

Recycle Ann Arbor A-Z Recycling Guide Becomes a Zero Waste Guide

*A Sustaining Ann Arbor Together
Neighborhood Grant Funded Project*



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What is the A-Z Guide

**The number one reason people visit
recycleannarbor.org**

The A-Z Guide is a database with almost unlimited capacity for sharing recycling & zero waste information. This easy-to-use design lends itself perfectly to an expansion of the guide to serve a broader purpose – helping the Ann Arbor Area achieve zero waste.



recycleannarbor.org/a-z-recycling-guide



Project Overview

By working with MSU James Madison Residential College, Ann Arbor community volunteers alongside Recycle Ann Arbor we intended to accomplish the following items.

- Conversion of A-Z Recycling Guide to A-Z Zero Waste Guide
- Improve current A-Z guide recycling content by adding zero waste suggestions and recycling tips to each of its 280 pages.
- Add curbside compost items and instructions to A-Z Guide.
- Add feedback webform to all guide pages.
- Create embeddable version of A-Z guide for City & County websites.
- Create google adwords campaign for A-Z guide digital outreach.

What's accomplished so far...

- 280 guide items assessed. Zero waste suggestions & recycle right tips developed and added.
- Compost content curated & added.
- Feedback webform developed and launched.
- Embeddable guide developed and ready to launch.
- Initial meetings with EMU digital marketing professor to arrange Graduate student class project for Google Ad campaign.

SEARCH RECYCLE ANN ARBOR'S A-Z GUIDE



What's next

- Google Ad Campaign
- Social Media toolkit
- Embeddable guide installed

Any questions?



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