



For Immediate Release

April 14, 2021

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Carton Council to Award Grants for Proactive Community Recycling Education

Up to 25 communities can receive \$2K each for recycling education efforts that include cartons

DENTON, Texas – The Carton Council today announced the launch of their *Community Education Award* program developed to incentivize and improve recycling education in communities across the U.S. To be eligible, interested communities must [sign up](#) by May 14. The Carton Council will award \$2,000 to up to 25 communities that demonstrate their proactive recycling education efforts, featuring food and beverage cartons. Eligible communities will have until American Recycles Day, Monday, November 15, to showcase their efforts.

The award program is open to any U.S. entity that educates residents about their local recycling program. After signing up, participants will receive ongoing information to help support their communications and marketing efforts throughout the year, as well as invitations to webinars and other education opportunities.

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. Submissions will be due November 17. 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 to food and beverage cartons,” said Carla Fantoni, vice president of communications for the Carton Council and vice president of corporate communications for Tetra Pak. “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 12 years, the Carton Council has been working with all stakeholders in the recycling supply chain to increase carton recycling. There is demand for feedstock from food and beverage cartons to make new products, including paper products and ecofriendly building materials.

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ABOUT THE CARTON COUNCIL

The Carton Council is composed of four leading carton manufacturers, Elopak, Evergreen Packaging, SIG Combibloc, and Tetra Pak. Formed in 2009, the Carton Council works to deliver long-term collaborative solutions in order to divert valuable cartons from the landfill. Through a united effort, the Carton Council is committed to building a sustainable infrastructure for carton recycling nationwide and works toward their continual goal of adding access to carton recycling throughout the U.S. For more information, visit [CartonOpportunities.org](#).

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.