



Waste Management wins Recycler of the Year for digital innovation

WASHINGTON STATE (June 17, 2020) – Waste Management has won top honors for its innovative work to reduce waste and clean up recycling, using social media to educate and power behavior change across Washington.

Waste Management has been named Recycler of the Year for Innovation by the [Washington State Recycling Association \(WSRA\)](#). The award honors Waste Management’s work on 11 social media channels to engage communities across the state in recycling, strengthening the company’s traditional outreach and education programming.

“The new digital landscape has revolutionized how people get information, learn and engage,” said Mary S. Evans, director of Public Sector Solutions for Waste Management – Pacific Northwest. “Conversations are shorter, faster, and 24/7. To this, add a global recycling crisis that upended the economics of recycling and created new pressures to reduce recycling contamination. It’s a huge challenge. Waste Management responded by using social media to activate behavior change to reduce waste and clean up recycling.”

With a hyperlocal focus, Waste Management develops social media content to educate communities in compelling, bitesize pieces and activate positive behavior change around recycling habits.

Each year, WSRA presents Recycler of the Year awards to individuals, businesses, government agencies and community organizations that are strengthening and expanding recycling and waste prevention practices across the state.

About Waste Management in Washington

Waste Management is the leading provider of comprehensive recycling and environmental services in the Pacific Northwest and North America. The company provides innovative sustainability solutions for residential, commercial, industrial and municipal customers, from curbside collection with trucks powered by renewable natural gas to award-winning public outreach focused on waste reduction and recycling. Waste Management uses waste that cannot be recycled to generate renewable energy, powering 12,500 homes in Washington state. For more information, go to www.wmnorthwest.com.

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