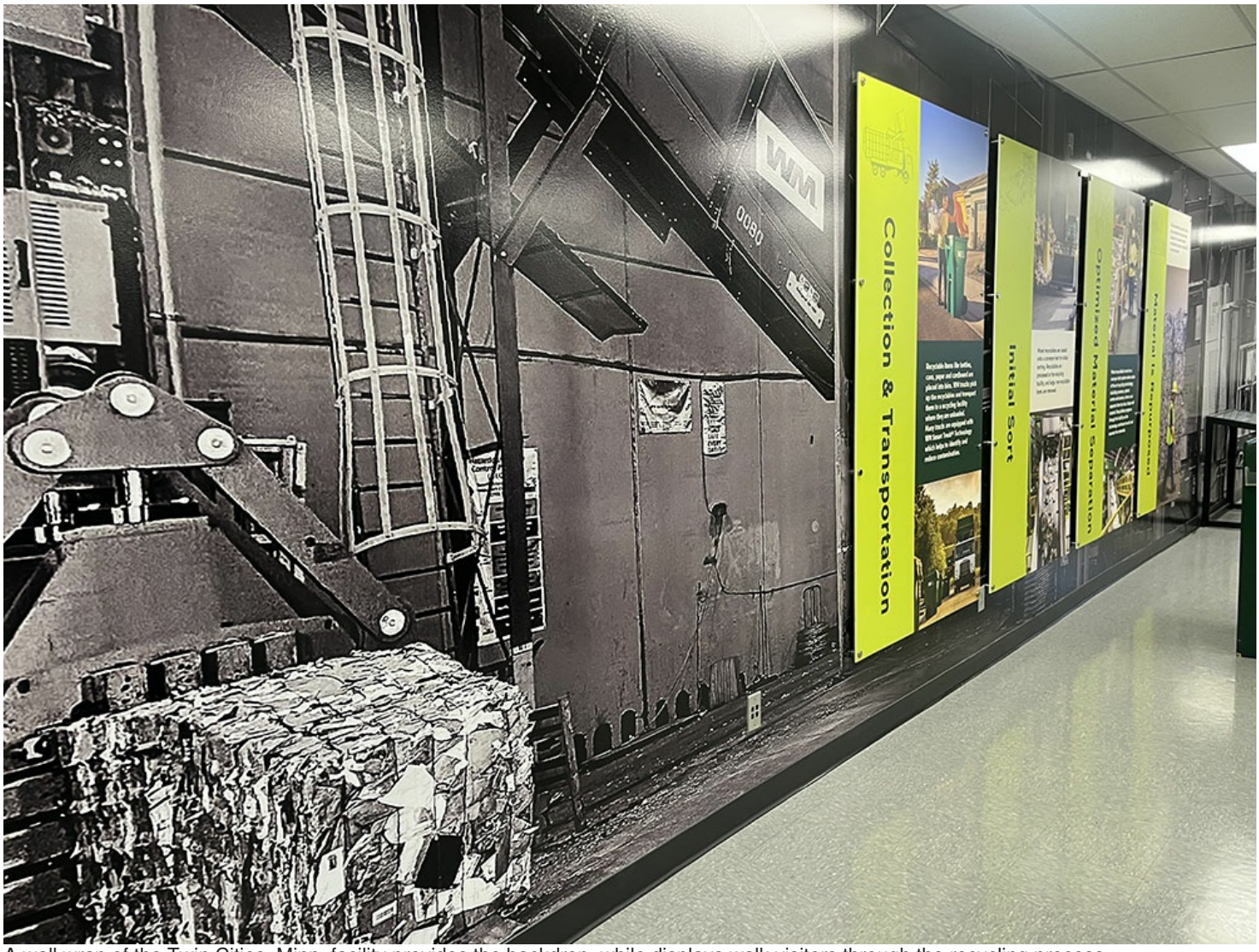
Aug 17, 2026

WM's Recycling Education Centers across North America

An inside look at how WM is integrating education into its recycling facilities



A wall wrap of the Twin Cities, Minn. facility provides the backdrop, while displays walk visitors through the recycling process.

Across North America, WM is changing how people experience recycling—turning working facilities into dynamic environments where visitors can see and engage with the process in real time.

What was once behind the scenes is becoming more accessible, as a growing network of education centers brings operations and technology into view.

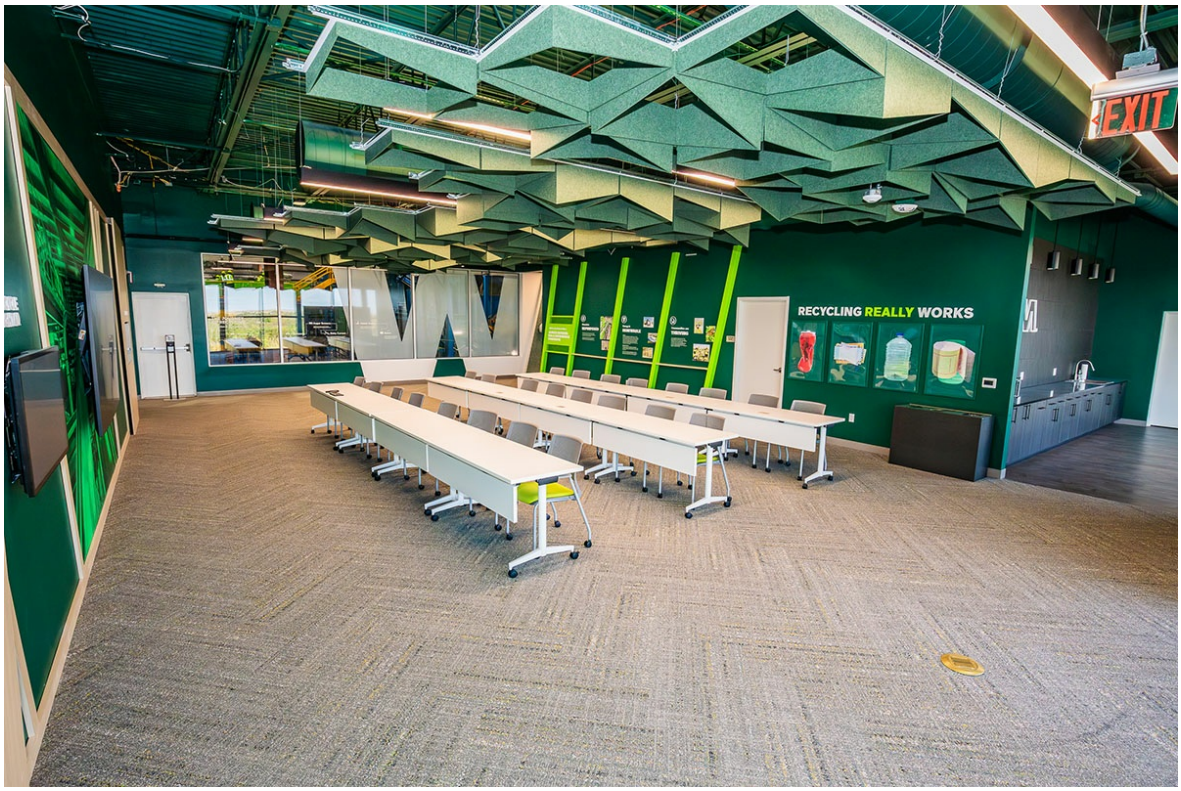
“When people can see recycling in action, it changes how they understand the system—and their role in it,” said Brent Bell, vice president of recycling operations, WM. “Bringing education directly into our facilities helps connect everyday decisions to real-world outcomes.”

A growing network of learning in action

WM’s education footprint spans a range of facilities—from purpose-built education centers to integrated rooms and adaptable spaces—all designed to help communities better understand how recycling works.

The approach varies by location, but the goal is consistent: to make recycling easier to understand and more accessible to the communities WM serves.

Examples currently in operation include:



WM Recycling South Florida opened in February 2026, featuring a dedicated education station

- **South Florida (Pembroke Pines)** — A 1,400-square-foot education room featuring a large-format video wall, interactive touchscreens, live feeds of the tipping floor and a full-length catwalk offering a panoramic view of operations.
- **Fort Worth, Texas** — A large, multi-purpose education and conference space that combines interactive screens, educational presentations and live views of the sorting floor.
- **Spokane, Wash. (SMaRT Center)** — A dedicated education center showcasing advanced robotics and automation, with live feeds of sorting technology in action and exhibits that highlight how innovation is increasing recycling efficiency and capacity.

Touchscreen at WM Twin Cities Recycling that allows visitors to 'walk through' a virtual recycling facility tour

- **Twin Cities, Minn.** — A technology-forward education room anchored by virtual recycling facility tours and interactive displays that reinforce **Recycle Right®** fundamentals.
- **Elkridge, Md.** — A modern education room equipped with multi-camera live feeds, interactive displays and guided learning tools, including a video that offers a virtual tour of the facility.

A mural greets visitors outside the education center at the new WM Indianapolis Recycling Facility, which opened in April 2026

- **Indianapolis, Ind.** — Features a mural at the building entrance, photo op inside with a recycle couch, interactive displays and classroom-style learning with PPE before tours.

Photo courtesy of Environmental Education Exchange, *designer and installer of graphic panels with live video feeds at the WM Reno Recycling Facility and three additional locations.*

- **Sacramento, Calif., and Reno, Nev.** — Integrated education rooms that combine viewing areas with storytelling elements, including conveyor-style graphics, sorting videos and guided tours that walk visitors through the full recycling journey.

Many facilities are seeing strong demand, with tours booked months in advance and a steady mix of municipal leaders, community groups, customers and students.

“The most common reaction we hear is surprise—people don’t realize how much happens behind the scenes,” said Shiraz Kashar, community relations manager for the Florida area, who also leads tours at the facility. “Seeing the process in person helps clarify what can and can’t be recycled.”

What’s ahead

WM’s network of recycling education centers continues to grow, with three new spaces opening in summer 2026 and additional sites in development across North America.

- **Cambridge and Napanee, Ontario** — Two newly built education centers, integrated into next-generation recycling facilities, feature hands-on sorting activities, AI-powered scanning demonstrations and exhibits that show the journey of recyclable materials from collection to new products.
- **Denver, Colo.** — A new education center brings similar concepts into a compact footprint, featuring an interactive touchscreen table, informative graphics and furnishings made from recycled materials.

These additions reflect WM’s continued focus on expanding access to recycling education through engaging, real-world experiences.

At its best, recycling education isn’t just something you’re told—it’s something you can see for yourself.

→ Explore how WM is **driving value through sustainability** and download the **2026 Sustainability Report**

https://mediaroom.wm.com/WMs-Recycling-Education-Centers-across-North-America