



Coming Up Next:







Online Resources

Archived Webinars

- Recycling in Parks & Streetscapes
- Standardizing Bin Design
- Venues & Stadiums
- Healthcare
- K-12
- Hospitality

Advancing Recycling Blog Series

Relevant Posts:

- Signs above bins
- Using Words v. Images
- Rebuilding the Recycling Brand
- Specs for Outdoor Bins

Visit: buschsystems.com/blog





Above-Bin Signage

2019 University of Georgia research*

• 18% less recyclables in trash; 14% less contamination

2012 Western Michigan Univ. research**

• Resulted in "significant" improvement

1993 University of Florida research***

• 54% increase in quantity of recyclables recovered

Read blog about research:

https://www.buschsystems.com/blog/advancingrecycling/signage-above-bins-improves-recycling/



Database of Bin & Signage-Related Studies

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41	• <i>fx</i>	Academic Stu	udies About I	mpact of Bin Designs, Placement & Signage on Recycling Behavior		
	А	В	С	D E V	F	
1	Academic	Studies /	About I	mpact of Bin Designs, Placement & Signage on Recycling Behavior		
2	Focus #1	Focus #2	Focus #3	Title Authors	Year Published	Inst
3	Note: This datab	ase is intended	l to catalog s	studies, surveys and other research projects related to recycling / waste signage and bin design. We encourage anyor	ne familiar with r	eleva
4	Signage			Comparative Analysis of Visual Triggers in Waste Management Ahmed, Khanani & Koshy	2016	Uni
5	Words v images	Non-recycling		Distance-dependent processing of pictures and words. Amit, Algom & Trope	2009	
6	Convenience			Recycling in Multifamily Dwellings: Does Convenience Matter? Ando, A.W., and A.Y. Gosselin	2005	
7	Bin Design	Signage	Color	Citizen Centred Services: New Forms in Public Space Recycling Andreas Eiken	2015	Me
8	Bin Design	Signage	Placement	Comparison of recycling outcomes in three types of recycling collection unit Andrews, Gregoire, Rasmussen, & Wito	2013	
9	Other recycling			Solid waste characterization and recycling potential for a university campus Armijo de Vega et al., 2008	2008	
10	Bin design			The relationship between receptacle design, normative conduct, environme Arnold, M.	2015	
11	Signage			Increasing recycling in office environments: The effects of specific, informati Austin, J., Hatfield, D., Grindle, A., & Bai	1993	Flo
12	Other recycling			Campus Community Responses on Waste Recycling Activity Towards Sustair Azahar, Md Nor	2012	
13	Signage - not red	Standardizatio	n	Ergonomic Guidelines for Traffic Sign Design Increase Sign Comprehension Ben-Bassat & Shinar, 2006	2006	

Access database at: <u>https://tinyurl.com/38w6kty2</u>





What Leads to Contamination / Recycling in Trash?

- Behavior:
 - \circ Ambivalence
 - Lack of convenient alternative
 - Confusion / Lack of knowledge

Lack of attention



On-the-Go Situations

Objective of bin signage is not to educate, but guide greatest possible # of people to make correct impulse-level sorting decision.

Golden Rule: Keep it Simple & Consistent

Purpose of labels & signage to:

- 1. Communicate they have a choice to make
- 2. Identify the available options (streams)
- 3. Brand the collection streams
- 4. Call out typical and/ or easily-confused items



General Principles





Words vs Images



Read blog series on research about words vs. images: <u>https://www.buschsystems.com/blog/signage-conversations-with-brenda-pulley/images-vs-words-signage-convos-pt-1/</u>





Icons vs Photographs

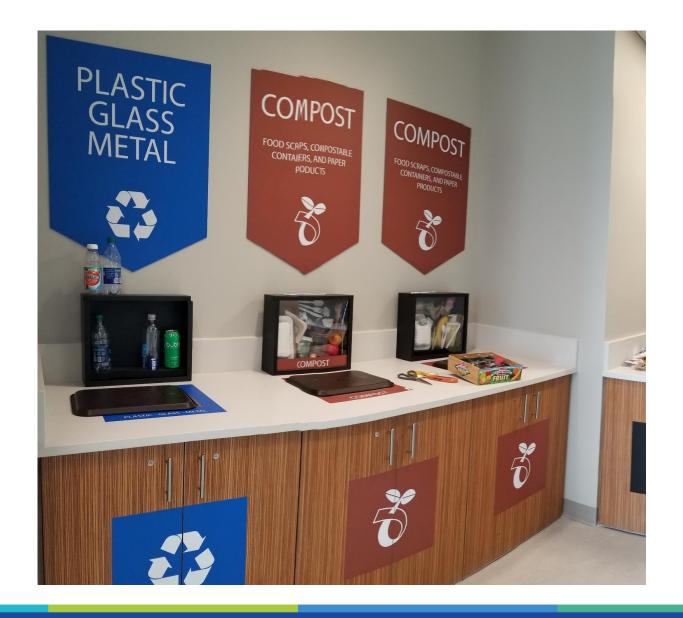








3-D Shadow Boxes









Distracting information









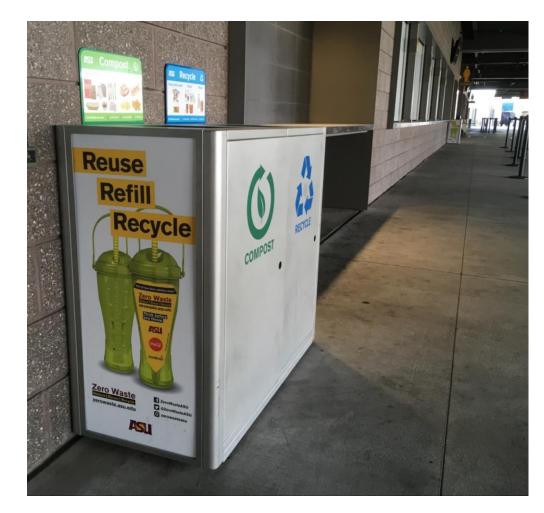


Motivational messages can be counterproductive if they distract people from deciding which bin to use









Unrelated messaging on the side avoids distracting people trying to understand which bin is for which stream





Alternative Messaging



















Small decals at knee height are less likely to be noticed



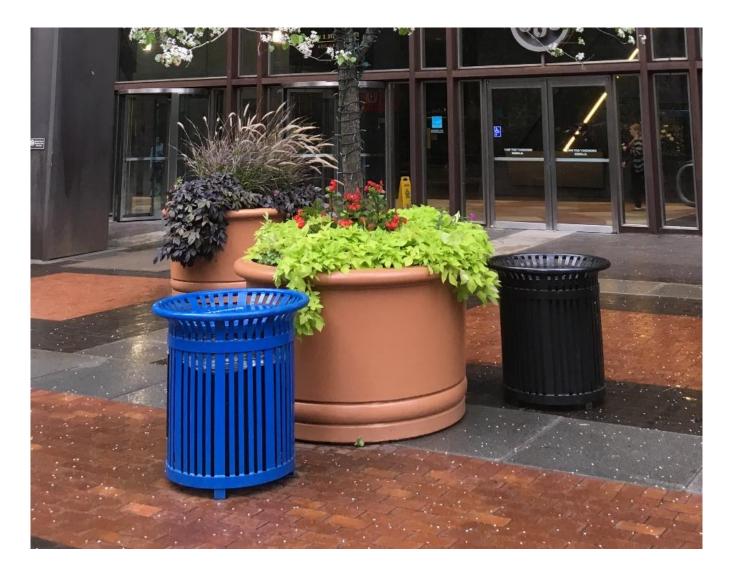






People approaching from the left will use the blue bin before they realize there is a separate choice.

Labels on the top of the bin may not get seen until it's too late











People tune out signs w/ too much information that requires concentration causes





The visual presentation of signs is important. Crowded display, ambiguous images or wording that require concentration to comprehend are less impactful











Don't confuse people with conflicting, redundant or unrelated wording.

Essential. Information. Only.



