

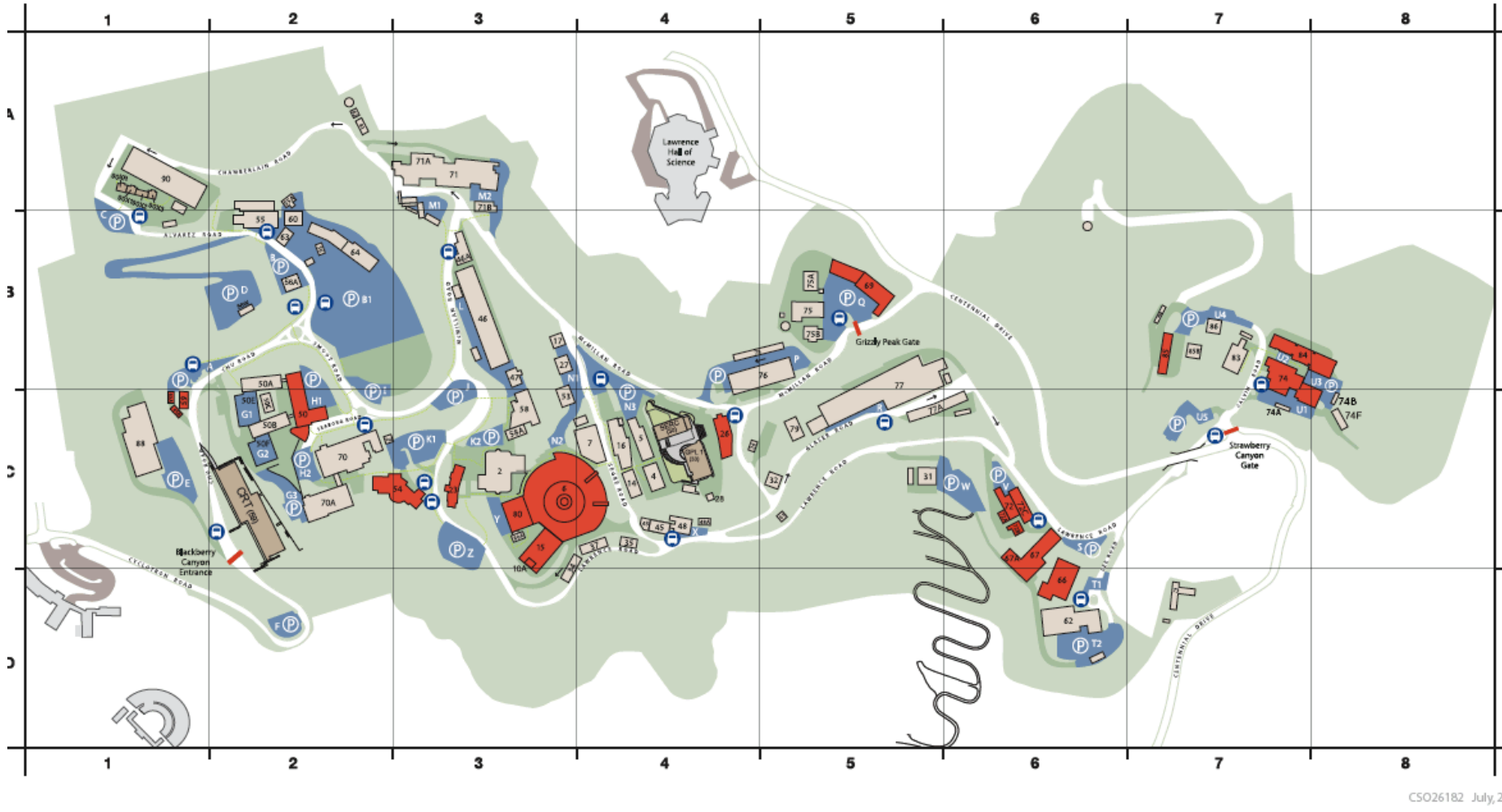
# Compost and Connection – the Keys to Waste Diversion

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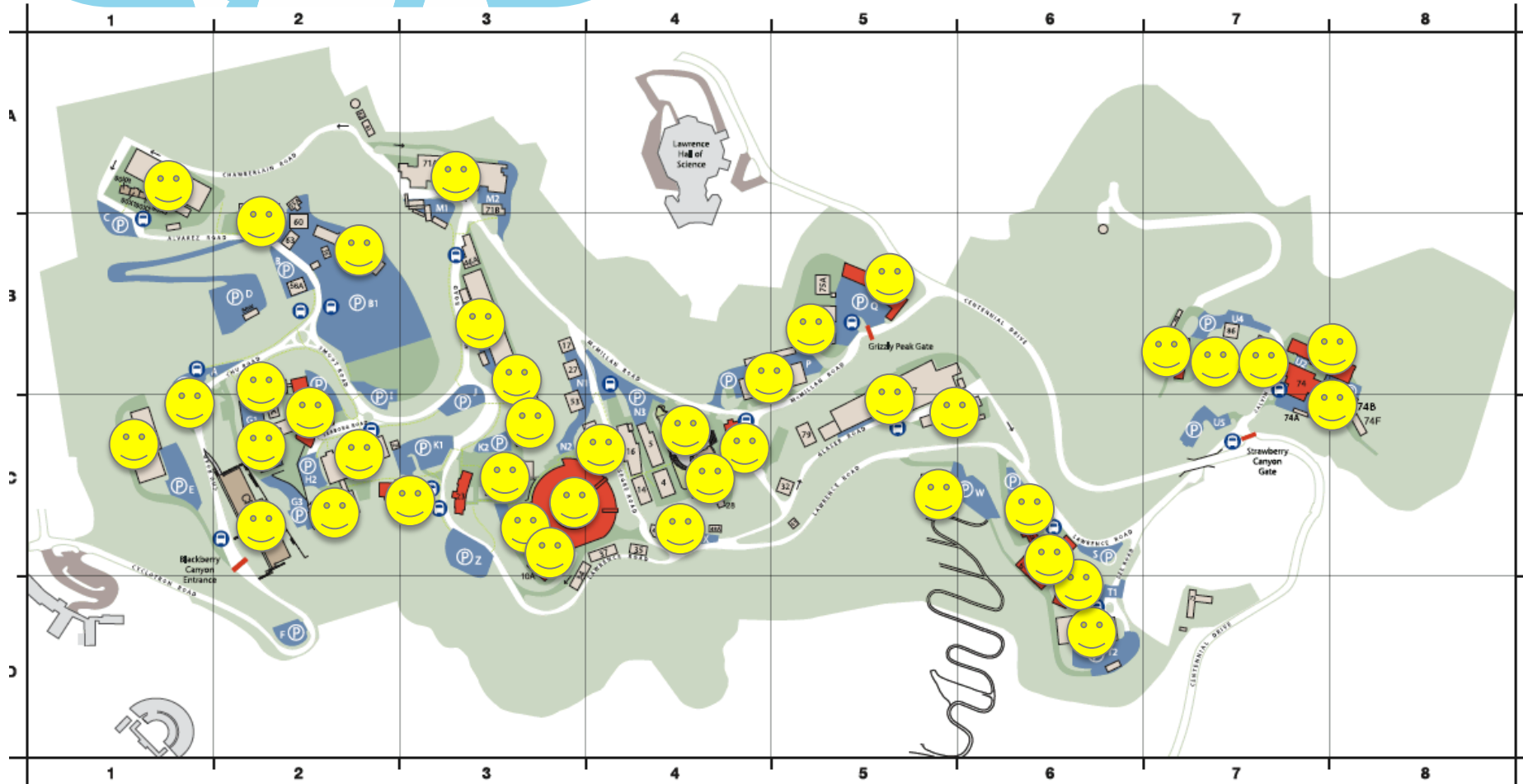
Lawrence Berkeley National Laboratory

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# Berkeley Lab Site



# RETHINK



# New Bins and Signs



# Compost Collection is Key

Month	Recycling %	Compost %	Landfill %
March 2015	51	10	39
April 2015	47	12	41
June 2015	52	9	39

With basic infrastructure and education, we increased recycling rates and added compost rates. But we want to improve these rates.

## Our Lessons

1. Have the right size and number of compost carts.
2. Focus on changing occupant behavior at their desks.

# Connection is Key



# Communication Methods

## Communication Methods

- Informative emails
- Website and feedback email
- In-person education and conversations
- Potty training

## Messaging Lessons

1. Focus on the desired action first.
2. Mention why the change is necessary.
3. Include tips.
4. Include data.

# Questions?



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