



Communicate That Cartons ARE Recyclable to Help Ensure Residents Are Empowered to Recycle ALL the Materials That Can Be RECYCLED

Whether food and beverage cartons have been recycled in your community for years, or are a new addition, it's important to communicate about them clearly to residents.

STEP 1: Your Website Must Be Updated

Your website is the **primary** source of recyclability information for residents (second only to a product's packaging).¹ You can't control the package, but you **can** be sure your site is correct! If your community links to your service provider's website, please be sure to **share** this information with them. Don't assume...**check** to make sure the info you list is accurate everywhere on your site:

- Are food and beverage cartons **included** as an accepted material?
- Do you **accurately** describe what cartons are?
- Does the language describing cartons make it **clear** they are recyclable?
- Do you talk about what materials are/are not accepted elsewhere on your site (i.e., a flier, press release, mailer, etc.)? And if so, is that information **consistent** as well?
- Is your website **clearly** and **effectively** communicating that cartons are recyclable? (See column on the right hand side.)

Please make sure any other websites that provide information to your residents about the local recycling program are also accurate and have this information, such as your materials recovery facility, hauler or even your local Keep America Beautiful affiliate.

¹National survey conducted by the Carton Council, December 2015

THE BEST WAY TO COMMUNICATE THAT CARTONS SHOULD BE RECYCLED:

- **List cartons as a separate category** (Just like you would plastic, paper, glass, etc.)
- **Provide a detailed list of what a carton contains** (Including milk, juice, soup, broth, wine, etc.)
- **Include images of various cartons**



ACCEPTABLE:

- **Including "food and beverage cartons"** (milk, juice, soup, broth, wine) **as part of a bigger category** (paper, etc.)
- **Cons:** Not listing cartons as a separate category often leads to confusion and excludes other types of cartons

CARTONS ARE INCLUDED BUT NOT LISTED IN AN IDEAL WAY:

- **"Milk Cartons and Juice Boxes"**
- **Cons:** Excludes many other types of cartons that are common on store shelves, which may result in fewer recovered cartons

Information about cartons can also be used on your social media channels, as well as newsletters and direct mailers.

It's easy to recycle cartons! They are best recycled when they are kept in their original shape - no flattening is required. Caps can also be left on!

STEP 2: Make sure to inform everyone who works with your program

Let everyone who works with your recycling program know that food and beverage cartons can be recycled. This includes customer service representatives, recycling truck operators, and even the receptionist - everyone who could possibly interact with the public. They all may get questions. Receiving consistent and reliable information reinforces that your program is important!

STEP 3: Images = Good

Pictures of cartons are a great way to easily show what types of cartons can be recycled. We've even got some for you! Visit CartonOpportunities.org.

STEP 4: How Easily Is Carton Recycling Information Found on Your Site?

How many clicks away from your homepage is information on what can be recycled, including cartons? We recommend **NO MORE THAN THREE CLICKS** from the homepage to an accepted recyclables list. The easier it is to click through, the more likely it is that residents will be able to get what they need quickly. **Try a Google search.** Think about how the average

Most Common Inaccuracies Around Carton Descriptions:

- **Wax coated** (Food and beverage cartons do not contain any wax)
- **Tetra Pak** (This refers to a manufacturer, not a carton)
- **Cardboard or corrugated cardboard**
- **Chipboard**

resident looks for information online. Chances are they go to Google. When was the last time **you** searched for recycling information about your own program? Are you easily able to find what you need through a simple Google search in your city? Try typing "your city name + carton recycling" and see what comes up. Relevant content, metadata and alternative text descriptions are all key to helping optimize your site for Google search results. Reach out to your website operator or IT department for help with this.

Make sure you are included in the **RecycleCartons.com** zip code locator. Contact us at **info@recyclecartons.com** to get added.

We are here to help! There are a variety of resources available for you, and they are all **FREE!** This includes a toolkit with templates for graphics, advertisements, school lesson plans, posters and more. Please contact us at **info@recyclecartons.com** if you have any questions or need assistance.



Learn more at cartonopportunities.org