



Southeast Regional Recycling Partnership

Reuse and Recycling Guide 2006

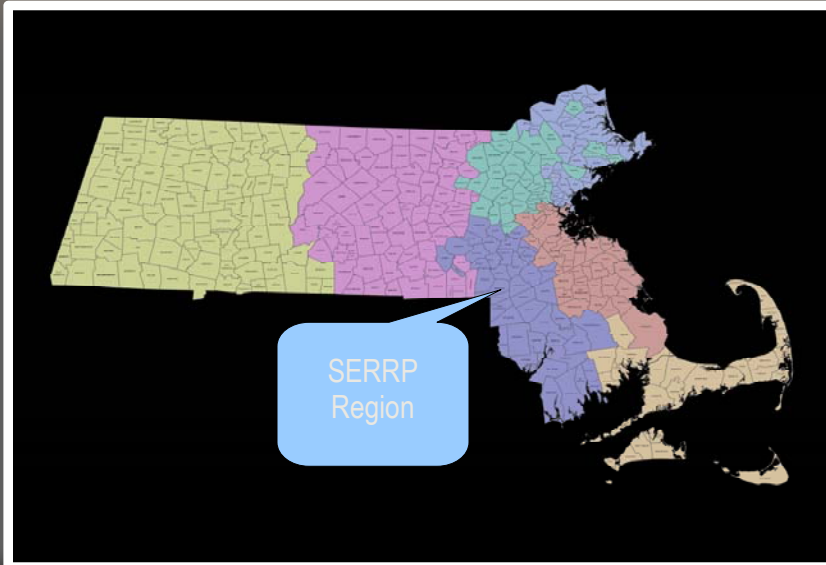
January 2007



Who is SERRP?

- Municipal officials from five adjacent towns: Foxborough, Mansfield, North Attleborough, Plainville, Wrentham
- Represent DPW, BOH, Solid Waste Depts. and Volunteer Committee
- Combined population is ~84,000, with 33,000 households
- Formed in 2002 to leverage small municipality program efforts

Map of Region



What Has SERRP Accomplished?

Through DEP grants and Town-sponsored efforts, SERRP has completed many regional initiatives:

- Five Star Bin & Win Program
- Business Recycling Partnership
- Household Hazardous Waste Bid
- Reuse and Recycling Guide
- Reuse and Paper Shredding Event
- Curbside Waste Ban Enforcement

The Road To The Reuse Guide...

Step 1: Framing the Project

- Applied for FY05 DEP Grant: Goal to provide info. on outlets for valued materials not accepted in town programs
- No grant awarded for project
- Scaled project back to on-line version
- Pooled limited funds from 5 towns
- Hired college intern

The Road To The Reuse Guide...

Step 2: Hiring/Guiding College Intern

- Worked <100 hours in Fall 2005
- Got ideas from existing “guides”- Dedham, Cambridge, Concord, Reading, etc.
- Researched local outlets
- Evolved into A-Z resource for reuse, recycling, HHW
- Audience would be residents *and* municipal staff

The First Draft



- 76 pages, 8.5" x 5.5" booklet style with A-Z index and graphics
- Everything from auto parts, building materials, toys, flags, sporting goods, rechargeable batteries, FreeCycle

The Sun Chronicle Connection

- The Attleboro Sun Chronicle: daily, regional newspaper that serves all five towns+
- MO: Find a way to print, towns don't have \$\$
- MO contacts resident/ former Sun Chronicle Editor: He emails current Editor
- Current Editor: Good idea, but SERRP needs to "sell" to Advertising Department

“Selling” the Guide, Part 1

- SERRP meets with Sun Chronicle Ad. Mgr.
 - Could they sell ads to cover all costs?
 - More ads = larger document
- Assign Special Editor for “TAB”= Special Section (not part of news organization)
- Creating a Special Section:
 - Circulation: subscribers and free weekly mail insert
 - Steps to Produce: Design, Printing, Inserting, Distribution
 - Time: Need 2 months

“Selling” the Guide, Part 2

- To Potential Advertisers
 - Local businesses partnering with municipalities
 - Long shelf life
 - Great publicity at low cost



SER-RP REUSE & RECYCLING GUIDE
SOUTHEAST REGIONAL RECYCLING PARTNERSHIP

**FOXBOROUGH, MANSFIELD,
NORTH ATTLEBOROUGH,
PLAINVILLE, & WRENTHAM**

**REUSE
REDUCE
RECYCLE**

— APPEARING IN —
THE SUN CHRONICLE
WEDNESDAY, JANUARY 11TH
AND
the Plainville ADvisor
SATURDAY, JANUARY 14TH

**GET THE
ATTENTION
OF MORE THAN
33,000 HOUSEHOLDS**
IN FOXBOROUGH, MANSFIELD,
NORTH ATTLEBOROUGH,
PLAINVILLE, WRENTHAM

**ONLY
\$13²⁹
PER
INCH**

**WASTE
PREVENTION**

The purpose of this guide is to provide outlets for the reuse, recycling or disposal of specific items that should be kept out of our town's regular trash flow.

Contact your Sun Chronicle Sales Representative today!
Or call 508-222-7000

Final Steps to Printing

- Late December agreement to proceed
- Less than two weeks to sell ads
- SERRP gives advertising target list and makes initial contact with bigger vendors
- Editorial staff very supportive: SERRP supplies content, photo shoot
- Newspaper staff redesigns for "TAB"
- Size to be determined based on # ads sold
- DEP Commissioner gives letter of support

DEP Letter



COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF ENVIRONMENTAL AFFAIRS
DEPARTMENT OF ENVIRONMENTAL PROTECTION
ONE WINTER STREET, BOSTON, MA 02108 617-292-2300

MITT ROMNEY
Governor
KERRY HEALEY
Lieutenant Governor

STEPHEN R. FRITZCHARD
Secretary
ROBERT W. GOLLODGE, JR.
Commissioner

January 2006

Dear Reader:

Congratulations to Foxborough, Mansfield, North Attleborough, Plainville, and Wrentham for establishing the Southeast Regional Recycling Partnership and for creating this Reuse and Recycling Guide!

In today's world, recycling is a basic component of our approach to managing solid waste in Massachusetts – it reduces trash, conserves scarce space in our landfills, and saves energy. Successful recycling programs need to make sure that people know how they can participate, by donating useful items to others and by disposing of other materials safely.

This Guide provides you with information about organizations in the Partnership area that can use your unwanted items. I hope that you will keep it as a handy reference, and use the local and regional services that are listed here to reduce your trash, to reuse valuable items, and to recycle everything that you possibly can. I also want to thank the *Sun Chronicle* for making this Guide available to you by printing it with today's newspaper.

Thank you for supporting recycling. A little effort makes a big difference!

Sincerely,

Robert W. Gollodge, Jr.
Commissioner

This information is available in alternate format. Call Donald M. Conroy, ADA Coordinator at 617-292-6875, TDD Service - 1-800-296-2267.

DEP on the World Wide Web: <http://www.mass.gov/dep>
Printed on Recycled Paper

2006
19
12

This Is Really Happening !

- Newspaper agrees to print and distribute for total market coverage
 - Subscribers receive Guide on January 11
 - Non-subscribers receive Guide January 14
 - Guide is delivered to 33,000 households in same week
- Newspaper prints additional 1,500 Guides to give to towns

The Final Cover

**REDUCE
REUSE
RECYCLE**



12.18.2006

Use this guide as a reference to find local public and private organizations to help you reduce your trash, reuse valuable items and recycle everything you can

Southeast Regional Recycling Partnership
Foxboro, Mansfield, North Attleboro, Plainville & Wrentham

Supplement to The Sun Chronicle Wed., Jan. 11 • The Mirror Fri., Jan. 13 & Sat., Jan. 14, 2006

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RECOVERY, INC.**

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"Dedicated to Protecting Our Environment"

The Attleboro Sun Chronicle Uses Recycled Paper !

12-13-2006

Make a Difference
RECYCLE



THE SUN CHRONICLE knows recycling. As an environmentally responsible newspaper, we use recycled fibre in our newsprint in compliance with a voluntary state-wide program involving all newspapers. We also generate and recycle thousands of pounds of newsprint every day through a local recycling plant.

We believe that our environmentally friendly way of doing business clearly demonstrates our commitment to a cleaner earth and to future generations. We hope you'll join with us in that commitment.

Thinking green and being considerate of our children's and grandchildren's world is not something that we merely talk about here at
THE SUN CHRONICLE.

THE SUN CHRONICLE

UNWIND

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED	DATE 8-22-02	BY 2
8161810307	198	
31 8	196 7	436
PL 106	CO 3	433

CONTAINS RECYCLED FIBRE

Lessons Learned

- Talk to neighbors served by same newspaper
- Make/ utilize newspaper contacts
- Lead time to get sponsors/ advertising
- Inevitable typos/ errors printed
- Make newspaper's job as easy as possible: will reprint each year
- Piggy back with complementary events
- Formal thank you to Publisher

Letter to Editor

Recycling guide stellar job by all contributors

To the editor:

Please publish my expression of sincere appreciation and thanks to the Southeast Regional Recycling Partnership and to the Sun Chronicle for the recent Reduce Reuse Recycle guide.

The members of the partnership and the Chronicle staff did an outstanding job on this document.

The positive effect will be felt throughout the region for generations to come. Thanks.

**Chip Walker
Wrentham**

For More Information

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Municipal Assistance Coordinator
Southeast District 2
C/o City of Taunton DPW

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