

## **America Recycles 2020 Event Survey & Pledge Signer Input**

This collection of information is approved by OMB under the Paperwork Reduction Act, 44 U.S.C. 3501 et seq. (OMB Control No. 2010-0042). Responses to this collection of information are voluntary (42 USC 6901-6992). An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting and recordkeeping burden for this collection of information is estimated to 4-10 minutes per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates and any suggested methods for minimizing respondent burden to the Regulatory Support Division Director, U.S. Environmental Protection Agency (2821T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.

### **Survey Recipients**

Approximately 2,700 America Recycles 2020 event registrants, Innovation Fair exhibitors, and America Recycles pledge signers (including those pledge signers who didn't attend the 2020 events) will be asked to complete an online survey.

### **Survey Timeline/ Duration**

The survey will be administrated via an online platform where respondents will be emailed a link to the survey website. The survey will remain open for approximately two weeks.

### **Objectives**

The survey and applicable data will be used to meet three primary objectives:

- 1) To obtain feedback from all attendees of the America Recycles (AR) 2020 events on the Summit, Innovation Fair, and overall platform/experience,
- 2) To obtain updated contact information from America Recycles pledge signers, and
- 3) To collect pledge signers' input on EPA's America Recycles priorities for 2021, including on implementing the National Recycling Strategy and potential events.

### **Expected Outcomes**

The results of the survey will be used internally by ORCR leadership to improve future AR events. Additionally, the data will be used to inform FY2021 strategic planning and stakeholder engagement.

---

*EPA will include this message in the email to recipients:*

### **Evaluation of America Recycles 2020 Events**

Thank for registering to attend EPA's 2020 America Recycles Summit and Innovation Fair. We appreciate you taking this survey to inform future events. Additionally, you

will be asked to provide feedback on what you would like EPA to focus on in 2021 to help advance recycling.

Thank you in advance for your feedback!

**Survey Questions (to be input into online tool)**

**Introductory/ Background Questions:**

1. Has your organization signed the [America Recycles Pledge](#) (electronically or in person)? *(Mandatory question)*
  - Yes
  - No
  - Not Sure
  - Not applicable
  
2. Please provide your contact information *(Mandatory question for Pledge Signers, i.e. those who selected "Yes" in question 1. Question not presented to non-pledge signers.)*
  - First Name
  - Last Name
  - Organization
  - Work Address (Street, City, State, Zip Code, Country)
  - Phone Number
  - Email
  
3. What type(s) of engagement would you like to have with EPA related to recycling? (select all that apply) *(Optional question for all recipients)*
  - Attend a future Summit or recycling focused conference
  - Attend an Innovation Fair featuring organizations advancing recycling
  - Attend EPA webinars
  - Be notified of EPA-led efforts related to recycling
  - Provide public comment and feedback on EPA-led recycling efforts
  - Other (Fillable)
  - I am not interested in engaging with EPA
  
4. If you are you interested in receiving periodic email updates related to EPA's recycling related efforts, please provide your email address? *(Open field) (Optional question for all recipients)*

5. How would you like EPA to support America Recycles in 2021? (Allot 10 points, with the most points associated with your top preference.) *(Optional question)*
- Convene workgroups to implement actions in the National Recycling Strategy to achieve the National Recycling Goal
  - Plan and host a Summit
  - Plan and host an Innovation Fair
  - Host a webinar or webinar series which address topics critical to improving the U.S. recycling system
  - Evaluate and provide feedback on recycling policies
  - Support and facilitate sharing of information among stakeholders
6. Have you ever attended a virtual or in-person EPA America Recycles Summit or Innovation Fair? *(Optional question for all)*
- Yes
  - No
7. Did you attend or participate in an EPA America Recycles Summit or Innovation Fair for any of the follow years? (select "yes" for all that apply) *(Mandatory question for those who responded "Yes" above. [See this link](#) for a visual of what the question would look like.)*
- 2018 Summit
  - 2019 Summit
  - 2019 Innovation Fair
  - 2020 Summit
  - 2020 Innovation Fair
8. Which 2020 events did you participate in? *(Optional question if respondent answers either: "2020 Innovation Fair" or "2020 Summit")* (select "yes" for all that apply):
1. I attended the Innovation Fair on November 16
  2. I exhibited at the Innovation Fair on November 16
  3. I attended the Summit on November 17
  4. I was a speaker at the Summit on November 17
  5. I accessed the recorded content after the live events concluded (between November 18 – December 18, 2020)
9. How did you learn about the **2020 America Recycles Summit and Innovation Fair**? (select all that apply) *(Optional question for all)*
- EPA's Sustainable Materials Management e-newsletter
  - EPA's America Recycles e-newsletter
  - Social media (Facebook, Twitter)
  - EPA webinar

- Non-EPA Conference or meeting
- Press release
- From a colleague
- Other (fill in the blank)

10. Which of these communications mechanisms do you find the most helpful? (Select up to 3.)

*(Optional question for all)*

- Press releases
- E-newsletters
- Website updates
- Social media messages
- Graphics
- Videos
- Other (fill in the blank)

**AR 2020 Event Evaluation Questions:**

**2020 Summit Questions:**

11. What were your primary reasons for attending the **2020 America Recycles Summit**? (Select up to 4)

*(Optional question for those recipients who answered yes to attending the "2020 Summit" in question 4)*

- Learn about the National Recycling Goal
- Learn about the National Recycling Strategy
- Learn what EPA is doing related to recycling
- Learn about best practices to advance recycling from across the supply chain (educational campaigns, use of recycled content in products)
- Learn what companies and organizations are doing to advance recycling
- Learn about state, local, and federal efforts to advance recycling
- Networking
- Other (fill in the blank)

12. Please rate your overall experience with the virtual **America Recycles 2020 Summit**. (select one)

*(Optional question for those recipients who answered yes to attending the "2020 Summit")*

- \_\_\_5 - Greatly exceeded my expectations
  - \_\_\_4 - Exceeded my expectations
  - \_\_\_3 - Met my expectations
  - \_\_\_2 - Less than my expectations
  - \_\_\_1 - Much less than my expectations
- Why? *(optional)*\_\_\_\_\_

13. Was the duration of the **America Recycles 2020 Summit** (4 hours) appropriate for the virtual format? (select one)

(Optional question for those recipients who answered yes to "I attended the live Summit on November 16")

- No, the event was too long
- Yes, the event was appropriate length
- No, the event was too short
- Why? \_\_\_\_\_ (optional)

14. Select all reasons you did **not** attend the **America Recycles 2020 Summit?** (select all that apply)  
(Optional question for those recipients who answered "no" to "I attended the live Summit on November 16" in question 4)

- Technical Issues (could not access the virtual Summit)
- Limited or no interest in Topic Areas
- Not aware of the Summit
- Competing priorities/did not have time
- Other (fill in the blank)

15. Please provide any other feedback or comments about your **America Recycles 2020 Summit** experience. (open ended) (Optional question for all recipients)

#### **Innovation Fair Questions:**

16. What were your primary reasons for attending the **2020 America Recycles Innovation Fair?** (Select up to 2) (Optional question for those recipients who answer "yes" to "I attended the Innovation Fair on November 16")

- Showcase my organization's efforts in advancing recycling
- Learn about best practices to advance recycling from across the supply chain (educational campaigns, use of recycled content in products)
- Learn what companies and organizations are doing to advance recycling
- Learn about state, local, and federal efforts to advance recycling
- Networking
- Other (fill in blank)

17. Please rate your overall experience with the **America Recycles 2020 Innovation Fair.**  
(Optional question for those recipients who answer "yes" to "2020 Innovation Fair" in question 4)

- \_\_\_5 - Greatly exceeded my expectations
- \_\_\_4 - Exceeded my expectations
- \_\_\_3 - Met my expectations
- \_\_\_2 - Less than my expectations
- \_\_\_1 - Much less than my expectations
- Why? (optional)\_

18. Was the duration of **America Recycles 2020 Innovation Fair** (4 hours) appropriate for the virtual format?

(Optional question for those recipients who answer "I attended the live Innovation Fair on November 17")

- No, the event was too long
- Yes, the event was appropriate length
- No, the event was too short
- Why? \_\_\_\_\_ (optional)

19. Select all reasons you did **not** attend the **Innovation Fair**?

(Optional question for those recipients who did not answer: "I attended the live Innovation Fair on November 17" in question 4)

- Technical issues (could not access the fair)
- Limited or no interest in companies and/or products
- Not aware of the Innovation Fair
- Competing priorities/did not have time
- Other (fill in the blank)

20. Did you use the chat feature to engage with exhibitors or other attendees via audio, video, or instant message? (Optional question for those recipients who answer "yes" to "I attended the live Innovation Fair on November 17")

- Yes
- No
- I don't recall

21. Why did you not utilize the "chat" feature? (select all that apply) (Optional question for those who answered "no" to the above question)

- I did not have any questions for any exhibitors
- I preferred not to chat
- I did not know that chatting was an option
- I did not know how to chat
- I did not have time to chat
- Other (fill in the blank)

22. Please provide any other feedback or comments about your 2020 Innovation Fair experience. (open ended) (Optional question for all recipients)

**Questions Related to Future Exhibiting:**

23. Would you be interested in exhibiting if EPA hosts another Innovation Fair in the future? (Optional question for all recipients)

- Yes, I would consider exhibiting virtually only
- Yes, I would consider exhibiting in person only
- Yes, I would consider exhibiting either virtually or in person

- No
- Not applicable
- I don't know

24. Would like to be notified of opportunities to exhibit at future Innovation Fairs? *(Optional question for all recipients)*

- a. Yes
- b. No

25. Please provide your contact information if you haven't already done so. *(Optional question for those who select "yes" to the above question)*

- First Name
- Last Name
- Organization
- Work Address (Street, City, State, Zip Code, Country)
- Phone Number
- Email

**Questions for 2020 Innovation Fair Exhibitors:**

26. Please rate your overall experience exhibiting at the virtual **America Recycles 2020 Innovation Fair**. *(Optional question for those recipients who answered "I exhibited at the Innovation Fair on November 16" in question 5)*

- \_\_\_5 - Greatly exceeded my expectations
  - \_\_\_4 - Exceeded my expectations
  - \_\_\_3 - Met my expectations
  - \_\_\_2 - Less than my expectations
  - \_\_\_1 - Much less than my expectations
- Why? *(optional)* \_

27. How can EPA improve the exhibitor experience in the future? *(Open field) (Optional question for those who answered "I exhibited at the Innovation Fair on November 16")*

**Question for All Event Attendees:**

28. How did EPA's 2020 America Recycles Summit and Innovation Fair compare to other virtual events you have attended in the past year? *(Optional question for those recipients who selected either "2020 Summit" or "2020 Innovation Fair" in question 4)*

- Better than other events
- About the same as other events
- Worse than other events
- I have not attended any other virtual events

29. In the future, when travel restrictions and COVID-related health considerations are not present, how do you prefer to attend EPA America Recycles events? *(Optional question for all recipients)*

- I would likely attend either virtual or in person events
- I would likely only attend virtual events
- I would likely only attend in person events
- I am unlikely to attend either virtual or in-person events
- I do not know

30. Is there any additional information or feedback that you wish to share with EPA? *(Open Field)*  
*(Optional question for all recipients)*