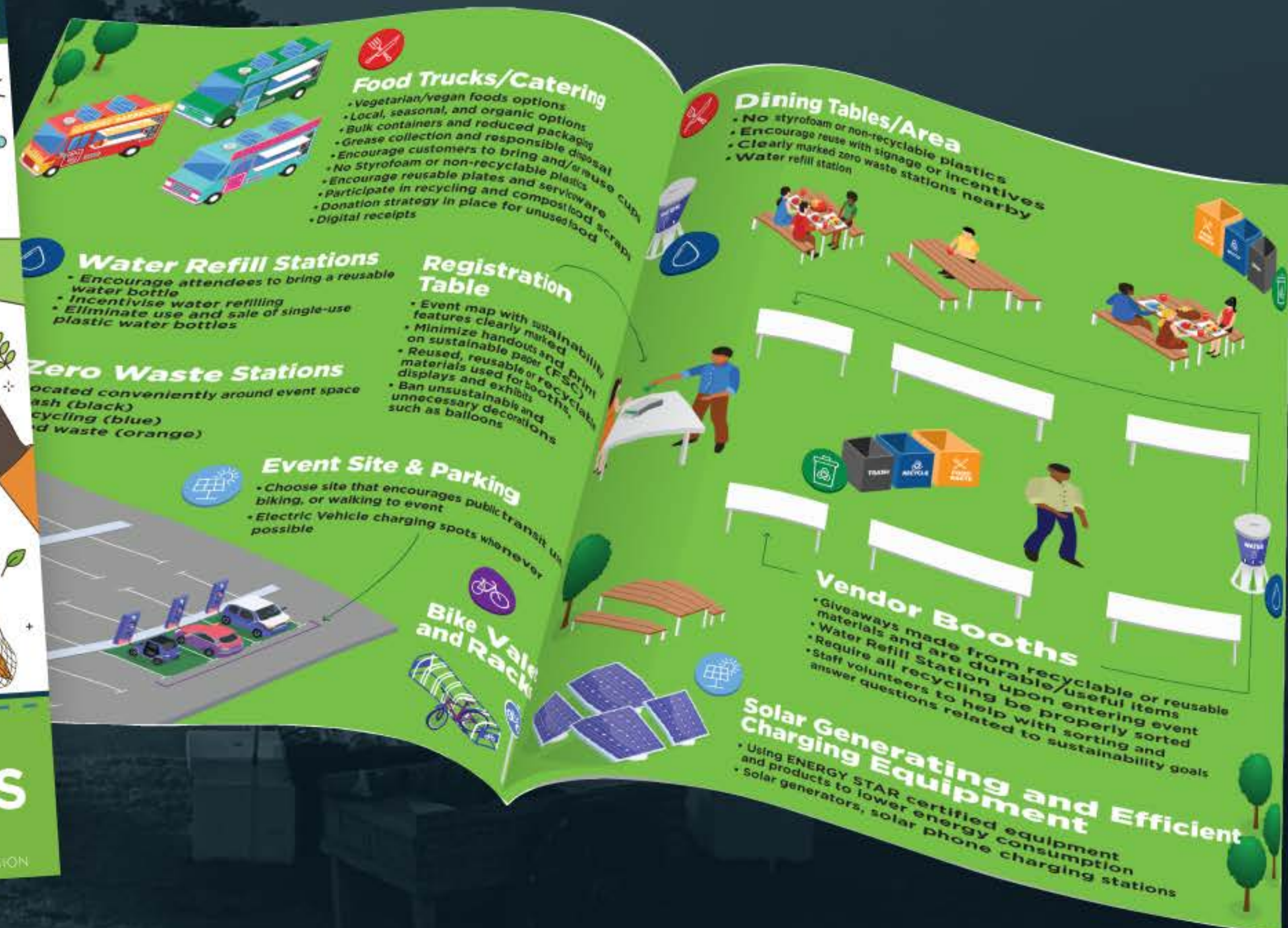
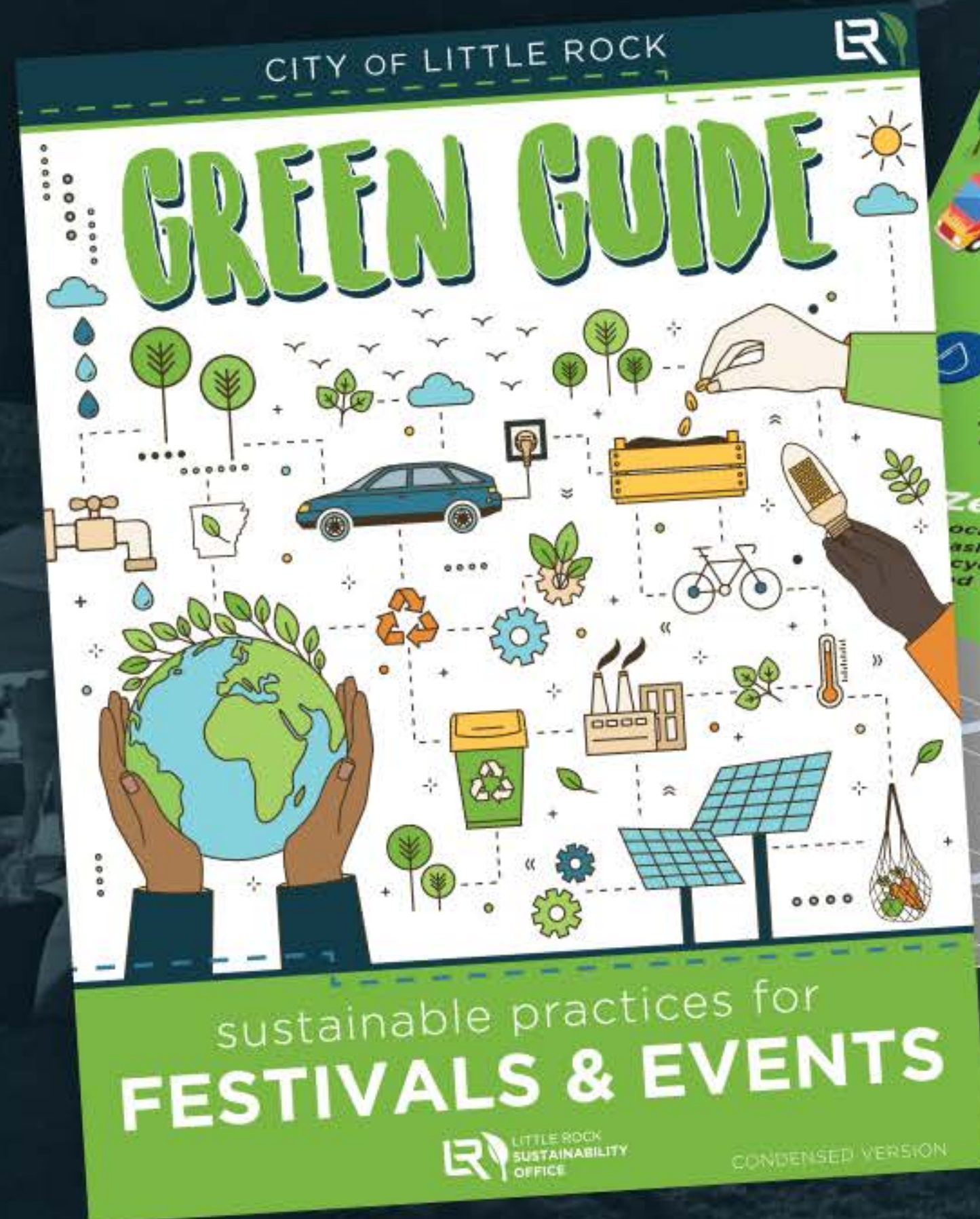
GREEN RESTAURANT CERTIFICATION

A comprehensive set of guidelines that establishes resource connections focusing on our local restaurant industry.



GREEN GUIDE: EVENTS

Condensed Version available soon for festival & event organizers to make local events more sustainable by addressing waste, water, and energy.





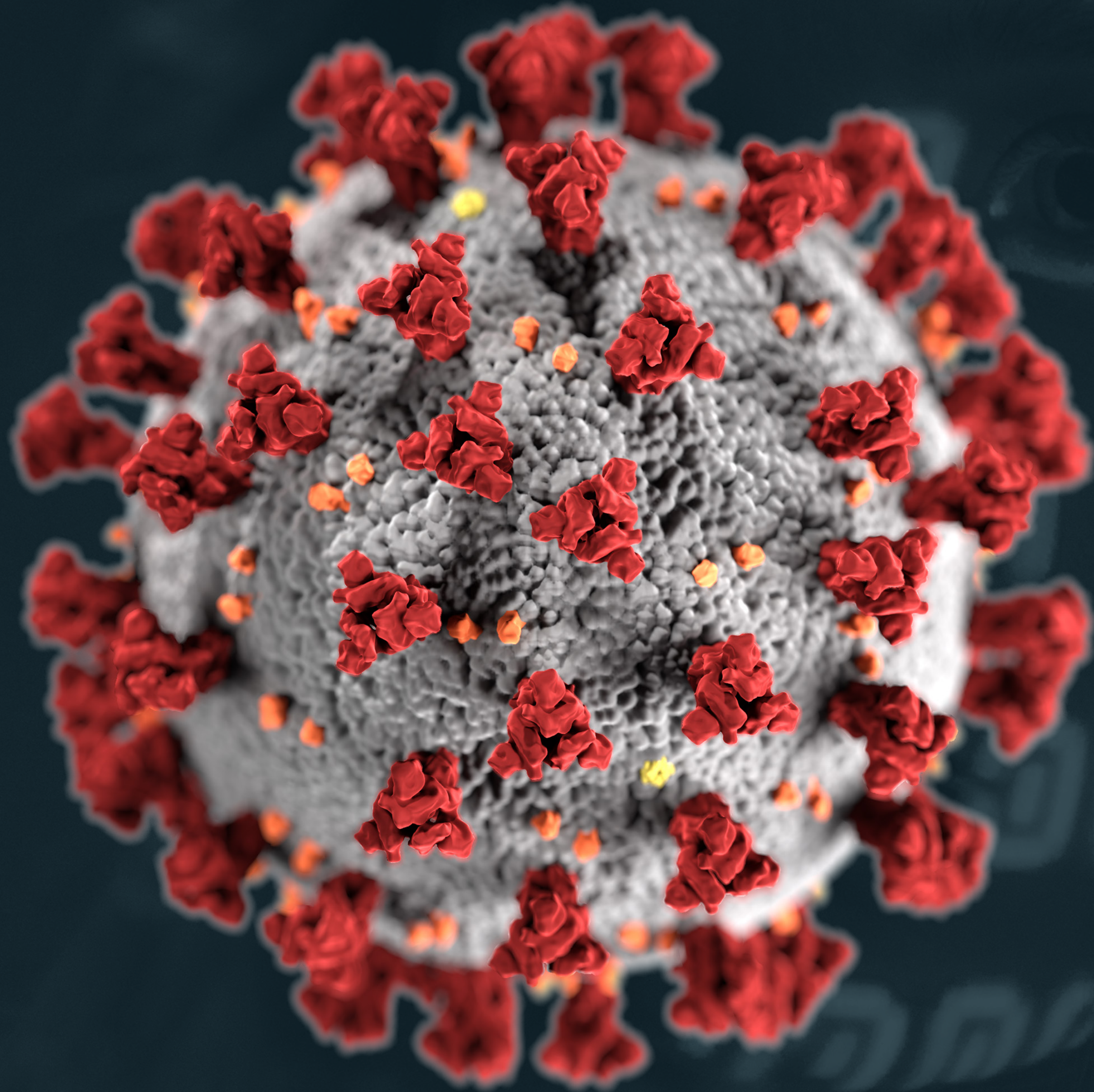
PILOT

- TEST GROUP FEEDBACK
- IMPROVE PROCESSES
- MEASURE SUCCESS & IMPACT

GRCP ORGANIZING TEAM W/ MAYOR SCOTT
@ THE LITTLE ROCK ZOO - CAFE AFRICA
SWING INTO ACTION PRESS EVENT, 2022



EXAMPLES OF GOOD (OR BAD) PILOT PROJECTS ■





PILOT

- **ALLOWS FLEXIBILITY**
- **PROMOTES INNOVATION**
- **CUSTOMIZE TO COMMUNITY NEEDS**

SUSTAINABILITY COMMISSION VOLUNTEERS
@ JUNETEENTH IN DA ROCK
GREEN GUIDE FOR EVENTS PILOT, 2022

THESE LESSONS
INFORM SOLID
PROGRAMMING

RECYCLING EDUCATION & OUTREACH

MRF & Landfill Tours, School Presentations, Civic Group Engagement, Low Waste Challenges, Direct Mail, and At the Cart Messaging

311
2022 LITTLE ROCK RECYCLING CALENDAR
Visit LRecycles.org to find your Pick Up Day (Monday - Friday) and Pick Up Time (7:00 a.m. - 7:00 p.m.)

Month	Recycling Day
January	1, 8, 15, 22, 29
February	6, 13, 20, 27
March	4, 11, 18, 25
April	1, 8, 15, 22, 29
May	6, 13, 20, 27
June	4, 11, 18, 25
July	1, 8, 15, 22, 29
August	6, 13, 20, 27
September	4, 11, 18, 25
October	1, 8, 15, 22, 29
November	6, 13, 20, 27
December	4, 11, 18, 25

2022 OBSERVED HOLIDAYS - SOME SERVICE DAYS ARE SHIFTED (SEE ABOVE)
NEW YEAR'S DAY (1/1), MARTIN LUTHER KING JR.'S BIRTHDAY (1/17), PRESIDENT'S DAY (2/21),
MEMORIAL DAY (5/30), JUNETEENTH (6/20), INDEPENDENCE DAY (7/4), LABOR DAY (9/5),
VETERANS DAY (11/11), THANKSGIVING DAY (11/24), CHRISTMAS DAY (12/26)
PLEASE REPORT ANY ISSUES WITH CART COLLECTION TO 3-1-1

LR GREEN WEEK
LR GOLD WEEK
HOLIDAY

Your Curbside Recycling Cart May Be Contaminated!

Contamination in your curbside recycling items contaminate the cart and make the correct items you put in your cart less valuable or unable to be processed for recycling.

Please clean up your recycling cart.

Dear Customer:

We are sorry, but we could not collect your single stream recycling materials today for one of these reasons:

Trash or other unacceptable items were placed in the container

Other: _____

Please follow these guidelines to help ensure collection curbside by 7 a.m. on your scheduled recycling day.

Put items inside your recycling container and place curbside by 7 a.m. on your scheduled recycling day.

These items ARE recyclable:

- Newsprint
- Mixed Paper
- Corrugated Cardboard
- Aluminum & Steel Cans
- Plastic Bottles & Containers

Do NOT place:

- Styrofoam
- Auto Parts
- Refrigerators
- A/C Units
- Stoves
- Washing Machines
- Dishwashers
- Freezers
- Dehumidifiers
- Water Heaters
- Boilers
- Staircases
- Flammable Liquids
- Flammable Solids
- Flammable Gases
- Flammable Powders
- Flammable Pastes
- Flammable Pastes
- Flammable Solids
- Flammable Gases
- Flammable Powders
- Flammable Pastes

CITY OF LITTLE ROCK CURBSIDE RECYCLING

ONLY THESE ITEMS IN YOUR CART

CLEAN, EMPTY, & DRY!

Aluminum, Steel, & Tin Cans

Paper, Cardboard, & Cartons

NEVER IN YOUR CART

PLASTIC BAGS

GLASS

FOOD/YARD WASTE

Recycles

FOR MORE INFO ON RECYCLING VISIT US ONLINE LRecycles.org

RECYCLING & WASTE REDUCTION

The Little Rock Sustainability Office monitors and supports our curbside recycling program.

- Assist residents with solid waste & recycling issues
- Keep city website up-to-date with information
- Monitor & address contamination
- Education & outreach to schools, civic groups, and businesses to increase participation

LITTLE ROCK RECYCLES DAY

Bi-annual event to promote and meet recycling participation goals - Includes expanded recycling collection like eWaste, film, and paper shredding.

LITTLE ROCK RECYCLES DAY

April 23, 2022



LITTLE ROCK
SUSTAINABILITY
OFFICE



NATIONAL DRIVE ELECTRIC WEEK

Thoughtful networking, panel discussions, and special events designed to heighten awareness about EV technology and developing infrastructure.





PROGRAM

BRITTANY NICHOLS, SUSTAINABILITY EDUCATOR
@ FAIR PARK EARLY CHILDHOOD CENTER
PRE-K RECYCLING EDUCATION, 2021

- **WHAT WORKS
& WHAT'S
IMPORTANT**
- **COMMUNITY
WIDE**
- **EXPANDED
PARTNERSHIPS**

EXAMPLES OF SUCCESSFUL PROGRAMS



RECOGNITION PROGRAM

Annual event designed to acknowledge and celebrate local leaders in sustainability

SUSTAIN THE **ROCK** AWARD



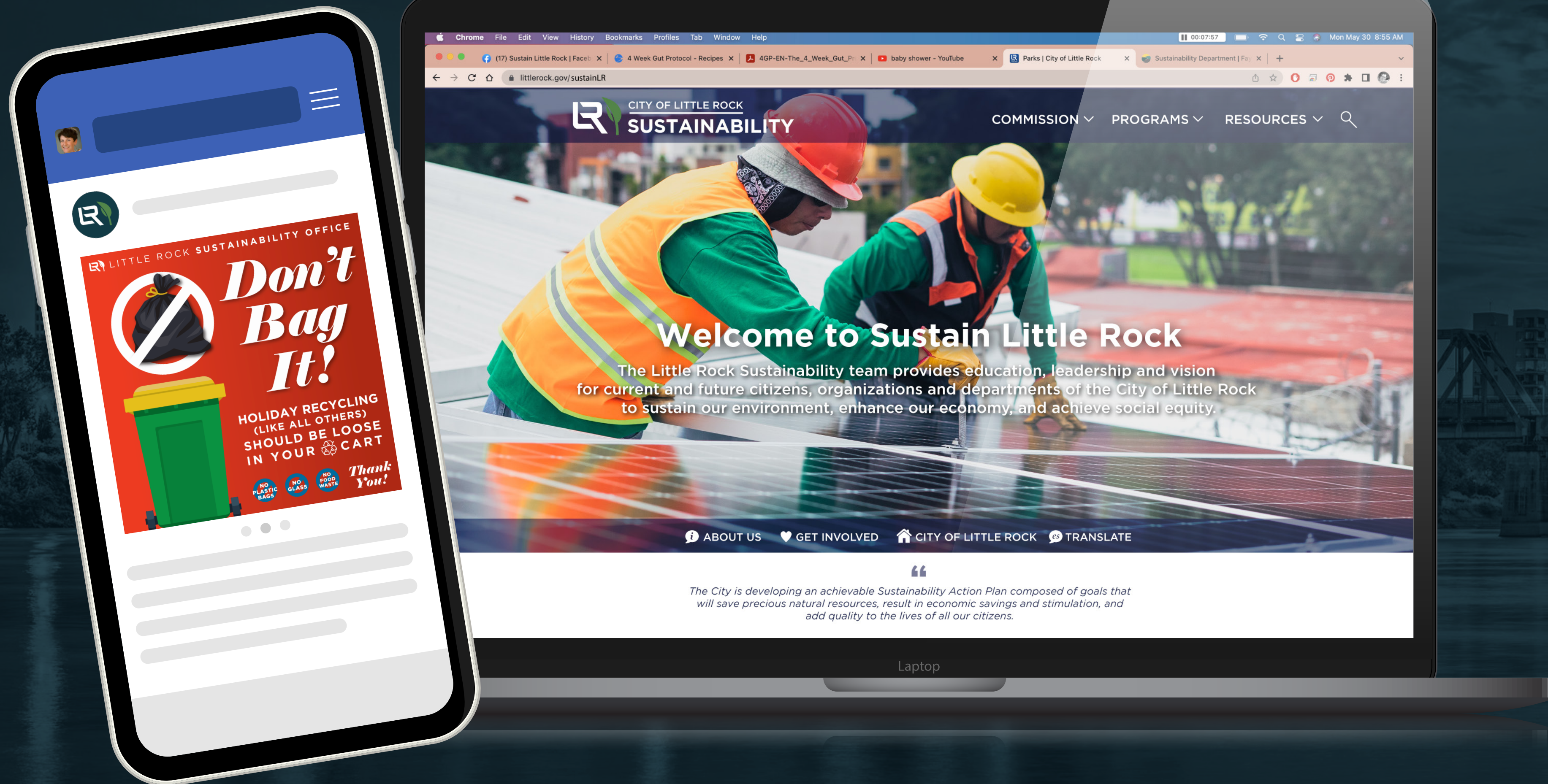
SUMMIT SERIES

Online video series and toolkit designed to increase awareness around sustainability best practices and principles, while showcasing regional efforts.



WEBSITE & SOCIAL MEDIA

Updated web tools and increased presence with UI/UX at the core of design and functionality



LEGACY MEDIA

Traditional Communication best practices that utilizes modern, engaging messaging



**BULKY ITEM
PICK UP**

 **311**

[CALL, ONLINE, or SMARTPHONE APP]





PROMOTE

- **WIDER NET & OUTREACH**
- **SHOWCASE BEST PRACTICES**
- **CELEBRATE SUCCESS**

BRITTANY NICHOLS, SUSTAINABILITY EDUCATOR
@ FAIR PARK EARLY CHILDHOOD CENTER
PRE-K RECYCLING EDUCATION, 2021

Partner



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