



Public Perception & Engagement in Recycling

Rethink Resource Use Conference - 2025

Melissa Young | Director
Institute for Sustainability Engagement
Kathryn Walker | Executive Director
Center for Sustainable Materials Management



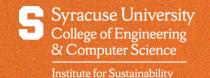
Insitute for Sustainability Enagement

Connecting local insights with academic expertise, building strong relationships between researchers, policymakers, and community members to support locally-driven efforts that build long-term resilience.



CENTER FOR SUSTAINABLE MATERIALS MANAGEMENT

Collectively Challenging Waste, Elevating Solutions Together



Engagement



What does it mean to truly engage with a community?

Engagement = not just giving information, but listening, adapting, and building shared ownership

Sustainability Engagement



Are you confused about recycling?

You're not alone.



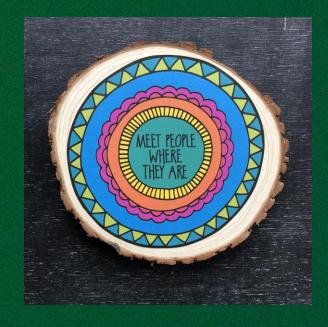
Connection > Correction.



What Makes Our Engagement Different

Meet people where they are



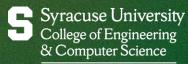






Values and motivators







Trust and transparency

iSolicita Hoy! 7

PROGRAMA DE LIDERAZGO AMBIENTAL GREEN-PR

Buscamos jóvenes universitarios que quieran aprender y colaborar en proyectos de reducción, reuso, reciclaje, prevención de desechos acuáticos, educación ambiental y compostaje de febrero a mayo de 2025.

Recibirás un estipendio al final del programa.







Knowledge levels



In general, black plastic cannot be recycled, yet

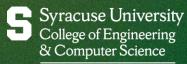


of Americans believe that it can be.



Source: 2021 Report by ICC

https://oceanconservancy.org/wp-content/uploads/2021/09/2020-ICC-Report_Web_FINAL-0909.pdf





Listening Exercise

Round 1:

Partner A reads a sample statement
Partner B listens for and identifies the facts.
Partner C listens for values.



Round 3:

- Partner C reads a sample statement
- Partner A listens for and identifies the facts.
- Partner B listens for Values.

Round 2:

- Partner B reads a sample statement
- Partner A listens for and identifies the values.
- Partner C listens for facts.





Key Takeaways







Thank you

Rethink Resource Use Conference - 2025

Melissa Young | mayouno3@syr.edu Kathryn Walker | kjwalker@esf.edu