



NEWS RELEASE

Illinois Environmental Protection Agency

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FOR IMMEDIATE RELEASE

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Illinois EPA Bringing Recycle Coach to All Illinois Communities

Program provides digital technology for proper recycling or disposal of household materials

****REVISED****

SPRINGFIELD —Illinois Environmental Protection Agency (Illinois EPA) Director James Jennings has announced a new partnership with Recycle Coach to provide all Illinois residents in 6,835 units of local government a holistic, locally-tailored, easy to access recycling education platform. In the coming months, Recycle Coach will be engaging counties and municipalities across the state to ensure all Illinois residents are afforded the opportunity to have their community participate in this opportunity. Use of the program will decrease inbound contamination at material recovery facilities in Illinois, increase the amount of material diverted from Illinois landfills, prevent environmental contamination, and ultimately reduce emissions that contribute to climate change.

“The Illinois EPA is excited to offer this innovative technology that will provide all Illinois residents with advanced and easily accessible tools to allow them to increase and improve recycling throughout our communities,” **said Illinois EPA Director James Jennings**. “We look forward to partnering with Recycle Coach to make this tool available to all Illinois residents, which will help expand the amount of recyclable materials diverted from Illinois landfills.”

As part of this partnership, Recycle Coach will onboard all units of local government so their residents may leverage collection calendars, notifications, and reminders along with the free Recycle Coach mobile app and a web widget placement on the local government website. These assets will feature real-time, searchable information about local waste and recycling programs, and will be available in multiple languages.

Local government staff can leverage robust analytics and marketing resources to improve communication and engagement about waste and recycling.

Increasing the volume of materials recycled reduces the amount of greenhouse gases generated by Illinois landfills. In addition, by empowering residents with community specific knowledge about their waste and accurate recycling options at their fingertips, the amount of contamination in Illinois waterways and on the land from waste mishandling will decrease significantly.

Recycle Coach/2

As of January, five counties/solid waste agencies have finished onboarding and are now live. This includes DuPage, Kane, Tazewell, along with the Solid Waste Agency of Lake County (SWALCO) and the Solid Waste Agency of Northern Cook County (SWANCC). Various municipalities have also onboarded, along with the City of Chicago.

To date, Recycle Coach is roughly available to 27% of the Illinois Population. That number is expected grow to 63% by the end of the first quarter of 2025.

Recycle Coach is available at no cost to Illinois communities. Local governments can request an on-boarding meeting by emailing successgroup@recyclecoach.com. A secure web app will be provided for municipal waste websites, and once the local government has onboarded, residents will be encouraged to download the free Recycle Coach app.

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