



# I ♻️ AMERICA RECYCLES DAY® 2023

KEEP AMERICA BEAUTIFUL®

## WRAP REPORT



For us at Keep America Beautiful, recycling is a reminder that nothing ever really gets thrown ‘away’. ‘Away’ isn’t a place. There is no out of sight out of mind in a landfill. We all live on a planet with limited resources and recycling is an opportunity to reuse valuable materials throwing them back into a marketplace as new products, produced with less of a burden on our shared environment. Between recycling, reusing, reducing, and composting, we all have the ability to make a significant impact on our ecological footprint while ensuring a beautiful planet for future generations. America Recycles Day puts a spotlight on the fact that we have an opportunity to do beautiful things for the greater good every day.

*Jenny Lawson, President and CEO  
Keep America Beautiful*



### **America Recycles Day®**

America Recycles Day® (ARD), a Keep America Beautiful national initiative, is the only nationally recognized day dedicated to promoting and celebrating recycling in the United States.

Held on November 15, America Recycles Day (ARD) educates and encourages individuals on how to be more mindful of what they consume, where and how to properly recycle, and to pledge to recycle more and recycle right in their everyday lives.

Focusing on individual action, the day highlights the actions we can all take to collectively address the challenges facing our nation’s recycling system. Through ARD, Keep America Beautiful and its partners inspire communities and individuals to recognize the economic, environmental, and social benefits of recycling.

Not just on America Recycles Day, but every day. Keep America Beautiful urges people to reduce, reuse, repurpose and recycle in every aspect of their life.

# AMERICA RECYCLES 2023 BY THE NUMBERS

Together, our hard-working volunteers and affiliates recycled:



936,499  
TOTAL POUNDS OF  
RECYCLABLES



59,344  
POUNDS OF SINGLE  
STREAM RECYCLING



18,822  
POUNDS OF  
CLOTHING COLLECTED



4,150  
POUNDS OF PLASTIC  
COLLECTED



11,493  
POUNDS OF BEVERAGE  
CONTAINERS COLLECTED



199,420  
POUNDS OF PAPER AND  
CARDBOARD COLLECTED



231,927  
POUNDS OF ELECTRONICS  
COLLECTED



411,343  
POUNDS OF OTHER RE-  
CYCLABLES COLLECTED

These recycling efforts were supported by:



883  
EVENTS



2,283  
VOLUNTEERS



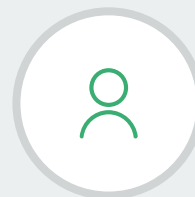
\$231,980  
TOTAL VALUE OF  
VOLUNTEER TIME



137,398  
PARTICIPANTS



1,122  
PUBLIC SPACES  
CLEANED



2,010,846  
INDIVIDUALS SERVED

## Do Beautiful Things podcast



Do Beautiful Things™, is a podcast hosted by Jenny Lawson, President and CEO of Keep America Beautiful. This podcast engages experts and everyday people looking for straightforward answers to questions about the science, behaviors, business

solutions, and policies that can help us all create more beautiful and sustainable communities.

As part of ARD in 2023, we created a 6 episode series all about recycling! Episodes include:

- **TRUTH BEHIND RECYCLING: DEBUNKING MYTHS AND CLARIFYING FACTS**
- **KEEP THE HOLIDAYS BEAUTIFUL: A GUIDE TO A SUSTAINABLE HOLIDAY AND NEW YEAR**
- **BATTERY RECYCLING - THE POWER BEHIND COLLECTION**
- **EXPLORING THE PATH TO A WASTE-FREE FUTURE: A CONVERSATION WITH TERRACYCLE®**
- **RECYCLING BEHAVIOR: INSIGHTS FROM THE RECYCLING PARTNERSHIP**
- **THE PAPER INDUSTRY: ASSESSING ITS SUSTAINABILITY**

**Recycling Reality Check Series:** 855 Downloads  
(6 Episode Series)



## Recycling Reality Check Quiz

Recycling can be confusing, so we created a quiz to provide valuable insights into best practices. Over 4100 people took the quiz, to test their knowledge and gain some easy tips to contribute to a greener planet.

In 2023 we launched a national two-month multi-media campaign that featured myth-busting messaging about categories of recyclable materials. The campaign gained traction with earned media, and also provided an engagement opportunity through a consumer quiz and the launch of our Do Beautiful Things podcast.

## Media mentions

In 2023 ARD had an extensive media reach of **2.81 Billion** for Editorial and Broadcast plus another **2.86 Billion** impressions through Social Media! Details include:

### TOP PERFORMING STORIES

**Yahoo! News:** 60.3 Million

**Associated Press:** 42.4 Million

**Newsweek:** 38 Million

**RollingStone:** 17.8 Million

**The White House:** 6.36 Million

**KTLA-TV:** 6.3 Million

**EPA:** 4.53 Million

### SOCIAL MEDIA MENTIONS

**@TheWeatherChannel:** 33.3K views (4.6M reach)

**@Cavs (Cleveland Cavaliers):** 26.6 views (3.3M reach)

**@Bucks (Milwaukee Bucks):** 54.3K views (2.03M reach)

**@FarmersGov:** (Dept. Of Agriculture): 5,252 views (950K reach)

**@6abc:** (Action News on 6abc): 6,043 views (9225K reach)

### YOUTUBE VIDEOS

**WUSA**

**CBS 8 San Diego**

**City of Tampa**

**Rumpke Waste & Recycling**

**The Weather Channel**



## ARD Hero Award

For the 4th year, KAB honored a U.S. military installation who is leading by example and inspiring other military installations to do the same. Through waste reduction and recycling programs that maximize renewable resources, exemplify collaboration, and ensure sustainability, last year's ARD Hero Award went to Edwards Air Force Base. Notable efforts at the base included the collection of office recycling bins twice a week and the recycling of glass, sent to Recycling Lives, a local non-profit that helps individuals reintegrate into the workforce.





# AMERICA RECYCLES 2023

## AFFILIATE STORIES



### Keep Waco Beautiful (TX)

is working with Glass4Good and other partners to place PURPLE glass collection stations throughout the city so that residents can keep glass bottles out of the waste stream.



### Keep Roswell Beautiful (GA)

partnered with the City to promote recycling. They did this through educational posts on social media (Facebook). On the first Saturday after ARD, the City and KRB hosted an event at the City's recycling center. KRCB had a table to promote and educate on proper recycling and the City conducted tours of their recycling center.

### Keep New Hanover Beautiful (NC)

Their primary solid waste diversion effort is focused on cigarette butt litter. They collect and recycle this litter in the butt receptacles provided through the KAB CLPP programs, with the discards sent to TerraCycle. TerraCycle supplied them with a picnic table made from materials that they collected. Lastly, TerraCycle announced that KNHB is #10 in the country for entities who recycle these discards AND #1 for all KAB affiliates. They have over 390 butt receptacles that have been installed and 60 community partners for this campaign.

### KAB Cigarette Litter Prevention Program (CLPP)

Participants in the KAB CLPP send cigarette waste to TerraCycle to be recycled into pallets, benches, and other items. More than 500 million cigarette butts have been recycled to date!





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to Our Sponsors*

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