EDUCATION & OUTREACH
NATIONAL RECYCLING COALITION ROLE IN RECYCLING EDUCATION & OUTREACH

Rationale

Education and outreach are required for change that results in rational decisions to increase waste reduction and recycling. Education and outreach information should be easily accessible to private and public sectors, the media and the general public.

Policy

The National Recycling Coalition, long committed and mission-driven to be the primary source of balanced information on waste reduction and recycling, should be broadly supported in outreach and educational efforts. The National Recycling Coalition should maintain current sources of credible pertinent information generated from both outside and within the organization. The information should be regularly compiled, then provided through a variety of means including:

- Technical reports
- Directories and reference materials
- Newsletters
- Computer and electronic mail networks Displays at conferences and meetings
- Presentations by Coalition Board members e Roundtables, networking sessions, committee and task force meetings

Existing information and dissemination methods should be periodically reviewed to deter mine their effectiveness and adjusted accordingly to meet the goals and objectives of the National Recycling Coalition and the needs of those outside the organization.