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## Free Webinar May 8th

### **What is a Community-Based Social Marketing and How Can it Help Improve Your Community's Recycling Program?**

Join us for a free webinar on Tuesday, May 8th from noon-1pm. Jennifer Tabanico, President of Action Research, will cover the basic principles of community-based social marketing as a behavior-based approach for developing effective recycling programs. The presentation will include information on why they focus on behavior, a discussion about information-intensive campaigns and why they are ineffective at fostering changes in behavior, an overview of the steps involved in community-based social marketing, and a series of case studies to illustrate the process and demonstrate its efficacy.

Webinar sponsored by:  **BUSCH**  
SYSTEMS



Jennifer Tabanico

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Spring cleaning, Lincoln? Finding some things you're ready to get rid of? Bring your electronics, rechargeable batteries, documents for shredding, clothing, and household items to our Earth Day CHaRM event on April 28th. We'll be at Nebraska Innovation Campus from 9am to noon. Stay in your car, and our volunteers will unload it for you. We'll have some goodies, too, including wooden nickels for free coffee at The Mill Coffee & Bistro. [RSVP on Facebook!](#)

[FIND OUT MORE](#)

## Recovering Nutrients from...wait, what?

Get ready, we're about to talk about poop. Maybe that makes you giggle, maybe it makes you cringe, or maybe it raises your enthusiasm, because you know that poop has a lot of potential. As Midwesterners, many of us are familiar with the advantages of manure as a fertilizer, but advances in technology are creating more opportunities.



Traditionally, the approach to manure management has been to spread it over farm fields, as it is too expensive to ship elsewhere.

However, there are risks in this, including potential runoff into waterways and the release of methane, a powerful greenhouse gas, as it decomposes.

[Anaerobic digestion](#) is a technology that addresses these issues and is gradually gaining acceptance at US dairy farms. Biogas from this process is burned to generate electricity and can be upgraded to the equivalent of natural gas. Plus, the residue can be used in many ways, as fertilizer, as animal bedding, or even made into biodegradable planting pots. Read the article from [BioCycle](#) to learn more about how dairy farms are using anaerobic digestion. [BioEnergy Consult](#) also has an informative article, and you can learn where biogas is being used in Nebraska [HERE](#).

For a deeper dive into this subject, [Newtrient](#) is an organization that facilitates connections and opportunities for farmers, technology providers, and manure-based product developers. Their

## Webinars & Events

[Webinar: Deconstruction and Building Materials Reuse - Innovations and Opportunities](#)

Thurs, April 19 | 12-1:30pm | [REGISTER](#)

[International Compost Awareness Week \(ICAW\)](#)

May 6-12, 2018

[Strive for Sustainability Solid Waste & Recycling Conference with Trade Show](#)

May 20-23, 2018 | The Sagamore Resort, NY | [REGISTER](#)



## Articles of Interest

[EnergyBag program tries to attract more partners](#)

*An initiative that has been the source of industry debate over recovery of hard-to-recycle plastic packaging is awarding \$100,000 in grants to expand to more communities.*

[This reversible glue puts a screw in manufacturing](#)

*A glue that works like a screw, enabling the recovery of pure materials after use.*

[CRD likely to escape Chinese ban on foreign recyclables](#)

*The Capital Regional District will likely escape the negative effects of China's recent decision to ban most foreign recycling materials, says the managing director of Recycle B.C.*



**Nebraska Recycling Council**

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[www.NRCNE.org](http://www.NRCNE.org)