Love Recycled
Fostering Reuse in NJ Communities
Plastic is a Problem

- Polluting our earth
- Crisis on land and at sea
Plastic Toys are a Problem

- 900 million manufactured/year = 3.6 billion lbs.
- 1.5 billion lbs. thrown in landfills each year
- Toy companies focus on packaging

Source: Bard College Circular Value Chains Analysis
Toy Association Economic Impact Data
Statistica Research
A Waste-Need Solution

- Second Chance Toys
  - Keep plastic toys from heading to landfills
  - Promote collections and match with organizations (2x/year)
    - Individuals, Schools, Troops
    - Recycling Centers, Nature Centers, Green Teams
Huge and Growing Demand!

- Requests for 500,000 toys
- NJ: requests for over 80,000 toys
- 15 million children living in poverty

Source: National Center for Children in Poverty — NCCP
3 Collection Programs Help Fill Demand

1. Recycling Centers
2. Green Teams
3. Schools
Recycling Centers: NJDEP Award Winning Program

- Fair Lawn
- Paramus
- Westfield
- Middletown
- West Orange
- Wall Township
- Upper Saddle River
- Montgomery Township
- Eatontown
- Holmdel
- Jersey City
Recycling Centers: Turnkey Event

- Recycling center collects year round
- Volunteer team to clean toys
  - 3 hour cleaning event 1-2x/year
  - Spring through Fall
- Toys donated to local organizations
  - 1-800-GOT-JUNK? transports toys
Key Resources Needed

• Closed container or storage space
  o Fair Lawn: Industrial container
  o Paramus: Stores toys on shelf in garage
  o Westfield: Shed
  o Jersey City: Feeder collections

• Area to clean toys
  o 4 tables
  o Source of water
Volunteer Opportunity at Recycling Centers

- Employee engagement event: fun and easy
- Team-building with colleagues
- Completely turnkey: Just show up
- Sort, clean and bag toys for donation
- Meaningful community service
  - Doing good and being green
  - Toys delivered same day
  - Impact report provided
Community / Green Team Collections

- One day or weekend event
  - Convenient location: school, municipal parking lot
  - In conjunction with another event
  - Team cleans and bags toys
  - Matched with local organization
  - SCT arranges transport of toys
  - 4 hour event can yield 500 -1000+ toys
Making an Impact

- Example
  - 1,000 plastic toys collected
  - 4,000 lbs. plastic diverted from landfills
  - 3-4 local organizations
  - 2,000 children impacted (minimum)
Success = Getting the Word Out

- Signage
  - Toys accepted
  - Banner
- Promotion
  - Flyer distribution
  - Town website/newsletter/email lists/social
  - Outreach to elementary schools, library, community groups, businesses
  - Press / ribbon cutting

DONATE YOUR PLASTIC TOYS
Help Children and the Environment

Fair Lawn Recycling Center
20-05 Saddle River Road

MADE POSSIBLE BY:

1-800-GOT-JUNK?
SECOND CHANCE TOYS
VIACOM
Benefits

• Hero in the community!
  o Providing much needed service
  o Encourages community reuse
• Reduces plastic in the waste stream
• Helps local area children
• No cost to participate
• No extra manpower needed at RC
• Good publicity for town and leadership
• Saves town on disposal costs
• Eligibility for 5-10 points Sustainable Jersey
Participant Communities Are Growing

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed it’s the only thing that ever has.” – Margaret Mead
3 Schools

- Collections: classes, schools, districts
  - Private or open to public
- Students promote, donate, collect and clean toys
- SCT matches organization(s) and arranges transport
- Sustainable Jersey for Schools - points for program
Benefits

- Great for any age group
  - Pre-School
  - Elementary
  - Middle School
  - High School
- Friendly competition
- Relevant
- Fun activity
Benefits

- Children that donate learn life lessons
  - Giving
  - Reuse
- Free resources that reinforce teachable moments
- Springboard / visual for class discussions
  - Earth Month
  - Plastic Crisis

Hi kids. My name is Second Chance Lance. Instead of being thrown out in the trash, I was given a second chance and donated to another child. Reusing and recycling are some of the ways we can keep the earth healthy and beautiful. Check out these fun activities and learn about the importance of recycling to our environment!
Benefits

- Extends learning into the home
  - Donate outgrown toy
    - Empowering
    - Empathy for others
    - Tag with positive messages
  - Family discussion to reinforce learning
Benefits

- Children helping children
  - Providing tools of play
- Caring about environment
NJEA Recognition

- Bulletin Board Announcement
  - October 2019
  - 40 NJ schools collected
- Feature Article February 2020
  - Playing It Forward for Earth Month
  - Experiences of 3 NJ schools
    - Environmental Club
    - Student Council
    - Fourth Grade Class
Help Us Deliver More For Children & The Environment
Thank You!

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