



# Master Recycler Program

Next level engagement:  
Citizen Zero Waste Training



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**Recycling Specialist, City of Burbank**

# A self sustaining city!

- \* City-run landfill—we want to conserve!!
- \* Residential curbside collection
- \* Created own recycling center 35 years ago
- \* Household hazardous waste drop off
- \* Environmental educational center
- \* Developing other diversion infrastructure for the future



# Recruiting Waste warriors

## Goals

- \* Connect neighbors, build community
- \* Train and motivate residents
- \* Support neighborhood projects (reciprocate)
- \* Focus on thoughtful consumption, reuse, composting, recycling and reducing toxics
- \* Better understanding of the recycling system
- \* Full class attendance commitment
- \* Volunteers at events

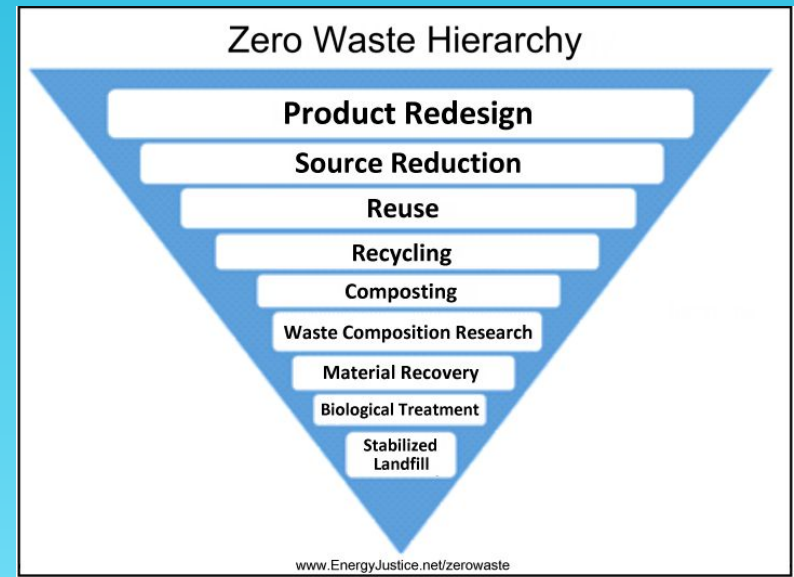


Volunteer Zero Waste training to engage their community and become a change agent.

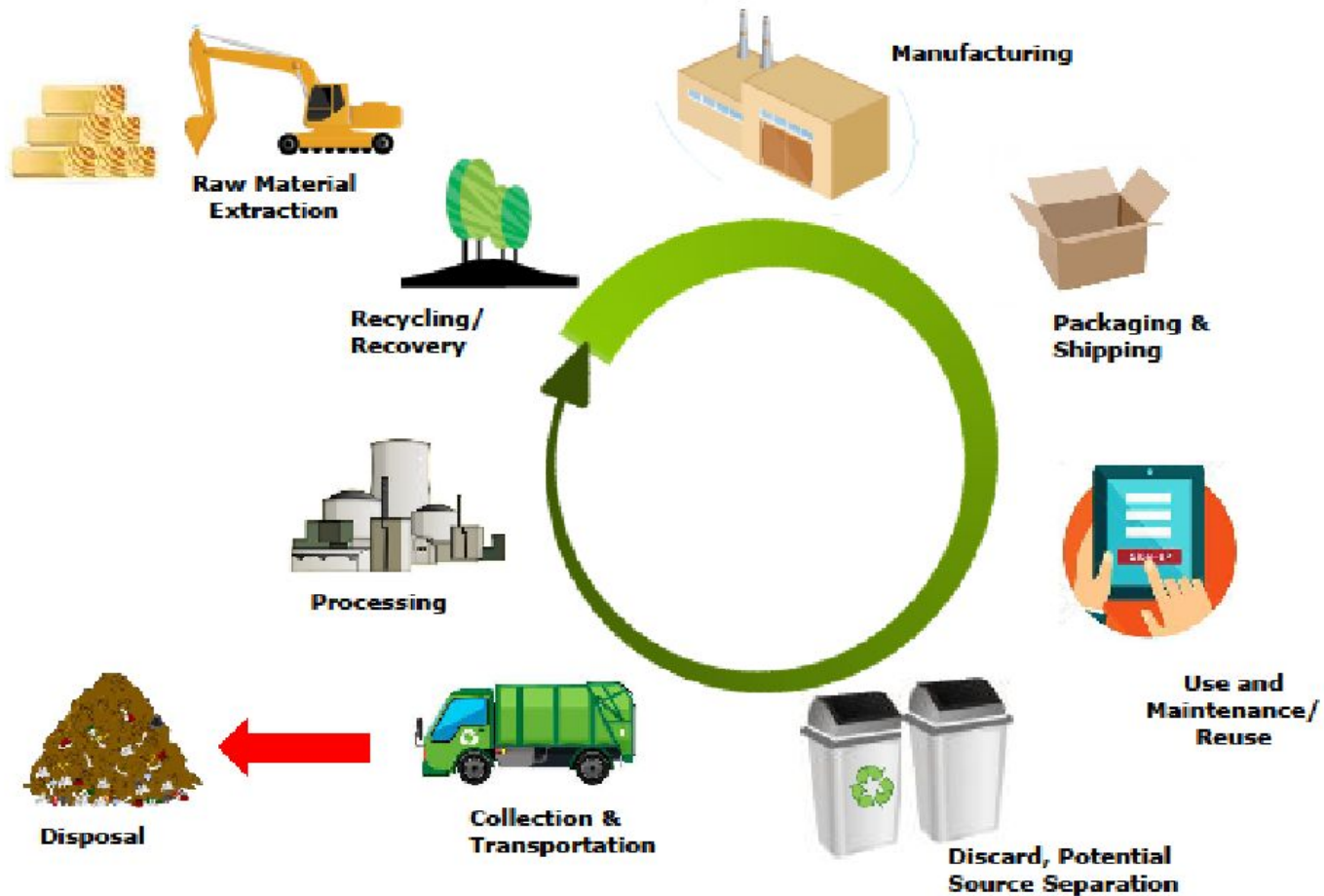
Classes focus on the **Waste Hierarchy** and includes lively discussion, hands on learning, tours, guest speakers and instructions.

**7 courses over 4 months  
(Jan-April)**

# Master recycler program



# Product Life Cycle



# Class schedule:

- \* **Recycling 101:** *There's No Such Thing as Away*

- \* Intro to ZW
- \* What's recyclable & why
- \* Laws
- \* Storm water run-off
- \* Discussion of class projects

- \* **HHW & EPR:** *Toxins Amongst Us*

- \* Collection and challenges
- \* Recycling & reuse programs
- \* Extended Producer Responsibility
- \* Emerging policies

- \* **Resources and Materials:**

- Blowing Green Smoke*

- \* Packaging
  - \* Plastic resins
  - \* Commodities markets
  - \* Market Development
  - \* Green washing identifiers



# Class schedule:

- \* **Business Evolution:** *Corporate Social Responsibility*

- \* Drivers of “green”
- \* Environmental purchasing
- \* Shareholder concerns
- \* Consumer confidence
- \* Mandatory recycling

- \* **Power to the Plants:** *Getting organics out of landfill*

- \* AB 1826
- \* Landfill tour
- \* Composting demonstration
- \* Generating power
- \* GHG mitigation
- \* Helping business get on board

- \* **Rethink Trash & Treasure:** *Reuse and Repair*

- \* Tour of local reuse businesses
- \* Deconstruction
- \* Sharing economy
- \* Repurposing



# Class schedule:



## \* FINAL CLASS:

### *Leadership Challenge*

- \* Moving inspiration into action
- \* Finalizing personal projects
- \* Assigning special business outreach project

## **BONUS: “Dinner and a Doc” Alumni Event.**

Current students and graduates of the program network and watch a documentary on food waste, “Just Eat It”.





# Waste Audit: First day getting into the fray!



# What Does a Master Recycler Do??

- \* **Speak** to local groups
- \* **Organize** waste prevention and recycling projects.
- \* **Staff** booths at local events.
- \* **Create** waste reduction plans at home and at work.
- \* **Work** with schools, scouts, and other groups.
- \* **Stay current** on solid waste trends through newsletters and follow-up events.
- \* **Make a difference** in the community while learning and having fun.



# Mandatory Commercial Recycling Project

- \* **AB 1826**

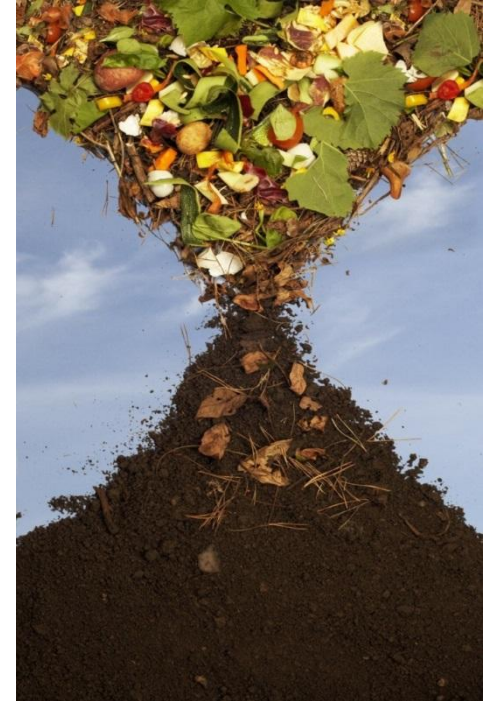
- \* Organics out of landfill

- \* **Restaurant Outreach Ideas**

- \* **Divide and Conquer**

- \* Zone outreach

- \* How can we get them on board?



# Planting seeds

## \* Volunteer Period

- \* Reconvene regularly
- \* Schedule time to support M.R. projects
- \* Build leadership and confidence
- \* Mix past and present volunteers
- \* Grassroots organizing
- \* Social Media



Projects include waste reduction, thoughtful consumption, composting, recycling and outreach



# Recognition



**Completed  
their 30 hour  
volunteer  
commitment**







**KEEP  
CALM  
AND  
RECYCLE  
MORE**

Be the Change

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