

## NET ZERO WASTE TEAMS UP WITH FORT POLK GARRISON TO IMPROVE RECYCLING

**MARCH 30, 2018** | FORT POLK. La. - "*Recycle this, Not that*" Campaign aims to reduce contamination at the JRTC & Fort Polk Recycling Center. Net Zero Waste (NZW) launches a marketing campaign in April 2018 to improve recycling across the installation through the "*Recycle this, Not that*" public service and educational campaign.

At the heart of the campaign is an effort to educate both military and civilian personnel about the curbside recycling program and the tremendous impact each person has on the Quality Recycling Program's (QRP) success. The curbside recycling program operates throughout the Garrison offices, picking up paper, #1 plastics, and aluminum cans. A social media, installation-wide advertising, and public service announcement (PSA) campaign visible at high-trafficked locations across the installation and local media outlets will depict everyday products and activities to remind audiences about the materials that are accepted at the JRTC & Fort Polk Recycling Center and Curbside Pick-up.

The ultimate goal of the campaign is to continue building the culture of recycling across Fort Polk, making the installation stronger, and increasing the quantity and quality of materials recycled at the QRP.

In addition to the PSAs, Fort Polk Soldiers and employees will see an informational card reminding them about recycling basics. The campaign posters, informational cards, and PSAs are designed to facilitate community awareness, support education efforts for current recyclers, re-engage former recyclers, and attract newcomers into the program by stressing the ease and importance of recycling at Fort Polk.

"Fort Polk does a great job of recycling and making efforts visible" says SFC Jeremiah Moore of Task Force 5. He adds, "It's very easy to find recyclable bins, they are in high traffic areas, and of the 15 years I've been in the military recycling hasn't been as easy as it is here." The *Recycle this, Not that!* Campaign is a great way to reach the community directly and highlight how easy it is to recycle properly.

The message of the campaign is simple, by making recycling part of their everyday routine, each individual can have a tremendous impact on the success of the program, just like brushing your teeth or getting your mail. When we recycle, we help meet the Army's sustainability mission, our environment is protected, and the community prospers, both health-wise and financially.

At Fort Polk, we are passionate about the environment and love outdoor activities. With continuous outreach and education, the installation only becomes stronger through community efforts like recycling. Everyone at Fort Polk is encouraged to participate and take part of a large issue that affects installations everywhere.

For more information on the latest "*Recycle This, Not That*" Campaign, follow Net Zero Waste on Facebook (<https://www.facebook.com/NetZeroWastePolk/>).

### About Net Zero Waste

The Fort Polk Net Zero Waste's mission is to improve reduce, reuse, and recycling processes across the Garrison cantonment area and engage the community to adapt sustainable practices that create zero waste to area landfills.

**For more information contact:**

Net Zero Waste

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<https://www.facebook.com/NetZeroWastePolk/>