

# 4 STRATEGIES TO IMPROVE RECYCLING AT MARATHONS

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## CHALLENGE 1

### RUNNERS ARE STILL LARGELY UNAWARE OF RECYCLING AT MARATHONS

Ensure the recycling message is incorporated into the website and during registration process. Set the tone ahead of time for better support from runners.

## CHALLENGE 2

### DO NOT PLAY HIDE-N-SEEK WITH RECYCLING BINS

Ensure bins are placed strategically and that runners know where they are - Use signs and make regular announcements to encourage recycling.



## CHALLENGE 3

### POSTERS USED TO GUIDE RECYCLING NEED TO BE INTUITIVE FOR ADULTS

Know ahead of time which drinks, fruits, snacks are given. 1. Create posters with the actual item being dropped into a recycling bin. 2. Place these posters up just before they collect their items & just after they exit the collection zone. When a runner sees a clear picture of an item they have going into a recycling bin, they can replicate it. Avoid cartoon imagery.

## CHALLENGE 4

### RECYCLING BINS HAVE TOO MANY COLOURS, IT CONFUSES PEOPLE

The colours of recycling bins are NOT consistent across Singapore, so use bins that are **transparent**! Pre-fill bins with the correct recyclables, then let runners do the rest.

