



I AMERICA RECYCLES DAY® 2024

KEEP AMERICA BEAUTIFUL®

WRAP REPORT



“Recycling helps reduce waste, conserve resources, and protect the environment, enabling every American to make a meaningful impact in their communities and beyond. This month reminds us why recycling is vital to our country and to future generations of Americans.”

Jenny Lawson, President and CEO
Keep America Beautiful

Recycling with Purpose. Impact with Power.

America Recycles Day® (ARD), a Keep America Beautiful® national initiative, is the only nationally recognized day dedicated to celebrating recycling and advancing public understanding of how to recycle more—and recycle right. Held every November 15, ARD empowers individuals and communities to reflect on their environmental impact, embrace everyday actions, and commit to a more sustainable future.

This Year's Mission: Awareness, Action, and Acceleration

In 2024, we set out to:

- Deepen engagement with our national brand and mission.
- Grow participation in the Greatest American Cleanup™.
- Equip affiliates with timely, data-driven messaging.
- Evolve the Cigarette Litter Prevention Program to include recycling in partnership with TerraCycle.

AMERICA RECYCLES 2024 BY THE NUMBERS



Insight-Driven Storytelling: What the Data Revealed

We kicked off the season with powerful new research via a Harris Poll survey, proving that recycling isn't just a routine—it's emotional.

Key Findings:



61% of Americans feel guilty when their trash includes items they could have recycled.



41% admit tossing recyclables into the trash to avoid getting it wrong.



1 in 5 households argue about recycling—with Gen Z (58%) and Millennials (50%) leading the charge.



Only 51% report regular access to recycling in public spaces.



63% grade the nation's recycling efforts as a C or worse.

These insights shaped every element of our campaign—from our earned media strategy to interactive digital tools.

Campaign Highlights

A REVAMPED AMERICA RECYCLES DAY WEBPAGE

We transformed our digital experience to be more interactive, resource-rich, and user-friendly.

RECYCLING REALITY CHECK QUIZ

Our new quiz brought education and fun together. It reached 1,788 visitors, with 1,211 completing the quiz and 161 opted into our newsletter.

ROBUST SOCIAL MEDIA ACTIVATION

We shared stats, busted recycling myths, and promoted the quiz in an engaging, visual-first campaign.

NATIONAL SPOTLIGHT WITH NASDAQ + IHEARTMEDIA

ARD 2024 went big—we rang the Nasdaq Opening Bell and featured Jennifer Lawson, our President and CEO on the "CEOs You Should Know" podcast.

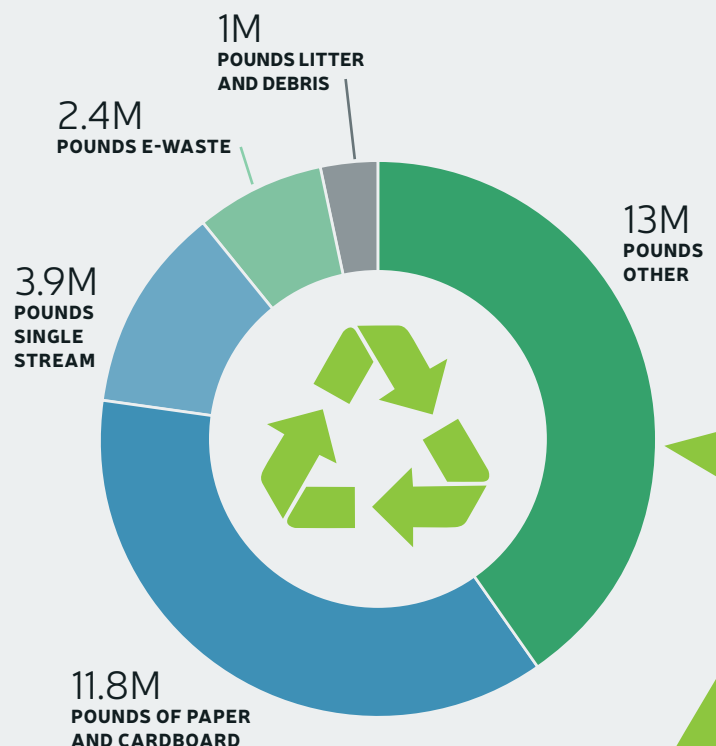
PODCASTING FOR PROGRESS

Our Do Beautiful Things podcast grew by 1,342 downloads this quarter, continuing to showcase innovative environmental stories and partnerships.

Impact: 2024 Recycling by the Numbers

Keep America Beautiful Affiliates and Partners collected over

32.1M POUNDS OF RECYCLABLES:



AMERICA RECYCLES 2024 ENGAGEMENT



America Recycles Day Media Recap

Editorial & Broadcast Reach 1.94 Billion

Top performing stories:

TOP ARTICLES BY REACH:

[UN Plastic Treaty Talks Were Not a Failure, Experts Say at Newsweek Panel](#) – Reach 126M (December 5, 2024)

[Americans Want to Recycle but Worry About Getting It Right](#) – Reach 159M (November 14, 2024)

[Keep America Beautiful and iHeartMedia Rings the Nasdaq Stock Market Opening Bell](#) – Reach 6.09M (November 13, 2024)

[Hilton Celebrates Global Week of Engagement, Partners with Keep America Beautiful to Support Community Revitalization](#) – Reach 2.7M (November 7, 2024)

TOP ARTICLE BY SOCIAL ECHO:

[Celebrate Thanksgiving the Eco-Friendly Way: 7 Ideas to Reduce Waste](#) – 6.43K Reach, Shared 85 times on Facebook (November 20, 2024)

TOP ARTICLE BY REACH AND VOLUME:

[2024 WM Recycling Report Shows Education, Access and Investment are Critical to Strengthening the Nation's Recycling System](#) – 48M (November 13, 2024)

OTHER STORIES OF MENTION:

[Nov. 15 Declared America Recycles Day by Governor Holcomb](#)

[White House Proclaims November 15th as America Recycles Day](#)

STORIES PUBLISHED ON KAB.ORG

[Keep America Beautiful Rings Nasdaq Opening Bell in Honor of America Recycles Day](#) – Published November 13, 2024

[Americans Want to Recycle but Worry About Getting It Right](#) – Published November 14, 2024

[2024 America Recycles Day Hero Award Honoree: National Training Center and Fort Irwin](#) – Published November 15, 2024

[Celebrate Thanksgiving the Eco-Friendly Way: 7 Ideas to Reduce Waste](#) – Published November 20, 2024

[How to Recycle Items You Didn't Know Were Recyclable](#) – Published October 29, 2024



AMERICA RECYCLES 2024 ENGAGEMENT



Earned Social Media Reach 6.24 Million

This figure represents the total reach of social media posts mentioning America Recycles Day or Keep America Beautiful, collected from a variety of platforms—including Facebook, Instagram, LinkedIn, and others—from November 2024. It includes both third-party posts and content published on Keep America Beautiful's own social media accounts.

Owned Social Media Reach 52.7K

The following data is based exclusively on posts that were natively published on Keep America Beautiful's branded social media accounts during the same timeframe. (FB, X, IG, LI, YouTube, TikTok)

Total Posts: 92

Reach: 52.7k

Impressions: 65.1k

Engagement: 3.34k

Engagement Rate: 5.49%

Top Performing KAB Owned America Recycles Day Posts:

Facebook

- [NEW Harris Poll Data](#) (video) - Engagement rate 14.89%
- [ARD Quiz](#) (video) - Engagement rate 7.55%
- [ARD Quiz & IBWA post](#) (video) - Engagement rate 6.47%

Instagram

- [ARD Quiz – Are you a Recycling Ranger?](#) - Engagement rate 13.1%
- [2023 ARD Report](#) - Engagement rate 12.74%
- [ARD Sponsor “Thank You”](#) - Engagement rate 10%

X (Twitter)

- [Did you know could be recycled?](#) - Engagement rate 13.33%
- [Battery recycling “Did You Know” post](#) - Engagement rate 5.8%
- [ARD promotional post](#) - Engagement rate 5.66%

LinkedIn

- [ARD Quiz](#) - Engagement rate 10.56%
- [Hard-to-Recycle “Did You Know” post](#) - Engagement rate 10.43%
- [Cigarette Butts “Did You Know”, Quiz, & TerraCycle post](#) – Engagement rate 9.39%

TikTok

- [Recycling Anxiety Syndrome](#) – Video Views 1,565; Engagement rate 0.77%



AMERICA RECYCLES 2024 ENGAGEMENT



YouTube Videos:

- [Keep America Beautiful Rings Nasdaq Opening Bell in Honor of America Recycles Day](#)
- [Keep America Beautiful reveals New Harris Poll Research around Recycling](#)
- [Nashville using new technology to improve recycling](#)
- [Springfield recyclers take advantage of America Recycles Day](#)
- [Keep Jackson Beautiful expands recycling at zoo during America Recycles Day](#)
- [Gov. Whitmer proclaims Nov. 15 as America Recycles Day](#)
- [Keep Dublin-Laurens Beautiful celebrates America Recycles Day](#)
- [Senator Carper Celebrates America Recycles Day 2024](#)

Do Beautiful Things Podcast: Recycling Reality Check

Recycling Episodes:

- [The Future of Recycling: Consumer Misconceptions, Industry Challenges, and AI Technology](#) - Published November 14, 2024 (Downloads 183)
- [Mattress Recycling: Preventing Reusable Materials from Reaching Landfills](#) – Published December 2, 2024 (Downloads 82)

Affiliate Events

Below are a list of affiliate events with the theme of America Recycles Day

- [Keep Prince William Beautiful - America Recycles Day 2024](#)
- [Goodyear is partnering with Keep Tupelo Beautiful to promote tire recycling](#)
- [Keep Garland Beautiful Recycling Event](#)
- [Keep Odessa Beautiful Recycling Event](#)



AMERICA RECYCLES 2024

LOCAL IMPACT BY THE NUMBERS



In November 2024, Our Affiliate Network and Partners Contributed to:



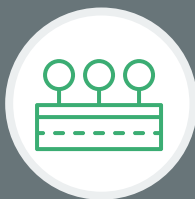
2.4M
POUNDS OF
RECYCLABLES



150,000
POUNDS OF LITTER
AND DEBRIS



2,600
PUBLIC SPACES
CLEANED



167
MILES OF ROADSIDE
CLEANED



829
EVENTS HOSTED



242,000
PARTICIPANTS
ENGAGED



AMERICA RECYCLES 2024

AFFILIATE STORIES



▼ **Keep Suffolk Beautiful (VA)** hosted a Recycling Drive & Tire Amnesty Day on November 9. During the event nearly 400 people dropped off tires, documents for shredding, household hazardous waste, clothing, and electronics. The event was highlighted by collecting 1,175 tires for recycling.



▲ **Keep Aiken County Beautiful (SC)** hosted an America Recycles Day Drop-in, a lunch and learn educational event and resource fair. Attendees learned about the different waste reduction strategies being implemented throughout the county and were able to get all their recycling questions answered in a casual atmosphere.

Gwinnett Clean & Beautiful (GA) ► hosted a recycling drive targeting items that are difficult to recycle. Residents dropped off tires, clothing and sneakers, as well as latex and oil-based paint. Over 1,500 cars brought their recyclable items for proper disposal.



▼ **Keep Irving Beautiful (TX)** worked with local daycare to educate the children about recycling. Children learned how to identify recyclable items and about the importance of recycling.



▲ **Keep Walton Beautiful (GA)** hosted a paint collection event for America Recycles Day. The goal of the event was to provide residents with a safe option to dispose of their old paint to combat illegal dumping of these items.

Looking Ahead

ARD 2024 proved what's possible when powerful data, passionate partners, and community pride come together. As we prepare for 2025, we'll continue to scale our efforts, share inspiring stories, provide recycling education, and do more beautiful things than ever before.

***Thank You
to Our Sponsors***



Altria



Anheuser-Busch



**Cirba
Solutions**



IBWA
INTERNATIONAL
BOTTLED WATER
ASSOCIATION

***Kimberly-Clark**



**SANTA FE
NATURAL**
TOBACCO COMPANY

