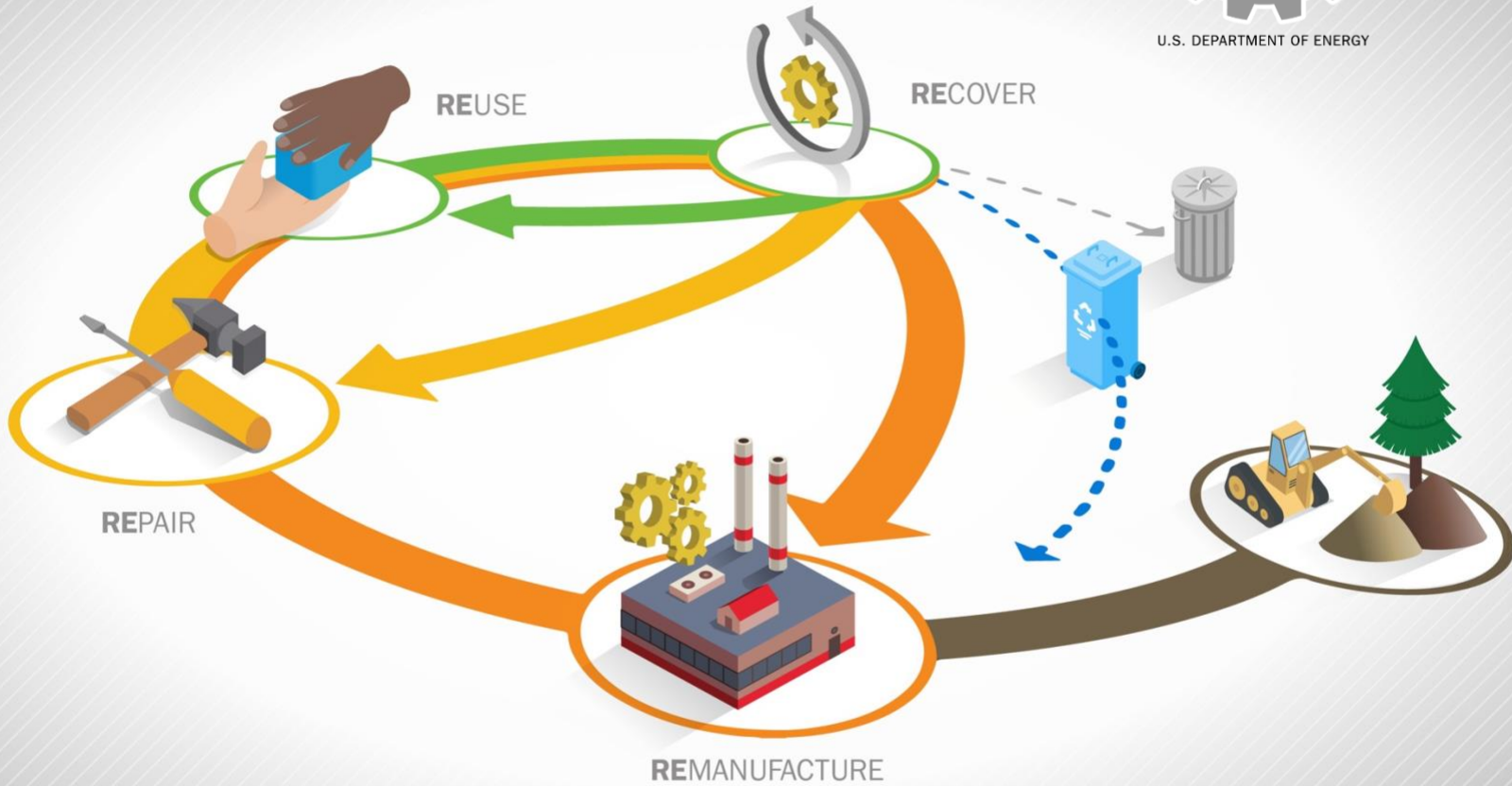




U.S. DEPARTMENT OF ENERGY



# Re-X Before Recycling Prize Outreach and Engagement Toolkit

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# Introduction

Your support to amplify the [Re-X Before Recycling Prize](#) announcements can help boost the reach of the U.S. Department of Energy's (DOE) Advanced Materials and Manufacturing Technologies Office (AMMTO) programs and communicate with the right audiences.

This toolkit is designed to provide guidance on how you can help amplify this important funding announcement with your network.

We encourage you to think creatively when it comes to reaching your specific audiences and to use this toolkit as guidance. Outreach and amplification may include blog posts, social media engagement, inclusion of the prize in newsletters, or other promotional mechanisms that fit your particular organization.

Have a new outreach idea? We're always open to suggestions and feedback on how we can increase our reach. Please email [Before.Recycling@nrel.gov](mailto:Before.Recycling@nrel.gov) with suggestions, feedback, or questions.

Thank you for your support; we're excited to work with you!

## Re-X Before Recycling Prize Overview

The Re-X Before Recycling Prize will award up to \$5.6 million in federal funding and technical assistance from DOE national laboratories.

The prize is designed to stimulate innovation and private investment in circular economy approaches that can transform waste streams into diverse, integrated circular supply networks and contribute to a robust, environmentally sustainable economy.

The prize seeks innovations to unlock new or expanded supply chains that can reintegrate end-of-use products into the economy via re-use, repair, refurbishment, remanufacturing, and/or repurposing (collectively called "Re-X") before recycling.

More information on the Re-X Before Recycling Prize, can be found on [the prize's American-Made Challenges webpage](#).

## Topline Messaging

When describing the Re-X Before Recycling Prize, please use the following talking points to guide the creation of your materials:

- Today, the U.S. manufacturing sector predominantly follows a linear model of production in which raw materials are mined, transformed into manufactured goods, used, and discarded. To fully decarbonize the U.S. economy, the country must create new, circular supply chains to keep materials in use beyond a single life cycle. While recycling plays an important role in this circular economy, approaches that extend the lifetimes of goods could save more energy and emissions over time than recycling alone.
- The three-stage Re-X Before Recycling Prize will award up to \$5.6 million in federal funding and technical assistance from U.S. Department of Energy national laboratories to support competitors' innovations to unlock new or expanded supply chains that can reintegrate end-of-use products into the economy.
- The purpose of this prize is to advance innovative new designs that could keep materials in use beyond a single life cycle, increase the recovery and reuse rate of end-of-use products to reduce the embodied energy and carbon of manufactured goods, strengthen regional manufacturing supply chains, increase U.S. security of supply, create jobs, and reduce environmental burdens related to landfilling, incineration, and extraction.

- Circular supply chains are complex with diverse value propositions and waste stream compositions that vary by region and over time. The prize is designed to support competitors to overcome these difficulties and help the country transition from a linear to a more circular economy.

## Photography, Logo, and Image Guidelines for Use

Where possible, incorporate the American-Made logo and Re-X Before Recycling Prize branded image into all communications specific to the prize.

Resources for photography, logos, and image usage can be downloaded from [this shared, publicly accessible Box folder](#).

Please reach out to the prize administrators at [Before.Recycling@nrel.gov](mailto:Before.Recycling@nrel.gov) with any questions.

## Social Media and Online Promotion

AMMTO does not own or manage its own social media accounts, but the office's work is featured on DOE and DOE's Office of Energy Efficiency and Renewable Energy social media channels.

A list of AMMTO news channels, sample social media posts, and online promotion best practices can be found in [this downloadable PDF document](#) shared publicly via Box.

## Guidelines for Use

Please make sure outreach materials follow these requirements for use:

- The materials must **not** be used in a manner that expressly or implicitly implies DOE endorses the views, opinions, products, or services of any person or entity that may utilize the materials.
- The materials must **not** be used in a manner that would disparage AMMTO, DOE, or the U.S. federal government.
- By displaying and/or distributing the materials, you understand and agree that you are responsible for its proper use and ensuring any person or entity to whom you distribute the materials is informed of these guidelines, including but not limited to advertising agencies, contractors, and companies that produce promotional items on your behalf. DOE is not providing the materials as part of any specific joint outreach effort or partnership.
- The materials must contain the disclaimer "Materials developed by the U.S. Department of Energy. Not an endorsement by the U.S. Department of Energy."