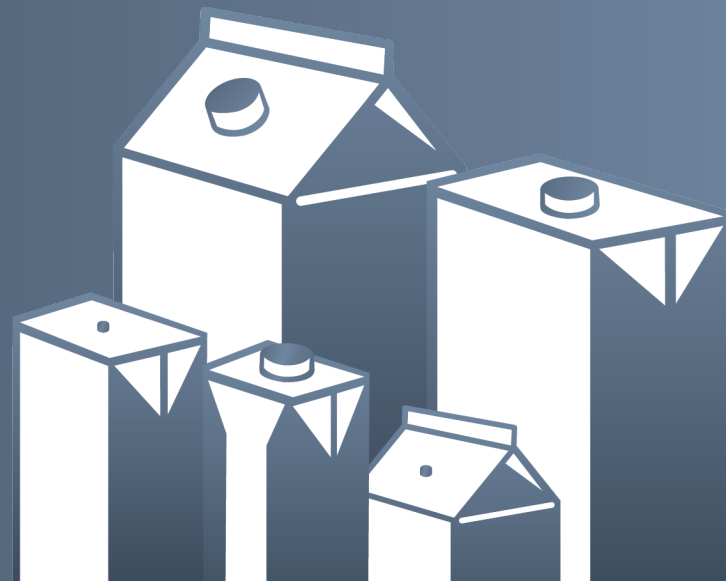




Web Site Best Practices & Effective Recycling Messaging

Webinar for Community Education Award Participants
August 25th 2021



Your speakers for Today

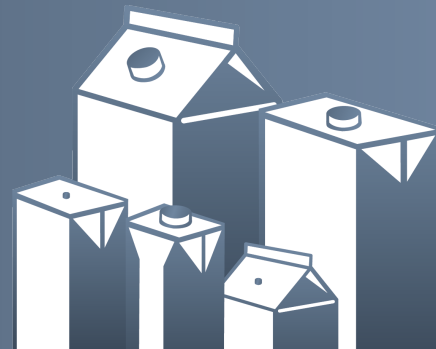
- Marlo Taylor, Managing Partner & Communications Lead, Gage Communications
- Isabelle Faucher, Managing Director, Carton Council Canada

Our Points for Today

- I. Background & Context
- II. Web Site Best Practices
- III. Effective Recycling Messaging



Background & Context



First: What constitutes a food and beverage carton?

Made mainly from **paper**, a renewable resource, light weight and compact, **cartons** have a **low carbon footprint** and are **recyclable**.



What is NOT a Food and Beverage Carton?

Frozen Food
Boxes



Takeout
Containers



Egg Cartons



Ice Cream
Containers

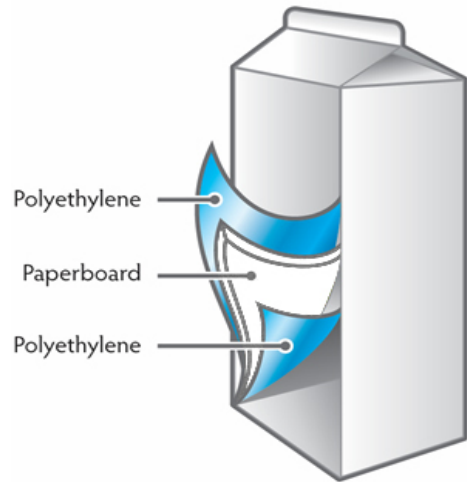


Multi-layer design provides protection against light, air and harmful bacteria

Refrigerated “gable top” cartons

On average the makeup is:

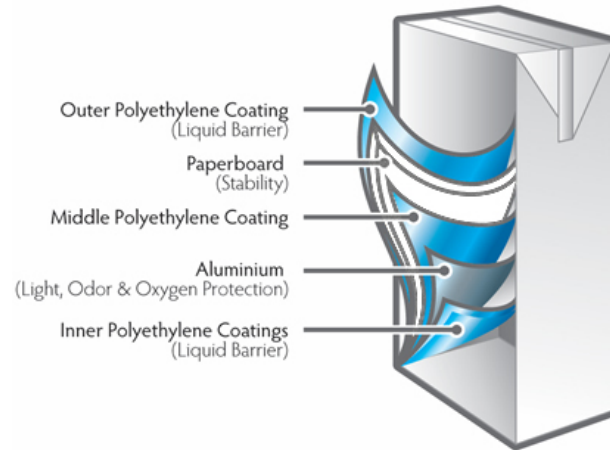
- 80% paper
- 20% polyethylene



Shelf-stable “aseptic” cartons

On average the makeup is:

- 74% paper
- 22% polyethylene
- 4% aluminum



Who is the Carton Council ?

- Formed in 2010
- Coalition of carton manufacturers working together to deliver long-term solutions to help increase carton recovery and recycling in Canada.
- Provides a platform for carton manufacturers in Canada to benchmark and profile cartons as renewable, recyclable and low-carbon packaging solutions



Why We Launched the Community Education Program

- To increase food and beverage carton recycling.
- Research reveals that some consumers still may not know cartons can be recycled.
- We recognize that communities – like yourself – are short staffed, overworked and have many things to focus on.

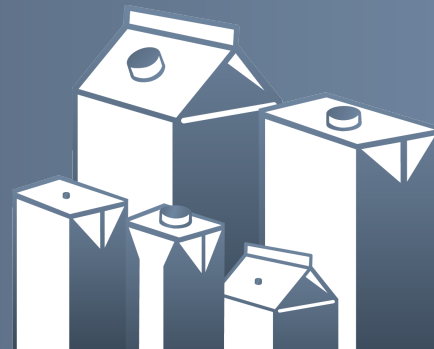
Our aim is to make carton recycling education as easy as possible for everyone!



The 2021 Community Education Award Participants

- Dysert et al (Municipality of)
- Trent Lakes (Municipality of)
- Wellington (County of)
- Nipissing (Township of)
- Rexdale Women's Centre - Share and Reuse Spaces (City of Toronto)
- Muskoka (District of)
- Southwold (Township of)
- Carleton Place (Town of)
- Brudenell, Lyndoch and Raglan (Township of)
- Cornwall (City of)
- Drummond/North Elmsley (Township of)
- Mississippi Mills (Municipality of)
- Montague (Township of)
- Southgate (Township of)
- Woodstock (City of)
- Wollaston (Township of)

Web Site Best Practices

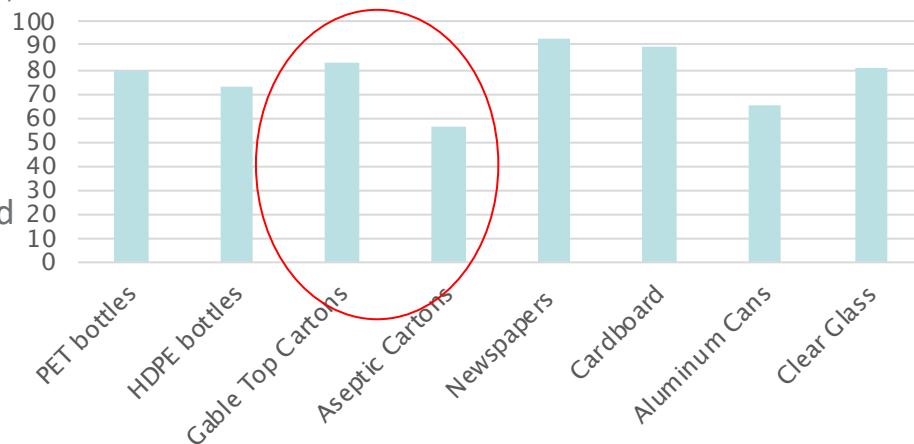


Lack of awareness of recyclability of cartons is leading driver of lower recycling behaviors

Survey results for ON/QC residents (2016)

- Respondents are much less likely to recycle their food and beverage cartons, compared to other common recyclable materials
 - 90% or more always recycle newspapers/magazines, cardboard, aluminum cans, and plastic bottles/containers
 - 85% always recycle glass bottles
 - **78% always recycle food and beverage cartons**
- Knowledge levels about the recyclability of food and beverage cartons in general, and soup/broth cartons and soup/broth cartons in particular, are lower compared to other common recyclable materials.
 - 99% say plastic bottles are recyclable
 - 90% say milk and juice cartons are recyclable
 - **71% say soup/broth cartons are recyclable**

Ontario Capture Rates Single-Family (2014–2015)



Barriers and potential approaches for addressing them

- The main barrier to regular carton recycling is a lack of knowledge and awareness. Lack of will/commitment (“I’m not into recycling”) and logistical barriers (e.g., “bin too full”) are much less significant.
 - “I forget” (55%)
 - “I didn’t know I could” (54%)
 - “I’m not sure how” (49%)
 - “I don’t have time” (10%)
- Top 3 sources to turn to for learning about the recyclability of food and beverage cartons:
 - The product packaging (70%).
 - Their municipal government website (53%)
 - Google search (31%)

How You Can Help Increase Your Resident Participation

- Cartons should be added to list of accepted recyclables on websites and other materials
 - *Community websites are second only to product packaging where residents go to look for recyclability information*
- Word of mouth, advertising, and local news also useful to educate about recyclability



Best Practices for Adding Cartons to Your Materials

- List food and beverage cartons as their own, separate category (just like you would plastic, paper, glass, etc.)
- Provide a detailed list of what a carton can contain (including milk, juice, soup, broth, wine, etc.)
- Include various carton images



Feedback from review of CEA participants' web sites

- About 50% of participants' web sites contain images
- Terminology used to refer to cartons varies

Most preferred

- ✓ Food and beverage cartons
- ✓ Milk & Juice cartons (even better to mention soup, broth, etc.)

Least Preferred



- Tetra Pak
- Polycoat

- Not all web sites have readily available list of what is and is not accepted in the program. *Tip: CCC can provide you with ready-made customizable recycling guidelines*

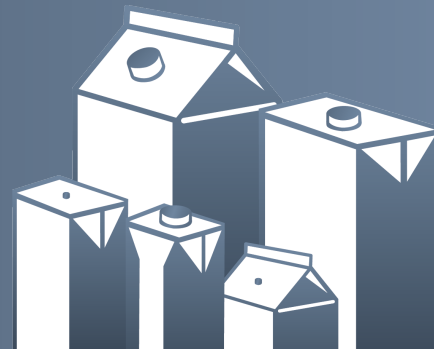
CURBSIDE RECYCLING GUIDELINES Your City Here



THESE ITEMS ARE NOT ACCEPTED:

- X Styrofoam
- X Electronic waste (batteries, cell phones, computers, etc.)
- X Hazardous waste (paint, pesticides, cleaners)
- X Used oil or oil containers
- X Window panes, mirrors, ceramics
- X Medical waste (syringes, needles, etc.)
- X Yard waste
- X Food waste
- X Trash

Effective Recycling Messaging



Food and Beverage Carton Messaging Can Overcome Myths

Primary Messaging:

1. Communicate that cartons ARE recyclable and that it's easy.
 - Recycle your cartons by ensuring no contents remain.
 - Specific instructions to be addressed on a case-by-case basis:
 - Need to rinse or not
 - Caps on or off
2. Ensure your residents know what is meant by a carton.
 - Pictures as well as written descriptions are most effective. Use CCC Image & Ad Bank
3. Convey the benefits of carton recycling.
 - Recycled cartons are used to make new paper products we all use everyday as well as eco-friendly building materials.

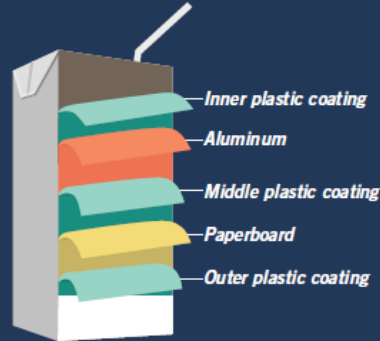


Common Carton Myths

1. Cartons contain waxy coating
2. The multi layers mean it cannot be recycled
3. Not all cartons have a logo on pack and no logo means it can't be recycled
4. Cartons need to be crushed
5. The caps cannot be recycled

Myth: *Cartons have a waxy coating and therefore can't be recycled.*

Fact: Food and beverage cartons do not contain any wax. Cartons are made mainly from paper in the form of paperboard. What you may think of as "wax" on a carton is actually a thin layer of plastic.

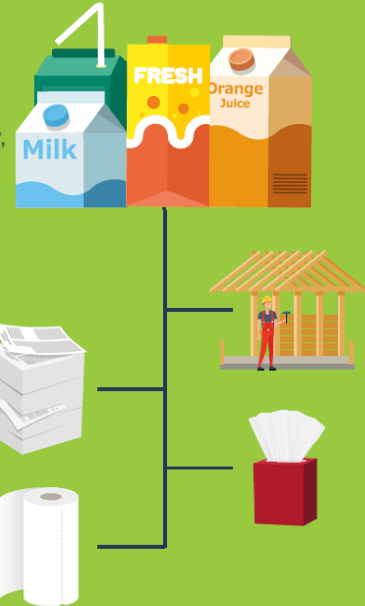


Myth: *Cartons have multiple layers that prevent them from being recycled.*

Fact: The multiple layers in cartons are separated during the recycling process. The paper is used to make new paper products and the aluminum/plastic can be used to generate energy or become binding. In other cases, the entire carton is used to make building materials.

Myth: *Cartons don't get recycled into anything else.*

Fact: Cartons are recyclable and are being recycled. Once recycled, cartons can be turned into new paper products, such as paper towels, tissues and office and writing paper. Additionally, the entire carton can be recycled into environmentally-friendly building materials, like wallboard and roof cover board, in a process that uses no water or chemicals.



General Recycling Messaging Tips

1. Tell residents the benefits of recycling, with special attention paid to showing them what recycled materials go on to make
2. Use prompts to remind your residents to recycle.
3. When it comes to recycling, leverage the power of social norms.
4. Try to get your residents to pledge to recycle.

Show residents what recycled materials go on to make

- Ensure residents see the value of recycling by displaying messages and visuals or showing them what new materials are made from their recycling.
- Research has revealed that knowing what products are produced from their recycled materials is a motivator to recycling more.
- Resources on CCC web site:
 - Videos
 - How are cartons recycled
 - Infographic
- **Tip: Make sure to provide link to recyclecartons.ca (not recyclecartons.com)**



How Recycled Cartons Become New Products
The one-minute video *How Recycled Cartons Become New Products* shows the different products that cartons can be recycled into.



[About Us](#) | [Cartons 101](#) | [Carton Recycling](#) | [Tools & Resources](#) | [Collaboration & Projects](#) | [Media Centre](#) | [🔍](#)

How Are Cartons Recycled

Path 1: Consumer products

Cartons are packed together and sent to a paper mill. At the paper mill, cartons are added to a large machine called a *Hydrapulper* – essentially a giant blender – that uses water to break the cartons down into their component parts. Cartons are separated into paper, plastic and aluminum. The pulp is used to make paper products such as paper towels, tissue and office paper. The residual plastic and aluminum can be sent on for further recycling, such as producing ceiling tiles or wallboard, or can be used for energy to fuel the paper mill.

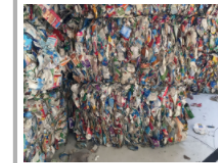
Path 2: Building materials

Instead of a paper mill, cartons can also be sent to a recycling company that turns cartons into building materials. Cartons are shredded, then heat is applied and they are pressed back together into large sheets – like a giant press made of shredded cartons!

About 30 cartons can be made into a single 2'x2' ceiling tile, while roughly 400 cartons make up a full wallboard.

1a) Hydrapulper

Carton bases are put into the hydrapulper



1b) Fiber Slurry

Water is added to dilute the fiber slurry and remove non-fibrous materials



2a) Shredding

Cartons and caps are shredded



2b) Paneli Press

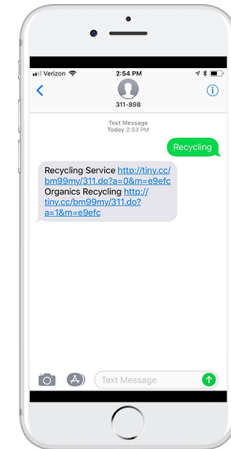
Paneli Press® – Shredded materials are sent through a machine that resembles a giant paneli press



Look for ways to prompt and remind your residents to recycle

Some examples:

- Recycling calendars to help with collection schedules
- Bill stuffers in your community's electricity bill or other direct mail
- Text alerts to residents
- Fridge magnets or bin stickers to remind people what to recycle
- Articles and blurbs in local community papers, including online versions



The Power of Community

Neighborhood peer pressure plays a big role in recycling participation. Ever notice how some streets have almost 100% participation while others have almost none?

People are concerned with how they think others view their behavior and generally don't want to feel like they are violating the social norm.

Make recycling personal and local to your community. Recognize high achieving communities and individuals. Use friendly competition. But avoid guilt or shaming as that can have the opposite impact.



Get residents to plan or commit

People are more likely to recycle and recycle consistently if they feel like have promised to do so. Leverage this either through social platforms, online or in person.

Pledges can be broad or specific:

- I pledge to start recycling.
- I pledge to recycle from other rooms besides just the kitchen.
- I pledge to recycle every carton I consume.

Discuss your questions and comments

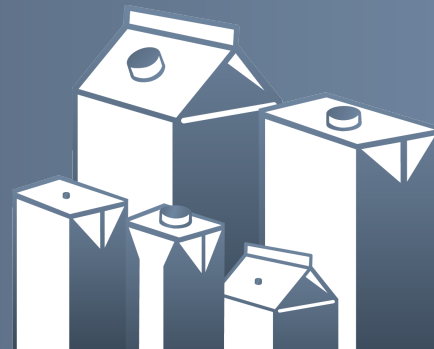
The following ideas were shared:

- The municipality of Trent Lakes makes use of the interactive App Recycling Coach, which allows residents to look up what is and is not accepted in their recycling program, as well as providing reminders and scheduling information.
- The municipality of Dysart et al. has compiled all the questions on recycling that are typically asked by residents and they are in the process of producing a Q&A resource for residents. One of the questions often posed pertains to milk cartons – whether they are recyclable and which stream they go in (containers vs paper) and whether those cartons with a shiny exterior are also recyclable (the answer is YES!)
- In order to eliminate the confusion around which stream (paper or containers) cartons should be sorted into, County of Wellington instructs residents that “if it is made of paper but can hold a liquid, it is a container”. Similarly, Trent Lakes refers to “if it contained something”.
- Why does CCC recommend not flattening cartons? Answer: When cartons are flattened they become harder to sort at the MRF because they lose their three dimensional shape. As such, they behave like paper and flow to the paper line rather than the container line. While some flattening of cartons will occur in the collection truck through the compaction process, it is usually minimal.

What's Next?

- We can compile and share your ideas.
- We are always available to answer questions, help with your education efforts, website updates, etc.
- On Friday, November 26, the final submission is due. To receive your \$2K award, you must fill out the submission form and demonstrate that you have updated your website and executed at least two of the marketing or communications examples.
 - The form will be available on November 1st.
- Participant must also sign and return the Agreement Letter (it will be emailed to you directly). Payment will be made within 30 days via wire transfer to account designated in writing by participant.

Thank you!



Reminder: Examples of Promotional Activities

- **Social Media** – Provide examples of how you've used social media to engage with your residents and educate them on what and how to recycle, including cartons
- **Marketing Materials** – Can include items such as direct mail, bill stuffers, bin stickers, refrigerator magnets, brochures or other marketing initiatives
- **Events** – Virtual or in-person events designed to educate and promote recycling to your residents
- **Advertising or Public Service Announcements** – Paid or donated space or time that promotes recycling
- **Earned Media** – Articles in your local media that promote recycling
- **Other** – Any other activity used to promote recycling in your local program not already described