



# **A COMMON LANGUAGE FOR THE RECYCLED MATERIALS INDUSTRY**

**BREAKING THROUGH IN  
A NEW ERA OF COMMUNICATION**



IN COLLABORATION WITH MASLANSKY + PARTNERS



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## OUR COMMON GOALS AS AN INDUSTRY REQUIRE **A COMMON LANGUAGE.**

Recycling isn't easy. This is a complex industry, bringing together distinct companies, commodities, and technologies.

A small rubber recycler in North Carolina looks different than a large metal operation outside the California suburbs. Each recycler operates in its own environment, faces its own challenges, and knows its own business inside and out.

**At the same time, we share common goals across the entire industry:**

✓ **We want more recognition.**

Recycling is essential, but it can be a thankless job. We want more people to value the work we do to power local economies, to support a sustainable world, and to build a better future.

✓ **We want to correct misperceptions.**

Today, skeptics at the local, state, and federal levels paint a picture of a recycling industry that's "broken" and needs to be "fixed." These criticisms make it harder for recyclers to operate in their communities and create a difficult regulatory landscape. We need to reframe the narrative.

✓ **We want to write our own story.**

Historically, we have been content to work in the background. Our facilities were out of sight; we stayed quiet and worked hard. This approach sadly isn't enough anymore. In a world of constant communication and controversy, we need to take control of our story, or someone else will tell it for us.

We cannot achieve these goals by communicating as we have in the past. We need a fresh approach that's based on an understanding of our audiences and designed to help them appreciate what we do every day.



If we each tell our story a different way, we risk undermining each other. But if we're consistently telling the same story and pulling in the same direction as an industry, our message is amplified.

That's where this playbook comes in. It's based on extensive communication research conducted by maslansky + partners, a leading language strategy and market research firm. Collaborating with our team at ISRI, they analyzed coverage of the industry in traditional and social media as well as conducted focus groups and a national survey with informed consumers and policy opinion leaders.

1

### The Media Landscape

Traditional and social media analysis of coverage of the recycling industry.

2

### Qualitative Research

Focus groups with informed consumers and policy opinion leaders to test our current messages vs. different approaches as well as interviews with Brand Council members.

3

### Quantitative Research

Nationwide survey to further pressure test and refine the language we use.

4

### A Common Language For Our Industry

A blueprint of the most effective language to use – and not use. Research findings and recommendations are summarized in this playbook.

This playbook is part of a larger effort to **strengthen the industry's voice** by creating a **standardized set of effective messaging guidelines** for industry communicators. If we all use this shared language, we can build reputation, raise awareness, and drive engagement with industry issues to benefit us all.

# SPEAKING THE LANGUAGE OF OUR AUDIENCE

Of course, it's not enough to speak the same language.

We need it to be the *right* language.

How people outside the industry see us matters to our future success. We need to be able to effectively reach the public, policymakers, advocacy organizations, and business partners alike.

These audiences have different goals and experiences than those of us who work with recycling every day.

They don't know what we know about the industry or its challenges – and they don't want to know.

They don't understand the word “extrusion” or how a shredder works, and they don't always understand how important or how complex our work is.

What they do know tends to come from personal experience with blue bins, movies, and the media. So, if we want to reach them, we need to speak THEIR language.

**Our research showed that our message is most effective when it's:**

✓ **Plainspoken.**

Keep it simple. Get rid of industry terms and jargon and speak in relatable language.

✓ **Positive.**

Focus on positive imagery and make clear what we stand FOR, rather than talking about the things we don't like or oppose. Avoid negative imagery and complaining.

✓ **Personal.**

Don't just focus on recycling as a system. Put our message in the context of our audience's lives. Show how our industry benefits people in tangible ways.



Most importantly, our research showed we need a shift in focus.

If we want our language to be relevant and resonant for the people we're trying to reach, we need to:

<b>✗ FOCUS LESS ON</b> 	<b>✓ FOCUS MORE ON</b>
<p><b>Industry.</b> The system. The process. The machines. The size of the industry, the revenue, and the jobs.</p>	<p><b>Outcomes.</b> The benefits and impact we have on people's everyday lives.</p>
<p><b>Inputs.</b> The scrap. The discarded items and material that goes into our facilities.</p>	<p><b>Outputs.</b> The quality material we make. The resources that come out of our facilities.</p>
<p><b>Waste stream.</b> Recycling as an alternative destination, replacing landfills.</p>	<p><b>Supply chain.</b> Recycling as an alternative source, replacing natural resources.</p>

# WHAT YOU'LL FIND IN THIS BOOK

The rest of this playbook walks through how you can apply these principles on how to talk and write about the industry in your day-to-day life and work.

It includes...

1

**A set of simple, repeatable messages to help you talk consistently and clearly about the industry with external audiences.**

2

**Watchouts for words and messages to avoid that were ineffective in testing.**

3

**Principles for how to apply this language most effectively, with insights to explain why.**

4

**Example use cases and scenarios where you can apply the language.**

5

**The ten phrases to remember when telling the industry's story.**  
(summarized on page 22)

6

**The ten phrases to avoid when telling the industry's story.**  
(summarized on page 23)



Overall, we've structured this playbook to help you answer four main questions about the recycling industry whenever you're communicating with external audiences.

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**WHO ARE WE?**

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**WHAT DO WE DO?**

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**WHY DOES IT MATTER?**

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**WHERE ARE WE HEADED?**

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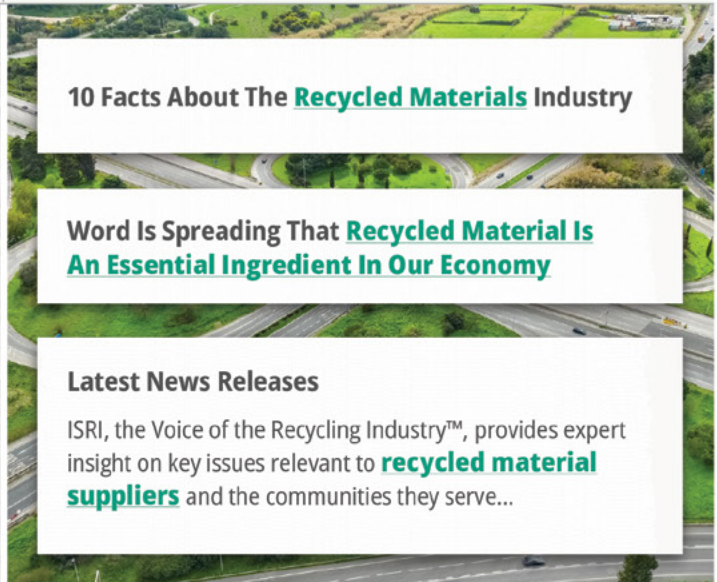
# WHO WE ARE

**In a sentence:** We are the recycled materials industry.

We can use this language any time we refer to the industry as whole. For example, you could say:

- ✓ "I work in the recycled materials industry."
- ✓ "The recycled materials industry is an essential part of the world's economy."
- ✓ "Representatives on behalf of the recycled materials industry are calling for revised regulations."
- ✓ "The recycled materials industry has evolved over the last fifty years with the invention of new, cutting-edge technologies and streamlined processes."

In content and collateral, that could mean:

✗ BEFORE	✓ AFTER
 <p>10 Facts About The <u>Scrap Recycling</u> Industry</p> <p>Word Is Spreading That <u>Scrap Is NOT Waste</u></p> <p><b>Latest News Releases</b> ISRI, the Voice of the Recycling Industry™, provides expert insight on key issues relevant to <u>scrap recyclers</u> and the communities they serve...</p>	 <p>10 Facts About The <u>Recycled Materials</u> Industry</p> <p>Word Is Spreading That <u>Recycled Material Is An Essential Ingredient In Our Economy</u></p> <p><b>Latest News Releases</b> ISRI, the Voice of the Recycling Industry™, provides expert insight on key issues relevant to <u>recycled material suppliers</u> and the communities they serve...</p>

# A CLOSER LOOK AT WHY IT WORKS

## You only get one chance to make a first impression.

Human brains are lazy and like shortcuts. When someone encounters a new idea, they try to fit it into a box to make it easier to understand.

Today, when we introduce ourselves as the “scrap” industry people throw us in a box alongside “junkyards,” “leftovers,” and “trash.” They make negative assumptions about us based on the other things in that box.

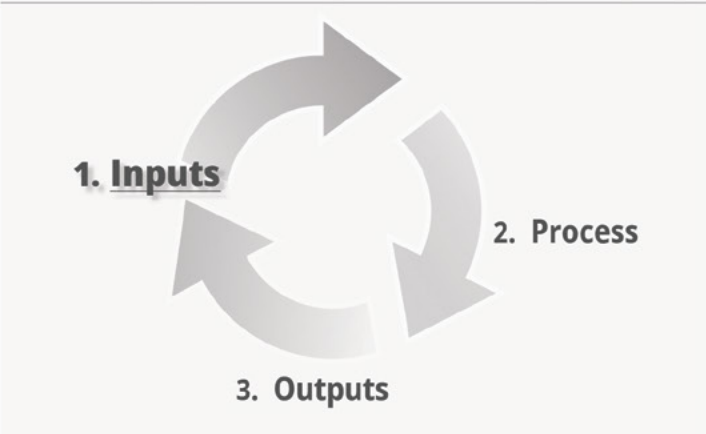
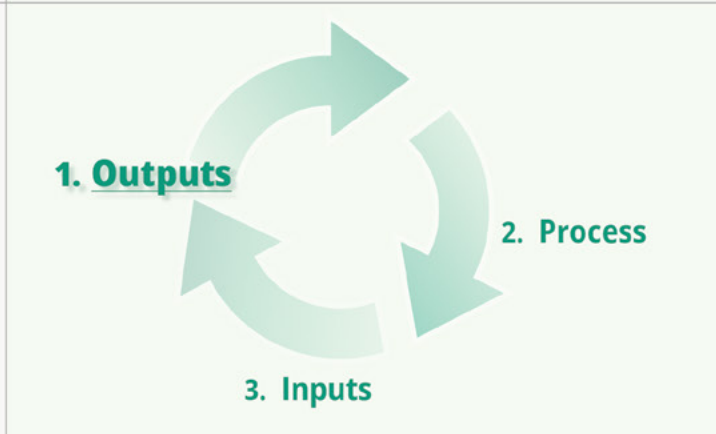
When we instead start with “recycled materials,” we’re putting ourselves in a different, better box without so much baggage. Effectively, we’re re-positioning ourselves to being a part of the manufacturing supply chain—which gives people a totally different frame of reference for the work we do.

Being the scrap industry leads to another problem: it focuses on inputs. That opens an argument about what doesn’t get recycled. We call attention to the part of the system that people don’t think is working.

If we instead focus on recycled materials, we focus on the part of the system that *is* working. We remind people we’re the ones responsible for all the stuff that is getting recycled and turning into new products.

<b>✗ LESS ABOUT</b> →	<b>✓ MORE ABOUT</b>
 <b>✗ We process scrap</b>	 <b>✓ We produce recycled material</b>

We’re reordering the story to **START** with recycling’s outcomes and impact:

<b>✗ BEFORE</b> →	<b>✓ AFTER</b>
 <b>1. Inputs</b> 2. Process 3. Outputs	 <b>1. Outputs</b> 2. Process 3. Inputs

Just because we start our work with scrap, process it, and then end with recycled material, doesn’t mean we have to tell our story in that order. The automobile industry doesn’t call itself the steel, fabric, and wiring industry, after all. If we start with the output, we start with the benefit—and then we can go on to tell the story of how we deliver that benefit.

# WHAT WE DO

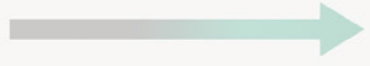


**In a sentence:** We provide a **renewable source of high-quality materials** for the **everyday items** and **essential infrastructure** people depend on.

We can use this language any time we need to describe the core function of the industry, what we do on a day-to-day basis, or how our work affects affects people's day-to-day lives.

This means making some shifts in the way we communicate. For example:

✗ IN THE PAST WHEN YOU WOULD HAVE SAID...	✓ TODAY, YOU WOULD INSTEAD SAY...
We divert material from landfills	We supply material for manufacturing
Commodity-grade	High-quality
Feedstock	Raw material
We're supporting a circular economy	We're providing a renewable source of materials
We take in discarded items	We help make items you use and depend on

In content and collateral, that could mean:

✗ BEFORE 	✓ AFTER
 <p>130 million metric tons of valuable commodities processed by recycling annually.</p>	 <p>Recycling is essential to the manufacturing of new products</p> <p>More than 75% of U.S. paper mills depend on recovered fiber to make packaging for boxed goods</p> <p>This combine was made in part, from a recycled washing machine</p>

# A CLOSER LOOK AT THE LANGUAGE

The term *“circular economy”* is positive, but research showed people don’t always think it’s possible. On the other hand, people are already familiar with the power of **renewable resources**.

✓ **renewable**

In research, participants told us that *“diverting from landfills”* sounds like a temporary, partial solution. It reminds people of **how much waste DOESN’T get diverted**.

Instead of comparing ourselves to landfills as a **DESTINATION** for waste, flip it and frame the industry as a **SOURCE** of renewable materials.

It opens the door to the positive role we play helping manufacturers make new, useful things.

**A helpful distinction for using “source” vs. “resource”:**  
We are a *“source”* of renewable materials. We *“provide”* renewable resources.

✓ **source**

Today we often rely on industry terms like *“commodity-grade”* or *“feedstock.”*

The truth is that almost no one knows what these words mean. *“Commodity-grade”* to industry outsiders sounds like it means low quality. And more than one person we spoke to assumed *“feedstock”* had to do with farm animals.

Using simpler language helps our message be heard as we intend.

✓ **high-quality materials**

# A CLOSER LOOK AT THE LANGUAGE

How do we show people our industry matters? It's tempting to turn to the numbers and use metrics like...

✗ \$117 billion in economic impact

✗ 130 million tons of scrap

✗ 500,000 jobs

But it's more effective when you talk about...

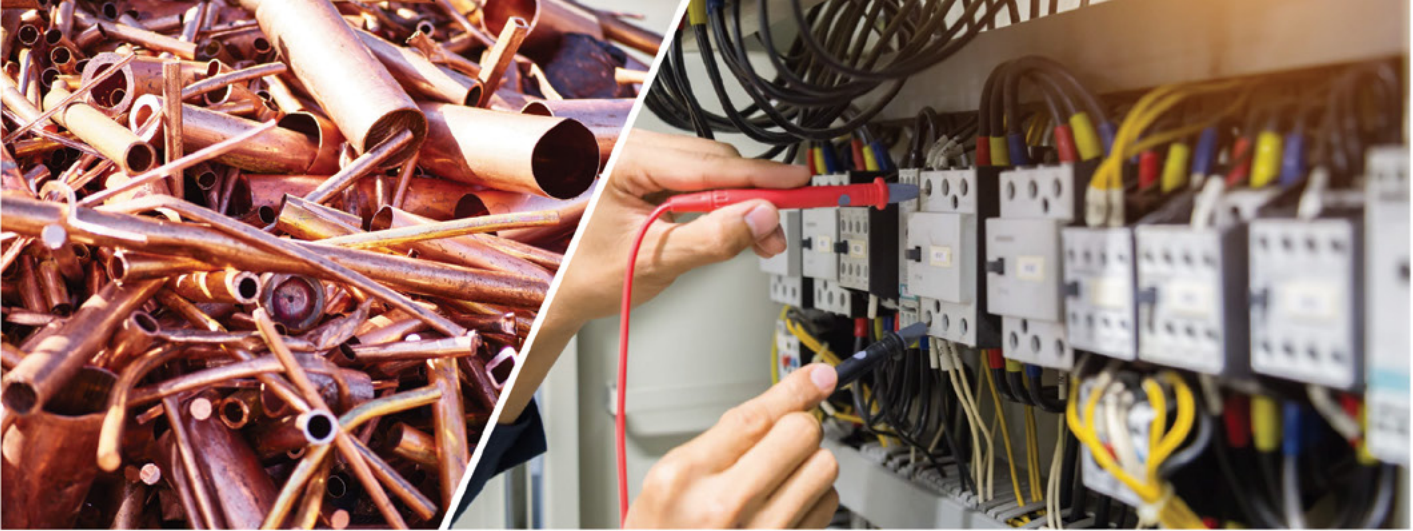
✓ **everyday items and essential infrastructure**

Numbers don't mean much to industry outsiders. Most people don't have the context to fully understand whether that's a lot, a little, or *a lot*, a lot. Even more importantly, unless it's their jobs or their money, they can't make the connection to how it benefits them.

To connect, we need to make our impact personal. Bring it down from lofty numbers and into the world around them. Saying that we contribute to everyday items and essential infrastructure is a strong focus of our story.

When we start to list the commonplace yet critical things that get made with recycled materials, people start to see how they benefit from what we do. On the next page, you'll see examples of how we can do this with both words and images.





In the past, the industry has relied on imagery of big machines and piles of scrap. To tell a more positive, powerful story, we should use imagery of the things that are made with the materials we produce.

For example:

✓ <b>Bridges made from recycled steel</b>	✓ <b>Roads made with recycled rubber</b>
✓ <b>Hospital ventilators made with recycled copper wire</b>	✓ <b>Wiring and plumbing in our houses made with recycled metals</b>

## FINDING THE RIGHT EXAMPLES

There are three rules of thumb for choosing real-life examples of products that are made with recycled materials. If you're trying to decide what image or example to use, check to make sure it's:

✓ <b>Common.</b> Something people see or use often, like the electrical wires in their house.
✓ <b>Crucial.</b> Something people depend on, like the titanium in a grandparent's hip replacement.
✓ <b>Surprising.</b> Something people might not suspect uses recycled materials. Most people know paper towels use recycled paper, but they might not know a sports car uses recycled materials, too.

# WHY IT MATTERS: REASON #1

**In a sentence:** We make the supply chain **more sustainable**.

✓ We protect natural resources

✓ We reduce carbon emissions

✓ We reduce waste

We can use this language any time you need to explain why the recycled materials industry matters to the environment. For example, you could say:

✓ “Supporting the recycled materials industry means you’re supporting a more sustainable supply chain.”

✓ “The recycled materials industry is making the supply chain more sustainable by supplying high-quality material to manufacturers to make new products.”

✓ “We have a positive environmental impact because we protect natural resources and reduce carbon emissions.”

In content and collateral, that could mean:

✗ BEFORE →

The recycling industry benefits the environment by reducing the amount of material sent to landfills, thereby preserving the land for better uses.

✓ AFTER

The recycling industry benefits the environment by reducing the need to cut down trees for paper, mine for ore, extract fossil fuels for plastic, and deplete natural resources.

OR

The recycling industry benefits the environment by providing a sustainable alternative to natural resources.






# A CLOSER LOOK AT THE LANGUAGE

**Sustainability is a bigger focus than ever.** Consumers are calling for it, advocacy groups and policymakers are fighting over it, and companies are constantly looking for ways to show progress.

We have a fantastic story to tell when it comes to sustainability. Our benefits are clear in each part of the manufacturing process and product lifecycle. From the start, we protect natural resources by reducing the need to mine, drill, or cut new raw material. We reduce emissions with cleaner processes compared to traditional manufacturing. And finally, we reduce waste by ensuring products are reused.

The problem is that today, we only talk about the LAST part of the story: reducing waste. Even when we do talk about it, we talk about it in terms of “diverting from landfills,” which is language that consumers felt sounded weak. We don’t talk nearly as much about the first two parts of the story, even though in research, we found that protecting natural resources and reducing carbon emissions were far more important to most people.

<i>Focus more on</i> <b>REDUCING THE NEED TO CUT, MINE, DRILL</b>	<i>Focus more on</i> <b>REDUCING EMISSIONS</b>	<i>Then end the story with</i> <b>REDUCING WASTE</b>
 <p><b>“When manufacturers source raw materials for a product, we provide a more sustainable alternative to cutting trees, mining, drilling, or harvesting natural resources.”</b></p>	 <p><b>“Compared to the processing and transportation needed for other methods, recycling typically produces fewer greenhouse gas emissions.”</b></p>	 <p><b>“At the end of a product's life, recycling keeps more products from going to waste.”</b></p>

People already know the last part—and they love to argue over how much recycling is actually reducing waste, if at all. They also, frankly, just don’t like talking about garbage.

If we talk more about our impact as a sustainable alternative to natural resources, we’re telling a story that has positive imagery of the trees, water, and land we’re protecting rather than a story that has negative imagery of landfills and waste.

The work we do to keep products out of the waste stream is important, but that comes at the end of the product’s life cycle. It should come at the end of our story, too.

**POP QUIZ:** Do you think people would rather hear about protecting “natural resources” or “virgin materials”?

Research showed “virgin materials” is industry jargon. The people we want to reach care about “**natural resources.**”

## WHY IT MATTERS: REASON #2

**In a sentence:** We make the supply chain **more secure**.



**More resilient**



**More dependable**



**More self-sufficient**

We can use this language any time you need to explain why the recycled materials industry matters to the economy. For example, you could say:

✓ "The recycled materials industry is making the supply chain more secure by providing a resilient source of raw material."

✓ "We have a positive economic impact because recycling makes manufacturing more self-sufficient."


✓ "We keep the global supply chain moving. Together, we can be less dependent on any one market or source, because there are more sourcing options."

In content and collateral, that could mean:

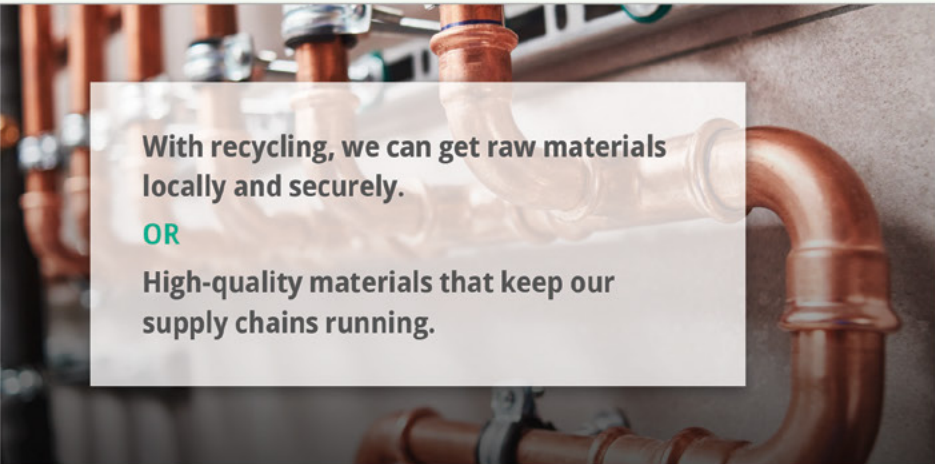
✗ BEFORE



✓ AFTER



Recycling is Essential  
to a Healthy Trade  
Balance



With recycling, we can get raw materials  
locally and securely.

OR

High-quality materials that keep our  
supply chains running.

# A CLOSER LOOK AT THE LANGUAGE

The last few years have become the supply-chain security era. Suddenly, everyday consumers pay attention to the supply chain and its effect on when and how they'll receive the products they want.

People talk about shipping delays or inventory shortages – ways that the abstract economy can impact their everyday life.

We should speak their language and address their concerns. When we talk about how we're helping the supply chain, people realize our significant impact.

So that means to focus less on the numbers, and more on strengthening the supply chain. There may be some conversations—such as advocacy—where dollar amounts and jobs may be helpful to mention. But the big point is to LEAD with and emphasize the supply chain, and follow up with the numbers if needed.

LESS ABOUT 	✓ MORE ABOUT
 <ul style="list-style-type: none"><li>• \$117 billion in economic impact</li></ul>	 <ul style="list-style-type: none"><li>✓ Creating a more secure, resilient, self-sufficient supply chain</li></ul>
 <ul style="list-style-type: none"><li>• 130 million tons of scrap</li></ul>	
 <ul style="list-style-type: none"><li>• 500,000 jobs</li></ul>	

This is our opportunity to show that we can help address supply chain issues. People feel uncertain and unstable, so we can point to how we create a more secure supply chain. And, given the complex system and challenges in foreign markets, it's meaningful that we help the supply chain be more **resilient** and **self-sufficient**.

*"I think the supply chain resonates so much more now, and it's not going to stop being an issue. I would lean on that."*

- Policy Opinion Leader

*"I'm seeing this as a benefit to me, to whatever product I'm purchasing."*

- Informed Consumer

# WHERE WE'RE GOING

## In a few sentences:

We're **continuously innovating** to recycle **more material, more efficiently**.

We know we're just **one part of the solution**, so we're **working with individuals and communities** to help them sort and recycle more.

Because consumer brands and big companies have a role to play, we **partner with them to help them recycle more, use more recycled materials in their products, and design their products to be recycled more easily**.

The industry faces criticisms about whether it works the way it should. To address these misperceptions, it's important to show that we acknowledge we can do better. We can do that by highlighting the ways we continue to innovate and partner with others to have a large-scale impact.

Oftentimes this is left out of our story today but being forward-looking and showing continuous improvement has a ton of upsides, especially when talking with key audiences like the media or NGOs.

**In content and collateral, that could mean:**

## FOCUS MORE ON

- ✓ **ISRI's goal in creating the Brands Leadership Council is to provide a forum for leading brands and responsible recyclers to come together to thoughtfully solve problems and develop solutions for sustainability.**
- ✓ **Using artificial intelligence and optical scanners to recycle items that were once considered "hard to recycle."**

# A CLOSER LOOK AT THE LANGUAGE

**“We’re continuously innovating to recycled more material, and more kinds of material, more efficiently.”**

This language acknowledges people’s fears and frustrations that the industry isn’t doing enough, without sounding defensive.

It shows that we’ve come a long way, but that there’s still more to do, so we’re always moving forward.

**When there’s enough time and space, highlight technologies like:**

- ✓ **Electric cranes, robotics, and artificial intelligence\***
- ✓ **Sensors to detect and separate recyclables based on shape, density, material, and color**

**“We’re part of the solution.”**

With a big challenge ahead, we earn credit with our audiences if we’re humble enough to acknowledge that we can’t do it alone.

**“We’re working with individuals and communities.”**

People want to be part of the solution. They want to have ownership and be involved in making the world a better place. This brings them into the fold and puts us on the same team.

**“We’re partnering with companies to help them recycle more, use more recycled materials in their products, and design their products to be recycled more easily.”**

Many people don’t think it’s fair for the responsibility of recycling to fall on regular people while big companies are creating the majority of waste.

We can use this as an opportunity to recognize the public’s concerns, and show we are allies in helping make sure big companies do their part, too.

*\*Just be careful with the word “automation”, which can make people worry about disappearing jobs.*

# THE TEN PHRASES TO REMEMBER AND USE

✓ <b>Recycled materials</b>	What we make and the industry we're in.
✓ <b>Renewable source</b>	The role we play in manufacturing.
✓ <b>High quality</b>	How to describe the value / grade of the materials we make for manufacturers.
✓ <b>Everyday items</b>	The end-product of our work that shows up in people's everyday lives.
✓ <b>Essential infrastructure</b>	
✓ <b>Supply chain</b>	The system we're a part of (rather than the waste stream); a way to help people realize our impact in manufacturing and the economy today.
✓ <b>Sustainable</b>	The first reason to use recycled materials: we protect natural resources and reduce emissions.
✓ <b>Secure</b>	The second reason to use recycled materials: we're a reliable, long-term source of raw material people can depend on.
✓ <b>Innovation</b>	How to acknowledge we can always do more: we're working to recycle more material, and more kinds of material, more efficiently.
✓ <b>Partner</b>	How to add credibility and show people we're on the same team: we're giving them a role and asking large consumer brands to do their part, too.

# THE TEN PHRASES TO AVOID

<p><b>X Scrap</b></p>	<p>Carries negative associations with junkyards, leftovers, and trash.</p> <p>Focuses only on the inputs of recycling.</p> <p>Limits us to one commodity given its strong association with metal.</p>
<p><b>X Shred / Process</b></p>	<p>Focuses on the machines and the system, not the benefits to everyday people. Sounds industrial and destructive.</p>
<p><b>X Divert from landfills</b></p>	<p>Sounds like a temporary, partial solution, reminding people of how much waste DOESN'T get diverted.</p> <p>Puts us in the waste stream instead of the supply chain.</p>
<p><b>X Commodity-grade</b></p>	<p>Is jargon that's unclear to our audiences. Many people outside the industry actually interpret this as average-to-low quality.</p>
<p><b>X Feedstock</b></p>	<p>Is jargon that's unclear to our audiences. People outside the industry thought it had to do with farm animals.</p>
<p><b>X Virgin materials</b></p>	<p>People don't immediately understand that we mean like-new or new material.</p>
<p><b>X \$117 billion in economic impact</b></p>	<p><i>Is that a lot, a little, or a lot a lot?</i></p> <p>Abstract ways of talking about our impact that lack enough context for our audience to realize just how significant of an impact we make.</p>
<p><b>X 130 million tons</b></p>	
<p><b>X 500,000 jobs</b></p>	
<p><b>X Circular economy</b></p>	<p>Feels like a buzzword and can be too high brow for the general public.</p>

# FREQUENTLY ASKED QUESTIONS

## What is this playbook and who is it for?

This is a resource for communicators working across the recycled materials industry. It's a guide for anyone talking to external audiences—including policymakers, advocacy organizations, business partners, or the general public—to ensure we're all speaking with a common language as an industry. It's also an important step in a larger process of refreshing the industry's image and strengthening its reputation.

## How do I use it?

This isn't meant to be a script, but rather a set of guidelines. The example phrases and content throughout are tested best practices that are starting points for you to use and build on in ways that feel natural to you. The more you can follow these guidelines, the more you'll help people see our industry more positively.

## Why do I need it?

We are in a new era of communication, where everyone has a platform and people are barraged with messages from all sides. If we're going to be heard, we need to be speaking with one voice. If we want that voice to resonate, we need to be speaking the language of our audience in a way that meets them where they are, accounts for their perceptions of the industry today, and ultimately persuades them.

## Where did it come from?

ISRI hired maslansky + partners, a leading language strategy and market research firm to analyze how we communicate today and how we can improve. This playbook is a culmination of their extensive research that included a traditional and social media analysis, focus groups, and a nationwide survey with informed consumers and policy opinion leaders.











IN COLLABORATION WITH MASLANSKY + PARTNERS