



SEMINOLE COUNTY

FLORIDA'S NATURAL CHOICE

MAKE RECYCLING THE NATURAL CHOICE!

Seasons of Sustainability:
Year-Round Wins

Seminole County Environmental Services
Solid Waste Division




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SEMINOLE COUNTY SOLID WASTE OPPORTUNITY AND GOALS

Opportunity: The Seminole County Solid Waste Division identified a need to revive and modernize its recycling education and awareness efforts to boost participation and reduce contamination rates.

Goals:

Reach diverse audiences through a variety of communication channels and creative formats.

Increase community engagement across all age groups with accessible and interactive programming.

Strengthen collaboration between departments to deliver unified, high-impact educational efforts.

Strategic Approach:

The Seminole County Office of Communications launched a dynamic public outreach campaign in partnership with the Environmental Services Department. The initiative used multi-platform media and community events—such as campaign sign recycling, electronic waste and used cooking oil drop-off events, and Earth Month volunteer cleanups—to reinforce key recycling messages and increase hands-on participation.



MISSION: REDUCE, REUSE, RECYCLE

Seminole County launched its recycling educational awareness campaign on National Recycling Day, Friday, November 15, 2024. The efforts included a National Recycling Day proclamation from the Seminole County Board of County Commissioners, secured media coverage, social media posts, and the launch of a revamped recycling website.

This official launch included several live morning show appearances with different news outlets to ultimately increase visibility in households across the County to stir change.

An additional media availability was held in the month of November to encourage residents to drop off their used cooking oil and electronic waste in advance of the upcoming holiday season.

The secured media coverage had an advertising value equivalency over \$100,000 within the month of November.



MISSION: REDUCE, REUSE, RECYCLE



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RECYCLING SAVES ENERGY

Recycling works to conserve energy through reusing resources rather than extracting raw materials.

ENERGY IS SAVED THROUGH:



Reduced extraction and processing



Less energy-intensive manufacturing

Did You Know: Cans made out of recycled aluminum use 95% less energy than using bauxite ore, the raw material aluminum is made from.

MAKE RECYCLING THE *Natural Choice!*

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RECYCLING MYTHS

MYTH:
All glass is recyclable.



FACT: Window glass, heat-resistant glass, and drinking glasses cannot be recycled.

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RECYCLING MYTHS

MYTH:
It's fine to recycle the wrong items. It'll get sorted later.



FACT: Placing too many incorrect items in a recycling bin could contaminate an entire batch. The batch then gets brought to the landfill instead of being reused.



During the 2024 election season, Seminole County Environmental Services collaborated with PureCycle Technologies to host a campaign sign recycling event, encouraging candidates and residents to recycle their signs after voting concluded.

Through this distinctive partnership, PureCycle Technologies is able to recycle the signs into resin that can be repurposed and reused.



[Click to Watch Video](#)



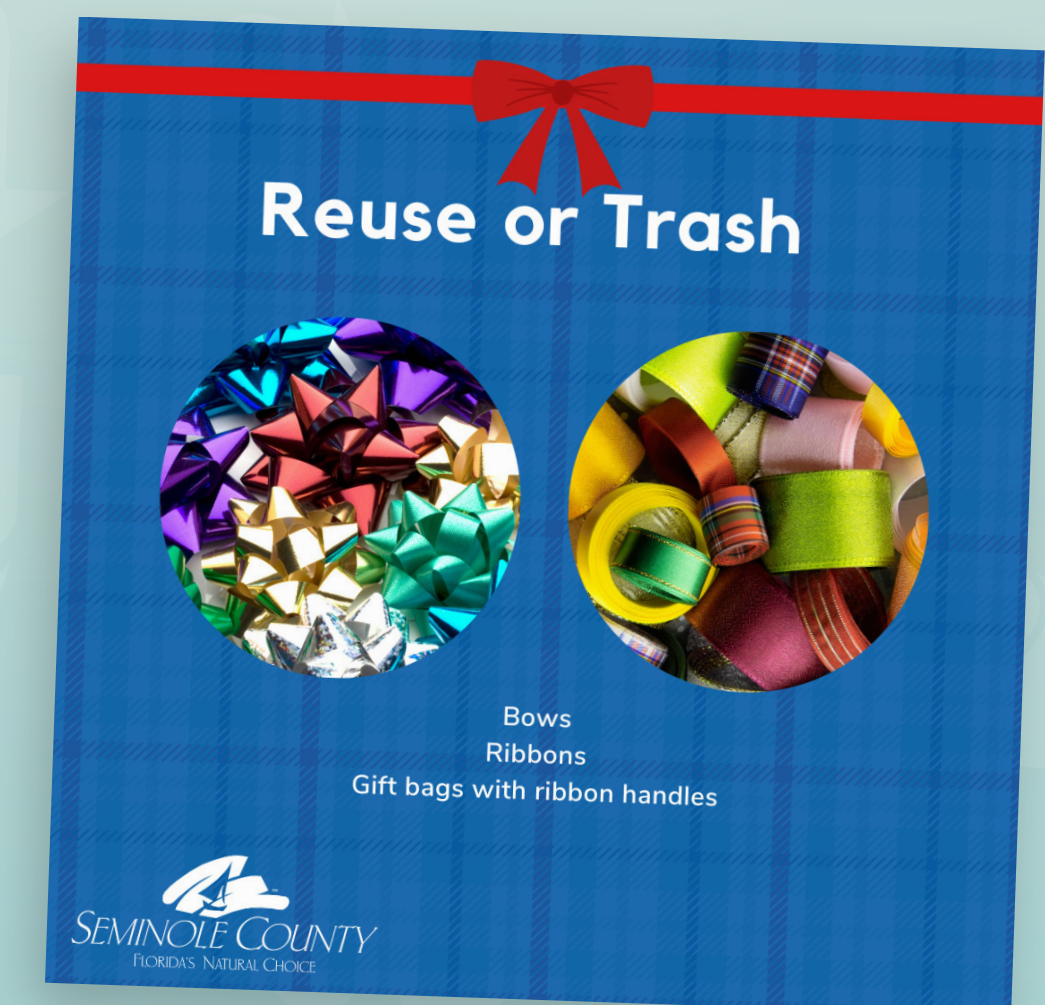
National Recycling Day served as the launching point for the the Seminole County educational campaign with the rollout of new captivating graphics and a special video highlighting it's significance.



[Click to Watch Video](#)

TURNING TRASH INTO TRIUMPH

During the month of December, Seminole County encouraged residents to properly recycle their plain non-glittery wrapping, envelopes, aluminum cans from holiday celebrations, and encouraged them to reuse items like bows and ribbons.



KEEPING FLORIDA'S NATURAL CHOICE NATURAL

During Earth Month 2025, the Office of Communications launched another strategic campaign specifically focused on recycling, water conservation, and encouraging residents to take advantage of the many lush parks and trails.

The campaign included several weekly posts—a strategic mix of graphics, photos, and videos—to cover topics championing protecting wildlife habitats, informing residents to review the new County Holistic Water Policy, providing significant reminders to recycle lithium-ion rechargeable batteries, and more.

The Office of Communications facilitated two special events at County libraries to advance the awareness campaign and include children. The goal of these programs was to engage young audiences and encourage their participation in recycling at home and at school.

- The events featured a recycling-themed storytime, sorting games, and a visit from a real recycling truck, where children could explore and ask questions to trash collectors.





2025 ENVIRONMENTAL SERVICES AND UTILITIES CITIZEN'S ACADEMY

During Earth Month in April, Seminole County held a first-of-its-kind, open-house-style Citizen's Academy that featured several departments, including Environmental Services and Utilities that was held at the County Central Transfer Station.

The event, which had an attendance of approximately 100 residents and was well-received by the community, offered a unique behind-the-scenes look at what happens to their trash once it's collected. It also featured guided tours of the Central Transfer Station, the Household Hazardous Waste Tunnel, and exclusive insights into how staff restore lakes, rivers, and manage water and wastewater systems.





FROM BIN TO WIN: OUR STRATEGIC VISION

As this campaign seeks to continue to ascend through every season a few pivotal moments stand out including the unique content creation that details what happens to collected recyclables and the distinctive story of the life of a plastic bottle.

One short-form video shows extended original footage of the inside of a Materials Recovery Facility, utilizing the key question: Have you ever wondered where your recycled items actually go? The video features Marvel Avengers music by London Music Works to serve as an amplifying aspect to illustrate how recycling is a literal world-saving effort that takes all of us.

- This video garnered over 8,000 organic views on Facebook.

“The Life of a Plastic Bottle” tells the compelling story of what happens to plastic waste and includes additional footage of the Materials Recovery Facility (MRF) in our region. Ultimately, this inside look at the recycling plant aims to dispel myths and demonstrate the true process of recycling, despite concerns that all waste ends up in a landfill.



This past Earth Day, April 22, Seminole County wanted to take residents through the journey of a plastic bottle. From the vending machine to your recycling bin and all the way to a recycling plant in Brevard County, residents learned that recycled materials go on to live a second life.

The video powerfully illustrates the value of recycling and dispels common myths.



[Click to Watch Video](#)

RESULTS WORTH RECYCLING

The program highlights are feats worth recycling for years to come with even better improvements.

Year	Residential Recyclables Collected
2022	13,019
2023	18,639
2024	19,087



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