

# Recycling in America Workshop

## Behavior Change Strategies for California



### Draft Agenda

This interactive, full-day workshop combines presentations, discussion, and hands-on activities focused on behavior change and EPR implementation.

### 8:00am-9:00am Registration Check-in and Breakfast (Meal provided on-site)

### 9:00am-12:00pm Morning Session

- **Welcome & Introductions**
- **Why Does Behavior Change Matter?**  
An overview of data illustrating the belief-behavior gap and exploring why behavior change is critical to achieving successful EPR implementation
- **Activity**
- **EPR Background with CalRecycle**  
*With Linnea Whitney Skierski (CalRecycle)*  
High level overview of CalRecycle's role in EPR for paper and packaging and anticipated SB 54 implementation timeline
- **The Critical Role of Behavior Change in EPR with Dan Leif**  
*With Dan Leif (The Recycling Partnership) and Hashem Shokair (Circular Action Alliance)*  
A discussion detailing how education and outreach at the local level connects to successful policy implementation
- **20-minute break**
- **The Partnership's Foundational Research**  
A look at the foundational research and key insights that led to the Partnership's behavior change recipe
- **Activity**  
Warm Up: Putting on our Behavior Change Lenses
- **Introducing the Framework**  
The Recycling Partnership's Recipe for Community Engagement to create accurate, frequent, and sustained public participation in residential recycling

## 12:00pm-1:00pm Lunch and Networking (Meal provided on-site)

### 1:00pm-4:30pm Afternoon Session

- **Activating the Recipe for Community Engagement**  
A detailed explanation of each ingredient of the Recipe, including supporting research, common barriers to success, and tactic-based solutions
- **Community Panel with Q&A**
- Community program leaders from the City of San Diego, ReCREATE, the City of Long Beach, and Alameda County Industries share perspectives, challenges, and solutions for driving recycling and composting behavior change in California communities
- **20-minute break**
- **Panel Recap, Reflection, and Community Highlights**  
A brief recap of key themes from the community panel, highlighting connections across the points raised and calling out related work happening in the room
- **Activity**  
Using Recipe Lenses to Evaluate Your Program
- **Q&A Closing**  
Recap key themes and reflect on training

### 4:30pm-6:30pm Networking Event

Join us after the workshop at [SteelCraft's](#) garden patio (approximately a 7 minute walk) for networking. We've reserved the space until 6:30pm, and drinks and appetizers will be provided.