

ecomaine

Bea Johnson: Environmental Educator

P: 207-523-3141 E: johnson@ecomaine.org

Jamie Garvin: Director of Communications and Public Affairs

P: 207-523-3149 E: garvin@ecomaine.org





Who is ecomaine?

ecomaine is a 501(c)3 nonprofit organization owned by 20 Maine municipalities to manage municipal solid waste (MSW) and recycling. Partnering with over 73 communities in Maine and New Hampshire.

What does ecomaine do?

We have three facilities that help us manage discarded materials from nearly 1/3 of Maine residents. We accept more than 175,000 tons of trash and 35,000 tons of recycling each year.



Waste-to-Energy



Recycling



Ashfill/Landfill



Owner Member Community



Associate Member Community

Our Mission



ecomaine

provides comprehensive, long term solid waste solutions in a safe, environmentally-responsible, economically-sound manner, and is a leader in raising public awareness of sustainable waste management strategies.

What does our education look like?

Our Communications and Education team aims to reach residents throughout our 73+ member communities to encourage them to practice the 3Rs: *reduce, reuse, THEN recycle!*



Community
Events & Schools



Curbside Inspection
& Tagging



Digital and
Social Media

Campaigns



School Waste
Diversion Grants



Recycling is a
Work of Art



Community
Tagging



Upcycle Contest



eco-excellence
Awards

Social and Digital Media

281,600 Media Interactions



102.2K

Instagram Reach



23.5K

Youtube Reach



155.9K

Facebook Reach



Swipe to meet the women of ecomaine, and learn about their roles. >

0:29 / 0:30

Daily Trash Talk



Inside Scoop Series



Education

2023 OUTREACH

64,0000+

Community Members
Reached

107 Events

63 Facility Tours

117 Presentations

27 Virtual Tours



Translated Education Materials

- Goal of providing recycling access to all community members
 - 11 different languages
 - additional materials available in English, French, Spanish and Arabic
- Strong focus on multilingual resources in REO Grant project

المهملات
ضع المواد غير القابلة لإعادة التدوير في المهملات أو السماد

شرايط البلاستيك (الأغطية البلاستيكية، والأكياس، والأغطية القاذية، وما إلى ذلك)
شرايط الفناء (إن لم تكن تُستخدم كسماد)

الأطعمة (إن لم تكن تُستخدم كسماد)

المواد الرغوية

الحفاضات المتسخة أو فضلات القطط

من التمامة إلى الطاقة

إعادة التدوير
ضع المواد القابلة لإعادة التدوير في سلة إعادة التدوير

البلاستيك من رقم 1 إلى 7

المعادن والعلب

الزجاج

الورق والكرتون

www.ecomaine.org للمحصول على قائمة شاملة، يرجى زيارة
64 Blueberry Road, Portland 773-1726 Info@ecomaine.org **ecomaine**

ecomaine
GINMA
KINMA
KINMA

ACHOLI

Recycling YES/NO card

ecomaine

KHMER

Recycling YES/NO card

ecomaine
KINYARWANDA

KINYARWANDA

Recycling YES/NO card

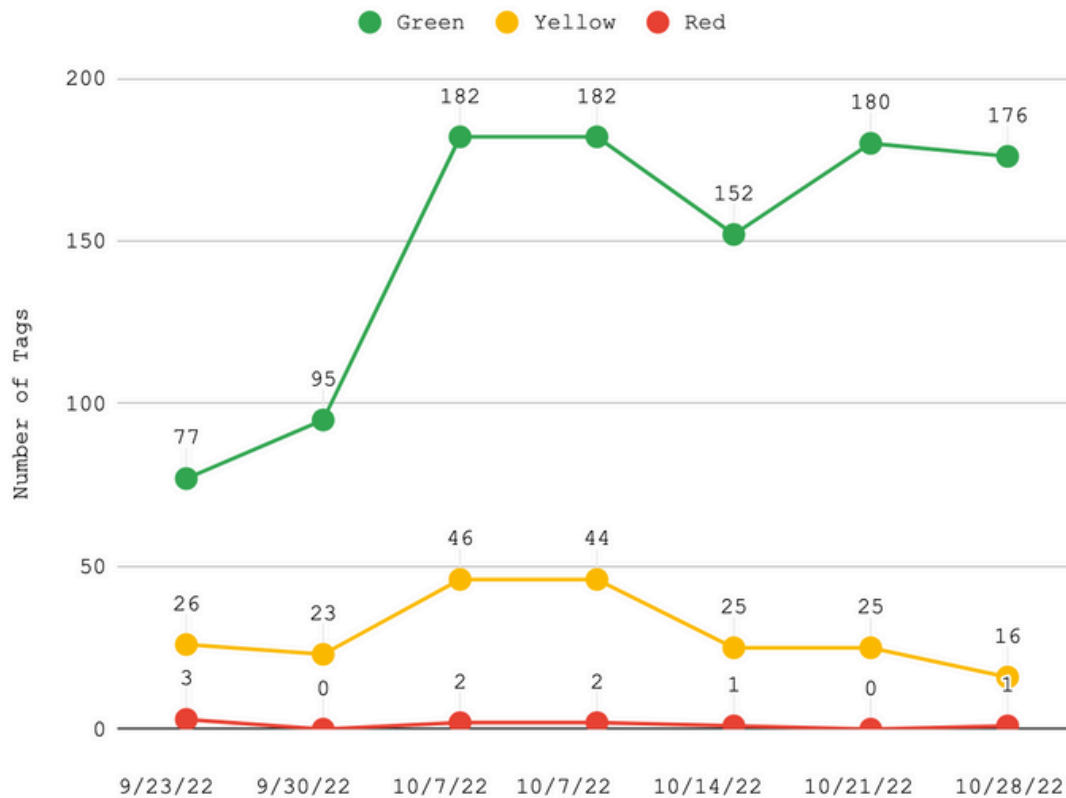
ecomaine
KIRUNDI

KIRUNDI

Recycling YES/NO card

Tagging

Cumberland
September - October Tagging Results by Color



Reaching Underserved Parts of our Communities

Multifamily Recycling



37% of the over 30 million multifamily homes in the U.S. have recycling access

63% of multifamily homes do not have recycling access

**32,000 in
Cumberland County**

3 or 4 units	10,299
5 to 9 units	7,104
10 to 19 units	3,824
20 or more units	10,576

Multifamily On-Property Recycling Access

% of Households that have On-Property Recycling Access

Multifamily Recycling Required by Regulation

90% Access

Some Multifamily Recycling Requirement Exists

60% Access

Minimal/No Multifamily Recycling Regulation

6%

■ Can Recycle (Access)

■ Cannot Recycle (No Access)

Why Here?

- With the State of Maine’s goal of 50% diversion still unattained after its self-imposed 2021 deadline, we need more tools in our toolbox to create better conditions that can help us reach this goal
- Maine represents an ideal “sandbox,” of sorts, to pilot this program
 - State combines rural and urban settings
 - Longtime and newly-arrived residents, varying ages, incomes, education levels, and many other demographics
 - All in a market that is still less costly to run such a campaign than in other areas of New England or the U.S.

EPA REO Grant Objective

- Increase awareness, access, and utilization of recycling in multi-family dwellings
 - Apartment buildings
 - Condominium complexes
 - Multi-plex/multi-unit residences (4+)
 - Emphasis on under-served communities and populations
- \$2MM education and outreach grant award for a 3-year program to develop and implement activities supporting the objective

Approach

- Promote better understanding of the single-sort recycling system generally, but also more specifically in multi-family dwellings.
- Increase awareness of existing ordinances that require access to recycling in multi-family units and promote greater adherence of said regulations.
- Where ordinances may not exist, encourage their implementation and growth.
- Support proper recycling practices through education, to maintain minimal recycling contamination rates.
- Increase overall diversion and recycling rates in impacted communities, as a result of greater participation in ecomaine's recycling program

Measurement and Outcomes

- Number of properties and residents reached
- Engagement with and sentiment in response to campaign (e.g., social media, earned media, advertising)
- Number of buildings adopting and implementing recycling
- Increase in capture of recyclable material pre/post



Contact Us

Bea Johnson: Environmental Educator

P: 207-523-3141

E: johnson@ecomaine.org

**Jamie Garvin: Director of Communications
and Public Affairs**

P: 207-523-3149

E: garvin@ecomaine.org

Social Media

 @ECO_MAINE

 @ECOMAINE

 FACEBOOK.COM/ECOMAINE

