

# Award-winning MRWMD campaigns



MRWMD has won national recognition for 3 campaigns in 2 competitions: the Davey and Graphis awards.



“The Davey Awards is an international award focused exclusively on honoring outstanding creative work from the best small shops from across the world. The 16th Annual Davey Awards received nearly 2,000 entries from ad agencies, digital agencies, production firms, in-house creative professionals, graphic designers, design firms and public relations firms.”



It's Already Wrapped



What Goes Where



The Perfect Earth Day Gift

GraphisAdvertisingAnnual2021

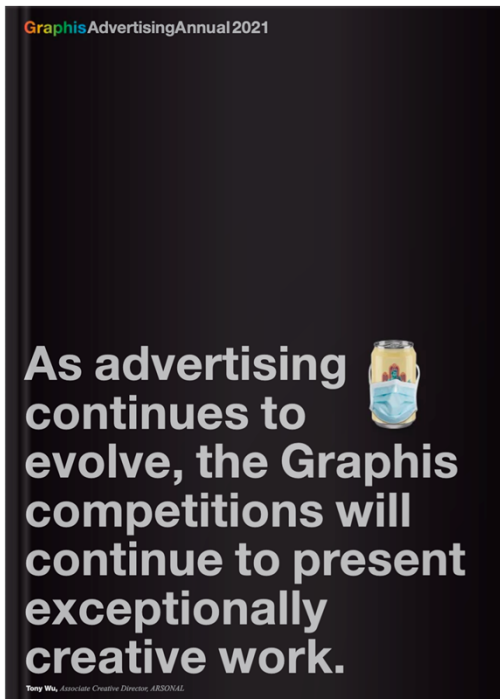
**As advertising  
continues to  
evolve, the Graphis  
competitions will  
continue to present  
exceptionally  
creative work.**



Tony Wu, Associate Creative Director, ARSONAL

“The Graphis Institute is dedicated to promoting and celebrating the most compelling work from global talents in Design, Advertising, Photography and Illustration art.

With over 150,000 individual pieces of work in its repository, Graphis has the most significant collection of creative excellence worldwide and includes one of the most extensive archives of the work and biographical material from all periods dating back to 1944 when it was founded in Switzerland by Walter Herdeg and Dr. Walter Amstutz.”



Honorable Mentions:

It's Already Wrapped

What Goes Where

The Perfect Earth Day Gift

# It's already wrapped.



Long before there was plastic, nature figured out how to wrap a banana.

So why put it in a plastic bag? A plastic bag that will be used once.

The wrapping it comes in works perfectly well. And when you're done with it?

Now *that's* recycling.

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT  
14201 DEL MONTE BLVD • MONTEREY COUNTY, CA  
MRWMD.ORG • WhatGoesWhere.info

**RECYCLING IS CHANGING.**

Get your recycling resource for Monterey County with the What Goes Where app, or go to [WhatGoesWhere.info](http://WhatGoesWhere.info)



# They're already wrapped.



Long before there was plastic, nature figured out how to wrap avocados.

So why put them in a plastic bag? A plastic bag that will be used once.

The wrapping they come in works perfectly well. And when you're done with it? Compost.

Now *that's* recycling.

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# It's already wrapped.



Long before there was plastic, nature figured out how to wrap an orange.

So why put it in a plastic bag? A plastic bag that will be used once.

The wrapping it comes in works perfectly well. And when you're done with it?

Now *that's* recycling.

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# They're already wrapped.



Long before there was plastic, nature figured out how to wrap cucumbers.

So why put them in a plastic bag? A plastic bag that will be used once.

The wrapping they come in works perfectly well. And when you're done with it? Compost.

Now *that's* recycling.

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# YOU CAN LEAVE YOUR CAP ON.

Do you know the best way to recycle a plastic beverage bottle? *Empty it, crush it, and leave the cap on.*

You know what's even better? Don't buy plastic bottles in the first place — get a metal bottle and re-use it. You'll save money, too.

Recycling is changing. Find out what goes where with the What Goes Where app for Android or iOS, or go to [WhatGoesWhere.info](http://WhatGoesWhere.info).



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## THERE'S GOOD NEWS AND THERE'S BAG NEWS.

The good news is, more and more of us are recycling more and more stuff.

The bag news is, plastic bags don't go in the recycling bin any more.

That's because most U.S. recycling goes to processors in China, and they're raising the standards for what they'll accept.

But there's more good news: you can drop your clean bags at grocery stores and other locations. They end up being converted into decking and other useful products.

Recycling is changing. Find out what goes where with the **What Goes Where** app for Android or iOS, or go to [WhatGoesWhere.info](http://WhatGoesWhere.info).



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# IT'S OK TO BE A LITTLE DIRTY.



As long as it's just a *little* dirty. Some folks think they have to make their empty containers spotless before they recycle them.

People, let's not make this an ordeal!

Big chunks of food? No — we'll have to send it all to the landfill. But mostly clean? That's just fine.

After all no one's perfect. Although people who recycle are pretty darn good.

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# THIS IS THE LAST STRAW.

Or it should be.

Single-use plastic straws end up in the landfill, the streets, or the ocean. They hurt wildlife, like sea turtles. And they take 500 years to break down.

How to stop all that? Don't use them.

Or choose to re-use, with a steel straw or a "sippy" cup.

Make this the last straw, and a first step to a better world.

Recycling is changing. Find out what goes where with the [What Goes Where](#) app for Android or iOS, or go to [WhatGoesWhere.info](http://WhatGoesWhere.info).



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# What's the lesson of Earth Day? *Less.*



By producing less junk,  
we preserve more  
of what matters.

*Just less.*  
It can mean the world.



Download our latest Recycling Guide at  
[WhatGoesWhere.info](http://WhatGoesWhere.info)

Coming next



Something  
they'll never  
re-gift.

Some gifts are never given away  
— or thrown away.

This year, instead of stuff,  
why not give an experience?  
After all, stuff turns into junk.  
But an experience?  
It becomes a precious  
memory — and is  
kept forever.

Monterey Regional Waste Management District • [mrwmd.org](http://mrwmd.org)



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