

Public Perception & Engagement in Recycling

Rethink Resource Use Conference - 2025

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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**

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



TOP 5 REASONS AMERICANS RECYCLE



TO MAKE SURE THE WORLD IS INHABITABLE
FOR FUTURE GENERATIONS

56%



TO MAKE THE WORLD A BETTER PLACE
FOR FUTURE GENERATIONS

51%



TO PRESERVE NATURAL RESOURCES

49%



TO REDUCE CARBON EMISSIONS

47%



TO MINIMIZE ACCUMULATION IN LANDFILLS

47%

Trust and transparency

¡Solicita Hoy!

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.



GREEN-PR

S Syracuse University
College of Engineering
& Computer Science
Institute for Sustainability
Engagement



Knowledge levels

In general, black plastic
cannot be recycled, yet

63%

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

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