



**For Immediate Release**

## **Carton Council Canada to Award Grants for Proactive Municipal Recycling Education**

*Up to 15 communities in Ontario can receive \$2K each for recycling education efforts that include cartons*

**Toronto, Ontario, June 1, 2021** – Carton Council of Canada (CCC) today announced the launch of their *Community Education Award* program developed to incentivize and improve recycling education in communities across Ontario. To be eligible, interested communities must sign up no later than Monday, July 12, 2021. CCC will award \$2,000 to up to 15 communities that demonstrate their proactive recycling education efforts, featuring food and beverage cartons. Eligible communities will have until Friday, November 26, 2021 to showcase their efforts and submit their work to CCC.

The award program is open to Ontario-based organizations that educate residents about their local recycling program. This includes municipalities, services boards, solid waste authorities, not-for-profit organizations, and First Nations communities. Participants are invited to leverage the CCC's [Image and Ad Bank](#) to support their efforts.

The award is focused on food and beverage cartons but recognizes the importance of education to promote recycling in general. To receive the award, participating communities must show that their websites accurately and clearly define carton recycling. They will also be asked to provide at least two other examples of communications and/or marketing activities conducted during the year that promote recycling in general, while also prominently including cartons. More information about how communities can participate is found [here](#).

“Research shows there is still confusion about the recyclability of food and beverage cartons. We hope this program motivates communities to focus on their resident recycling education efforts, being especially mindful about food and beverage cartons,” said Isabelle Faucher, Managing Director, Carton Council of Canada. “The requirement for website accuracy, in addition to other education efforts, comes from research which reinforces that consumers look first to their local community websites for information about what they can and cannot recycle.”

For the past 11 years, CCC has been working with all stakeholders in the recycling supply chain to increase carton recovery and recycling. There is demand for feedstock from food and beverage cartons to make new products, including paper products and ecofriendly building materials.

### **ABOUT FOOD AND BEVERAGE CARTONS**

Food and beverage cartons are highly recyclable materials that come in two kinds: refrigerated cartons that store, milk, juice and egg substitutes; and shelf-stable cartons that are packaged for broths, milks, juices, soups and even wine. When sorted by themselves at materials recovery facilities (MRFs), cartons are a valuable material in high demand. Made mostly from paper, a renewable resource, cartons have become popular containers for food and beverage products as they are lightweight and compact, with a low carbon footprint. When recycled, they are used to make office and writing paper, tissues, paper towels, and even sustainable building and construction materials.

### **ABOUT THE CARTON COUNCIL OF CANADA**

The Carton Council of Canada (CCC) is composed of four leading carton manufacturers, Elopak, Evergreen Packaging, SIG Combibloc, and Tetra Pak. Formed in 2010, CCC works to deliver long-term collaborative solutions in order to divert valuable cartons from disposal. Carton Council of Canada provides a platform for carton manufacturers in Canada to benchmark and profile cartons as renewable, recyclable and low-carbon packaging solutions. For more information, visit [recyclecartons.ca](http://recyclecartons.ca).