Cartons: Recycling’s Newest Success Story

The Carton Council’s Approach to Successful Outreach

NSYAR October 2014
What are cartons?

CARTONS ARE LIGHTWEIGHT, SUSTAINABLE packages for REFRIGERATED and SHELF STABLE food and beverage products.
Who is the Carton Council?

Carton Council

A group of carton manufacturers united to deliver long term, collaborative solutions to divert valuable cartons from the landfill.
In under five years, we’ve brought carton recycling to more than half of all US households!
280% Increase in Carton Recycling Access

- **2008-Before Campaign:**
  - Carton recycling programs in 24 states
  - 18% of U.S. households had access to carton recycling

- **Today:**
  - Carton recycling programs in 47 states
  - 51% of U.S. households have access to carton recycling
New York Access to Carton Recycling

- 2010: 63%
- 2011: 63%
- 2012: 66%
- 2013: 69%
- 2014: 73%
More access = more visibility

- Brands that use carton packaging are now able to include a qualified logo* on their packaging.

- The on-pack logo makes carton recycling more visible to consumers because the package informs consumers of what to do.

* Currently with a negative qualifying statement in compliance with Federal Trade Commission guidelines. As cartons reached a significant majority of households with carton recycling access, the packaging may reflect only the recycle symbol.
Visibility = More Recovery

More access brings a better recycling message on cartons

<table>
<thead>
<tr>
<th>Pre 2010</th>
<th>2010 - present</th>
<th>Coming Soon</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Message</td>
<td>Between 30-60% access</td>
<td>Over 60% access</td>
</tr>
</tbody>
</table>

RECYCLABLE

ONLY WHERE FACILITIES EXIST
Visit recyclecartons.com to see if recyclable in your area
Getting Cartons in the Bins

Develop Consumer Awareness and Participation

- Notify users of facility that now accepts cartons
  - Collectors
  - Communities
  - Residents

- Outcomes
  - Increased visibility of carton recycling
  - Drive carton volumes to facilities
Target Audiences

- Single family homes – residential curbside recyclers
- Neighborhoods/households who already recycle
Develop Consumer Awareness and Participation

Carton Council offers series of tools to assist with promotion and education around carton recycling

- Tool-kit with template advertisements, etc.
- Mini-grants to assist with costs, case by case basis
- Large major metropolitan area awareness campaigns
You just added cartons, now what?

- Get the word out about carton recycling!
  - Update your website
  - Updated recycling guidelines
  - Other tools used in your community – what works where you are from?
- Timing: Don’t delay!
How To Say it?

- We recognize that communicating around cartons can be challenging.
  - “Cartons” is a new term for many people.
  - Mixed material packaging has been a “no” for a long, long, time in recycling programs – long time recyclers don’t like them!
  - Space is at a premium in info materials
How to Say it?

- **Ok** – milk cartons & juice boxes

- **Better** – food & beverage cartons (milk, soup, broth, juice)

- **Best** – Cartons as its own category, just like Paper, Plastic, Metal or Glass
Beginning July 2010, Mecklenburg County residents can recycle more items than before! re•think RECYCLING

Items that will be accepted for recycling:

- Plastic Bottles & Jugs (except #6)
- Wide-Mouth Plastic Containers
- Rigid Plastics
- Empty Aerosol Cans
- Milk & Juice Cartons Juice Boxes
- Aluminum Cans
- Glass Bottles & Jars
- Cereal & Food Boxes
- Cardboard Boxes (flattened)
- Magazines & Phone Books
- Paperback Books
Example - Better

**SOCRRA CURBSIDE RECYCLING GUIDELINES**

- Empty metal cans, aluminum foil and small scrap metal items.
- Empty food and beverage boxes, milk cartons, paper cups, drink & juice boxes.
- Glass bottles and jars: clear, brown, blue and green.
- All plastic containers that fit in your recycling bin.
- Paper, paperback books, mail, newspapers, magazines, catalogs and phone books. Place in paper or plastic grocery bag. No hardcover books. Shredded paper may be placed in see-through plastic bag.

**REMINDER:**

EMPTY AND RINSE CONTAINERS
Wrong Descriptions of Cartons

- Please **do not** describe cartons as:
  - “Waxy coated”
  - “Tetra Paks”
  - “Aseptic Packaging”
## 2013 Town of Shelby Trash & Recycling Pickup Schedules

### How to Prepare Recyclables

<table>
<thead>
<tr>
<th>GLASS: Jars and bottles only!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO</strong> light bulbs, dishes, glassware, window glass, mirrors, or ceramics.</td>
</tr>
<tr>
<td><em>Remove lids and metal rings, empty, and rinse clean.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIN CANS: Empty food, paint, aerosol cans only!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO</strong> chemicals, scrap metal, or vehicle parts.</td>
</tr>
<tr>
<td><em>Empty, rinse clean, and remove labels. Ends of cans can stay attached. Flattening of food cans is appreciated.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ALUMINUM: Cans only!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO</strong> food or pie plates</td>
</tr>
<tr>
<td><em>Drain liquid and rinse cans clean. Flattening is appreciated.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLASTIC: Bottles only!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO</strong> plastic packaging, ice cream buckets, food containers, or Styrofoam.</td>
</tr>
<tr>
<td><em>Look for #1 or #2 mark (milk jugs, soda and water bottles)</em>.</td>
</tr>
<tr>
<td><em>Rinse clean; discard cap.</em></td>
</tr>
</tbody>
</table>

### CARTONS: Milk, juice, broth, soup, and other food & beverage cartons

- **What is a carton?** It's a type of food and beverage packaging. There are two types: **shelf-stable** (broth, soup, soy milk, juice, milk, wine) and **refrigerated** (milk, juice, cream, egg substitutes).
- **Drain liquid.**

*Please Note: The Town*
A picture is worth 1000 words...

Available Images

Closed cartons

Open cartons

Limited space?
We have individual carton images
Lessons Learned

• Keep the message simple – **YES! Cartons are Recyclable.**
• Update your website first!
• Talk about cartons correctly
  o **NO WAX!**
  o Not Tetra Paks!
Outreach Campaign Examples
Los Angeles’ outreach campaign

CC Partnered with City Officials

- Secured free use of 115 bus shelters throughout the City to display posters
- Direct Mail
- Paid Advertising – Newspapers, Radio,
- Online – LA Times Website
- Partnered with large grocery chain – shelf tags
Inaugural Campaign – Los Angeles

- Paid Advertising – Major Newspapers
  - *Los Angeles Times*
    - Front page stickers on Sunday edition
  - *Los Angeles Daily News*
    - Front page strip ads and stickers
Outreach examples

DELAWARE, GOT MILK... CARTONS?
Now you can recycle them and all sorts of cartons!

DO YOU PROUDLY RECYCLE CARTONS IN CHICAGO METRO?
Carton Council partnered with Cumberland Co, NJ on outreach campaign. This is a grocery shelf tag.
Carton Council partnered with Atlantic Co. NJ to promote carton recycling in their newsletter.
Carton Outreach in Orange County, NC

- Brochure development for special events in 2013
  - Collection Events
  - College Campus move-in

- In-store promotion in cooperation with local stores
Emmet County, MI

- Challenge-
  - Collecting cartons for over a year with low volumes at facility

- Solution-
  - Community Recycling Challenge
    “10,000 Pounds in 10 Weeks”

Grocery Store Shelf Talker

Recycle your cartons! EmmetRecycling.org
Carton Heron Sculpture
Emmet County, MI
Success! Counting the final bale of cartons at the recycling facility
Tampa’s Outreach Campaign

Recycle Your Cartons, Tampa!
Lessons Learned

• Creativity crucial!
  o Challenge generated more press than typical PR activities— national reach!

• Cartons must be primary focus
  o Avoid program transitions
  o Carton message is diluted
Summary

- Feed the MRF and keep the recycle-cycle going – promote carton recycling!
- Do it right! Remember ok, better, best and the don’ts
- Get creative! Think outside the box.
- Borrow ideas from the big budget campaigns and use in your program.
Cartons Open Up Opportunities
Stay in touch….

Barbara Heineken
bheineken@recycle.com

Visit the Carton Council:
www.recyclecartons.com
www.cartonopportunities.org

For updates and information, follow Carton Council on Facebook and Twitter@RecycleCartons

Have a question, call the Carton Council at 1-855-7-CARTON
Stay in touch….

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TOOLS . RESOURCES . GRAPHICS

FACTS . WHITE PAPERS . SUPPORT