



RECYCLE COLORADO

Setting the Stage: Diversion Scenario Teamwork

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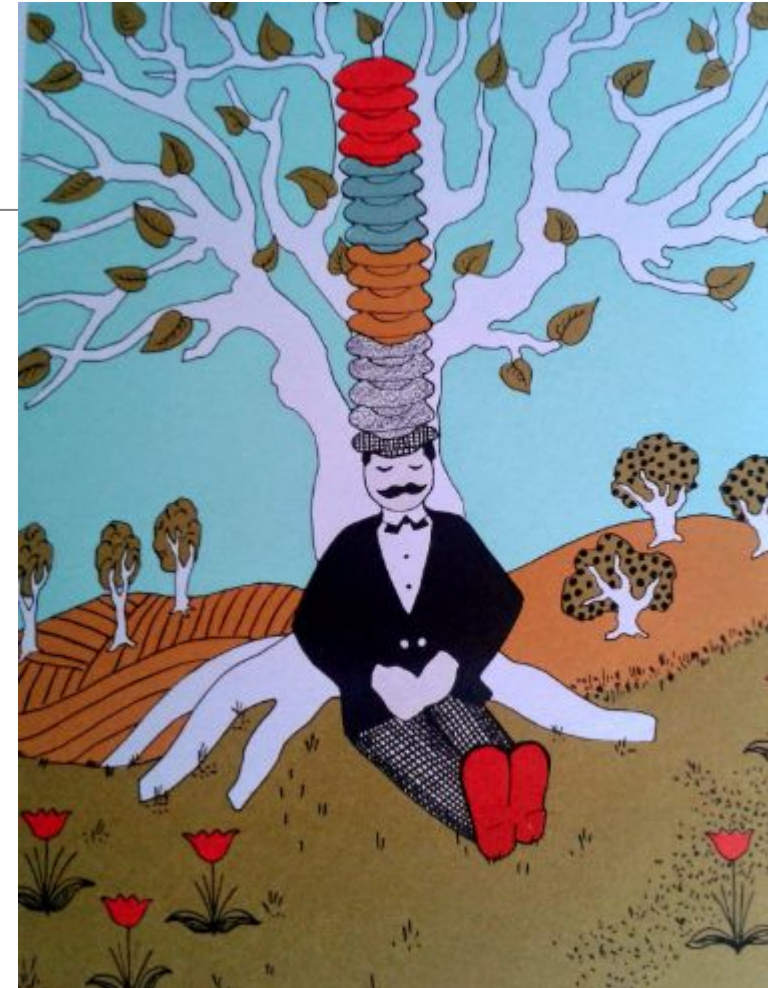
Introduction

Today's Flow:

- What hats do Sustainability Professionals wear?
- Scenario Review & Selection
- Group Formation & Get to know each other
- Define & Explore your scenario
- Lunch & Learning Sessions
- Create & Act on your scenario

Which hats do you wear?

- Networker & Connector
- Strategy & Integration
- Data Detective
- Project Manager
- Inclusion and equity explorer
- Nature's Cheerleader
- Teacher
- Communicator
- Any others?



- Recycling Contamination in a multi-family unit
- HOA in Aspen wants to compost
- Restaurants in downtown Grand Junction want to switch to reusables
- Community engagement for underrepresented demographics
- Hard to Recycle event for a mobile home park in Greeley
- Glass recycling aimed at wineries, distilleries, and breweries
- Proper vape device disposal information for vape shops
- Generate your own idea



Scenario Selection

Group Formation

Groups can be formed based on the scenario you want to work on

4ish people in each group

Introduce yourselves

- Name
- Pronouns
- Where you work
- Favorite bird
- Which sustainability

professional hat is your favorite to wear?



Talk about teamwork, am I right?

Define the problem



Data Detective
Strategist
Inclusion and equity explorer

What is the specific problem in your scenario?

Who is impacted?

What is the urgency?

- High, medium, low, a nice to have?

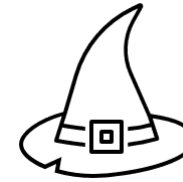
What does success look like?

Deliverable:

Create a 1-2 sentence problem statement

- Put your names on these cards, please
- Give to Ally or Chandra for safekeeping during lunch & learning

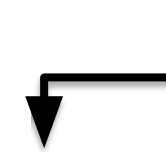
Explore the problem



Data Detectives
Strategist
Inclusion and equity explorer
Networker & Connector

- What systems or behaviors are contributing to the problem?
- What resources or assets already exist?
- What stakeholders are involved?
- What is the cost of not solving this problem?
- Are there any constraints to success?

- Put your names on these
- Give to Ally or Chandra for safekeeping during lunch & learning



Deliverable:

Answer these questions for your problem scenario.



You may use your computers/phones

Now what?

- Give deliverables to Ally or Chandra
- Lunch
Eat, take care of yourself, connect with others
- Sessions
 - ❑ **The Power of Story Telling**
Kathleen Hynes - Colorado Circular Communities
Kristina Iodice - Colorado Circular Communities
Anna Shea - Lucky Bikes
Dug Steen - The Toy, Game, and Puzzle Library
 - ❑ **Bilingual Materials for Diversion Programs**
Lucia Meir - High Country Conservation Center

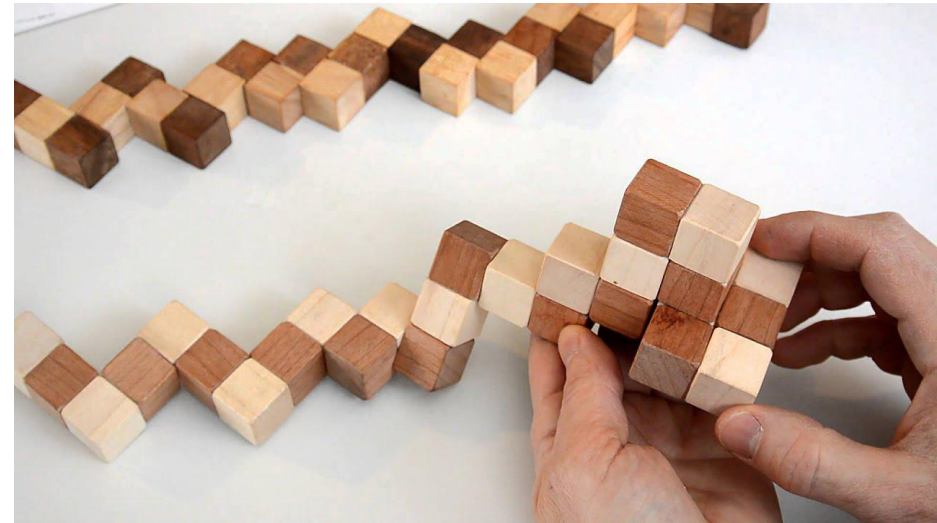
Recap

- Sustainability professionals wear many hats to deliver quality work, as Recycle Colorado members, we are working towards waste diversion together.
- You got into groups and chose a scenario to work on.
- You defined the problem.
- You explored the problem.
- You ate lunch.
- You learned from Kathleen, Kristina, Anna, Dug, and Lucia about their approaches to education and outreach.
- Now... we create and act.

Create

Things to consider for creation:

- Values of your stakeholders
- Values of the community impacted
- Story-building tactics
- Trust and cultural connection
- Accessibility
- Community relationships
- Behavior Change tactics
- Education and outreach methods you've used before with success



Create



Inclusion and equity explorer
Teacher
Communicator
Cheerleader
Connector

Round 1: generate solution ideas *on your own*

Round 2: generate solution ideas *as a group*

Round 3: Create one strong idea you want to go forward with that will “solve” your problem scenario

- What does a “no-budget” version look like?
- What does a “moonshot” version look like?



You may use your computers/phones

Act part 1



Plan out a solution using these questions as a guide:

- What education and outreach methods will you use?
- Who are the key partners? How will you connect with them?
- How is environmental justice included in your solution?
- What resources are needed?
- What would an ideal budget be?
- How will you know you are successful?
- Are there any risks to consider?



Act part 2

Make a poster

- Include your scenario, your problem statement, and your solution/idea with as many implementation details as you can fit
- Names of group at the top in case someone wants to reach out

- Gallery walk

- Add to your toolbox
- Take pictures of posters with ideas you want to remember



Thank you

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