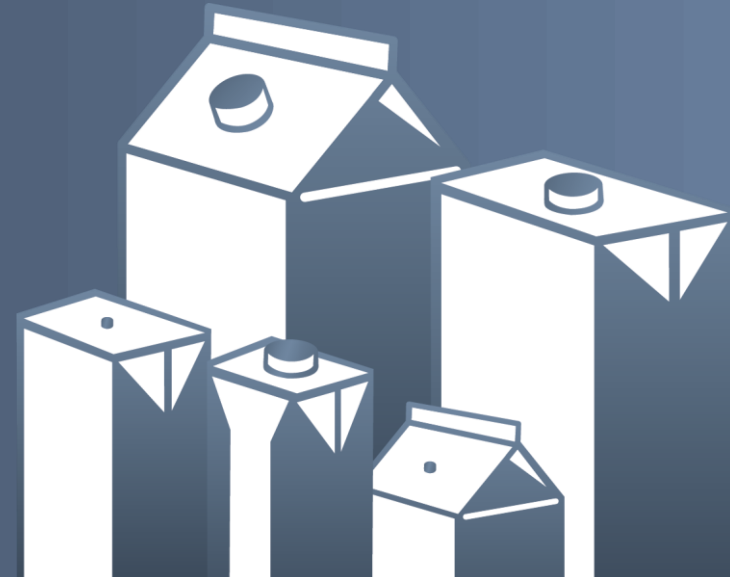




Community Education Award Program Atlantic Canada

Webinar for CEA Participants
September 20th, 2023



Your Speakers for Today

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



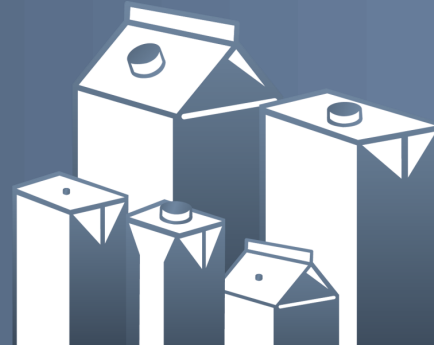
Our Agenda for Today

1. Background
2. Atlantic Canada Context
3. Web Site Best Practices
4. Effective Recycling Messaging
5. Public Space Recycling & Schools
6. What's Next





Background



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

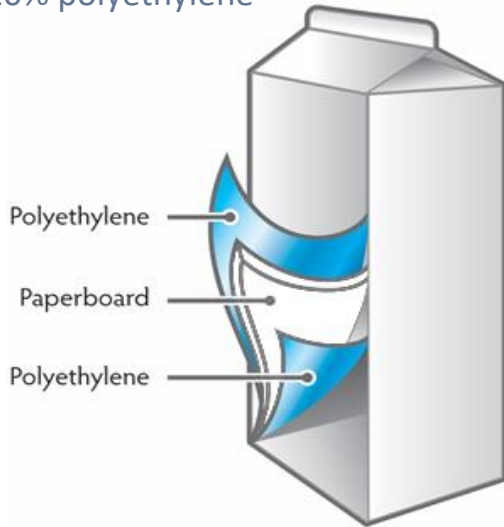


Multi-layer Design Provides Protection Against Light, Air and Harmful Bacteria

Refrigerated “gable top” cartons

On average the makeup is:

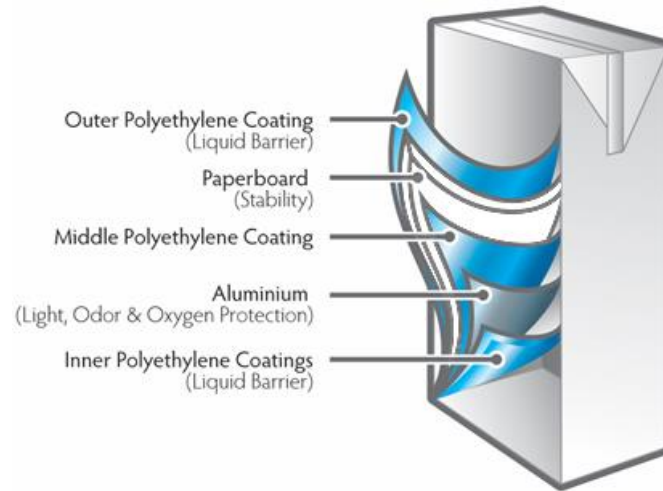
- 80% paper
- 20% polyethylene



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 and organizations – 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!

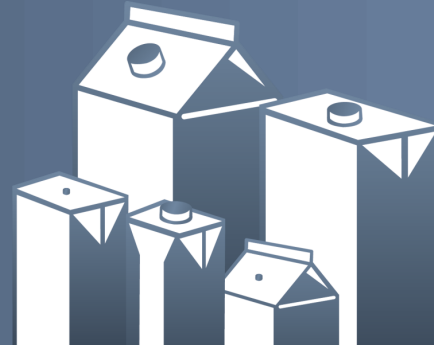


The 2023 Community Education Award Participants

- Central NL Waste Management (NL)
- Commission de services régionaux Chaleur (NB)
- Eastern Region Solid Waste Management (NS)
- Eco360 (NB)
- Encorp Atlantic (NB)
- Fundy Regional Service Commission (NB)
- Greater Miramichi Regional Service Commission (NB)
- Hernewood Intermediate School (PEI)
- Island Waste Management Corporation (PEI)
- Multi-Materials Stewardship Board (NL)
- Municipality of East Hants (NS)
- Municipality of the District of Barrington (NS)
- Southwest Service Commission (NB)
- West Hants Regional Municipality (NS)
- Western Valley Regional Service Commission (NB)



Atlantic Canada Context



Carton Recycling Communications is a Complex Affair in Atlantic Canada

- Carton contents determines how to recycle them
 - Juice, water cartons go to redemption centre/depot
 - Milk, cream, soup, broth go in residential recycling system (blue bin)
 - Dairy substitutes: it depends

Depot {

- plant-based beverages NOT labelled as “fortified”
- plant-based beverages labelled as “fortified” along with the warning “NOT a source of protein”

Blue Bin {

- plant-based beverages that are labelled as “fortified”

- High level of consumer confusion
 - In case of doubt, risk of cartons being thrown out



How do I recycle juice cartons?
Bring back to depot
[Go to Depot locator](#)

How do I recycle milk cartons?
Collected by certain residential recycling program operated by your municipality. Check with your municipality.

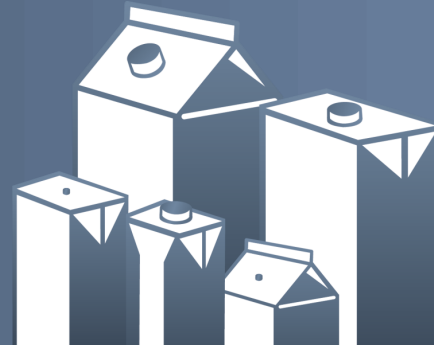
How do I recycle non-beverage cartons (soup, broth)?
Collected by certain residential recycling program operated by your municipality. Check with your municipality.

www.recyclecartons.ca/carton-recycling/#howarewedoin

For Discussion:
How do you navigate these complexities in your respective programs?



Web Site Best Practices



Lack of Awareness of Recyclability of Cartons is Leading Driver of Lower Recycling Behaviours

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 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**

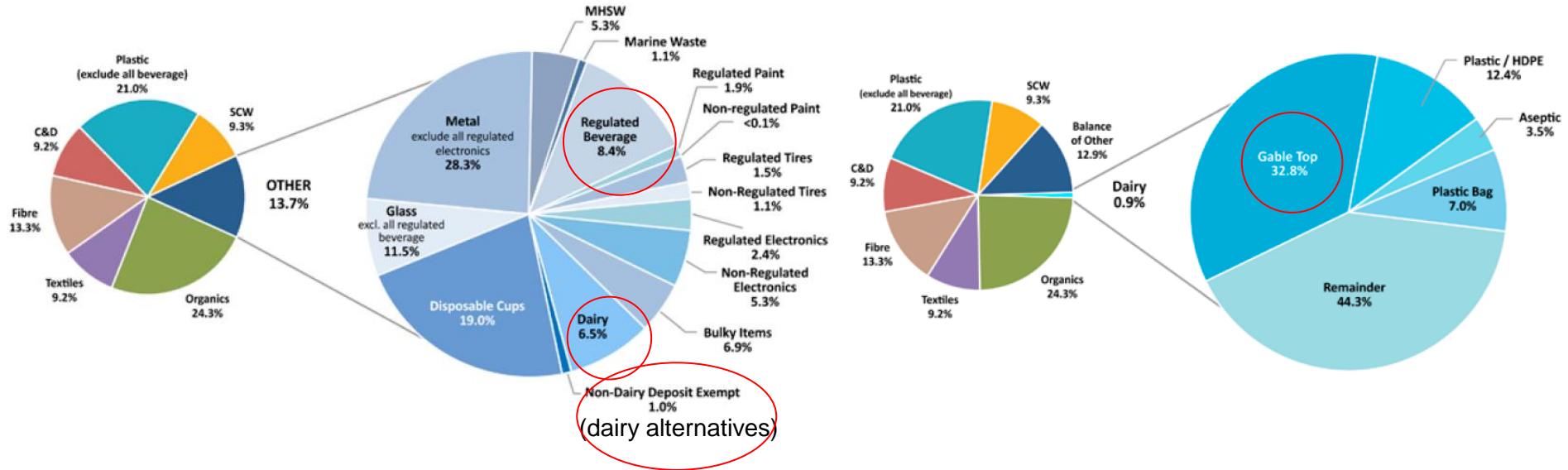


Quebec Capture Rate in Residential Sector	
Gable Top Cartons	78 %
Aseptic Cartons	55 %
Newspapers	78 %
Cardboard	78 %
Glass Containers (non-deposit)	62 %
Metal containers (non-deposit)	66 %
Plastic water bottles	73 %

Ref: Caractérisation des matières résiduelles du secteur municipal 2015-2018, Recyc-Québec et Éco Entreprises Québec

Carton Performance - NS

Nova Scotia 2017 disposal audits
Relative Composition of Disposed Waste (Residential + ICI)



Carton Performance – NB & National

Non-Deposit Cartons Disposed Annually (NB 2019 Waste Characterization Audit – includes residential & ICI)

	RSC1	RSC2	RSC3	RSC4	RSC5	RSC6	RSC7	RSC8	RSC9	RSC10	RSC11	RSC12	DISPOSED TOTAL ANNUAL (MT)
Non-Beverage Cartons	31.47	20.99	17.69	37.91	28.82	30.33	59.39	9.40	119.42	25.40	119.34	19.98	520
Dairy Gable Top and Aseptic	49.41	39.07	20.84	77.72	31.12	51.44	237.23	26.49	207.88	56.53	394.04	39.41	1,231
Total Non-Deposit Cartons	80.87	60.06	38.53	115.62	59.94	81.77	296.61	35.88	327.30	81.93	513.37	59.39	1,751

Equiv. > 29,000 2L milk cartons

“Drink box” and Gable Top Redemption Rate vs PET/plastics (2022)

Encorp Pacific	ABCRC	SARCAN	Encorp Atlantic	Divert NS	PEI	NL
59% / 74%	72% / 79%	60% / 81%	33% / 68%	39% / 73%	29% / 71%	39% / 73%

Source: BCRNC



Barriers and Potential Approaches for Addressing Them (ON/QC)

- 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 Municipalities Can Help Increase Their Resident Participation

- All In-Scope 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*
- Social media, 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, cream, soup, broth, fortified plant-based beverage)
- 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 (lots of reference to "Tetra Paks") 
 - Most preferred: Food and beverage cartons 
- Very little sites mention non-beverage cartons (soup/broth)
- Not all sites mention:
 - dairy alternatives
 - juice cartons (some sites refer to milk containers only)
- Very little sites list carton as own category (some list under Plastics, other under Metals)
- Several sites offer a "Waste Wizard/Soring App", but reference list of what is/is not accepted not always available

How DRS Operators can Help Increase Carton Redemption Rates

- Clearly state that cartons are Accepted Beverage Containers (Deposit-Bearing)
- Make sure your Promotion & Education is not limited to “cans and bottles”
- Provide a list of what cartons are in scope and include images



NEW! Changes to the New Brunswick Beverage Containers Program

YOU CAN NOW RETURN THESE CONTAINERS AT YOUR LOCAL REDEMPTION CENTRE FOR A REFUND

TO RECYCLE THESE CONTAINERS, CHECK WITH YOUR REGIONAL SERVICE COMMISSION'S WASTE MANAGEMENT PROGRAM

✓ Deposit paid = Refundable
BEVERAGES WITH DAIRY
ON THE LABEL:
 • Beverage contains dairy. Milk is listed among the ingredients.
 • BUT the beverage is NOT LABELLED as MILK.

Milk Shakes, Milk Protein Shakes, Coffee Drinks, Drinkable Kefir, Drinkable Yogurt, Egg Nog

✗ No deposit paid = Non-refundable
MILK
ON THE LABEL:
 • Cow's milk: ultra-filtered, low fat/skim, partly skimmed (1%, 2%), whole/homogenized (3.25%).
 • Goat milk.
 • Can be flavoured (ex.: chocolate, strawberry, banana, etc.).

Cow's Milk, Goat Milk, Flavoured Milk

FORTIFIED PLANT-BASED BEVERAGES NOT A SOURCE OF PROTEIN & UNFORTIFIED PLANT-BASED BEVERAGES
ON THE LABEL:
 • FORTIFIED plant-based beverages - ONLY IF ALSO LABELLED as "NOT A SOURCE OF PROTEIN".
 • All plant-based beverages which are NOT FORTIFIED.

Fortified Plant Based Beverages with "Not a source of protein" on label & Unfortified Plant Based Beverages

FORTIFIED PLANT-BASED BEVERAGES SOURCE OF PROTEIN
ON THE LABEL:
 • Fortified plant-based beverages considered a source of protein.
 • Must be labelled as "Fortified".
 • Must not have the words "Not a source of protein" on label.

Fortified Plant Based Beverages without "Not a source of protein" on label

SPORTS & DIET/NUTRITIONAL SUPPLEMENT DRINKS
ON THE LABEL:
 • Protein drinks, diet and nutritional supplement drinks, electrolyte beverages and other similar beverages NOT LABELLED as a "MEAL REPLACEMENT" or a "FORMULATED LIQUID DIET".

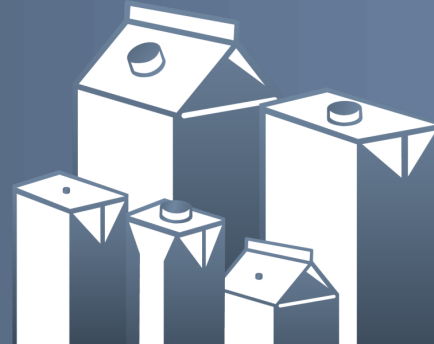
Protein Drinks, Diet & Nutritional Supplements, Electrolyte Beverages

MEAL REPLACEMENTS & FORMULATED LIQUID DIETS
ON THE LABEL:
 • Beverages labelled as a "Meal Replacement".
 • Beverages labelled as a "Formulated Liquid Diet".

Meal Replacements & Formulated Liquid Diets



Effective Recycling Messaging



Effective 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 consumers 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

www.recyclecartons.ca/carton-recycling-myths-vs-fact/

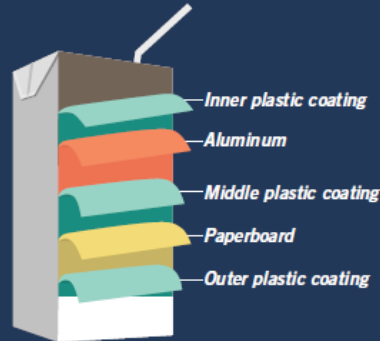
Myth: Cartons don't get recycled into anything else.

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.



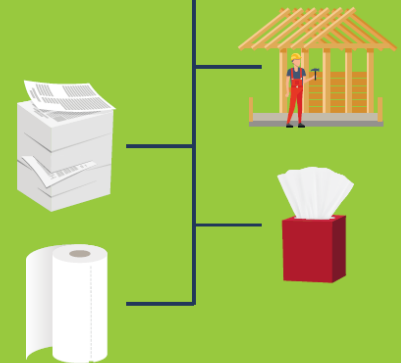
Myth: Cartons have a waxy coating and therefore can't be recycled.

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.



General Recycling Messaging Tips

1. Tell consumers 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 consumers 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



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 casting flake or wallpaper, 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 2x2 ceiling tile, while roughly 400 cartons make up a full wallboard.

1a) Hydrapulper

Carton bales are put into the hydrapulper



1b) Fiber Slurry

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



2a) Shredding

Cartons and caps are shredded



2b) Panini Press

Panini Press™ – Shredded materials are sent through a machine that recombines a giant panini press



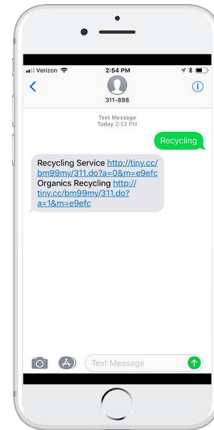
Look for Ways to Prompt and Remind Residents to Recycle

Some examples	Residential Recycling	DRS Operators
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 and where	✓	✓
Articles and blurbs in local community papers, including online versions	✓	✓

ISLIP 2021 RECYCLING CALENDAR
For information, or if you need a WRAP Pail, call (631) 595-3630 or visit www.islipny.gov

2021 SPECIAL DATES & EVENTS

- HOLIDAY** - Collections falling on the above marked dates are CANCELLED. Qualification services are not provided until your next regularly scheduled collection day.
- Winter Unattended Yard Waste** - January 2, 5, 8, 14 and 15
- Spring Unattended Yard Waste** - April 19 to May 22
- SEALOC One Stop Recycling** - Seal, Jam & Seal, October 18, 19:00 a.m. - 2:00 p.m. at the Multi-Purpose Recycling Facility
- Fall Unattended Yard Waste** - October 25 to December 18



The Power of Community

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



Hamilton

You WON a Gold Box!

A Gold Box is a gold medal in recycling and proves you're a super-recycler. Use your Gold Box every week for either your papers or containers and write your address on it - not everyone will win one, but everyone wants one!

- We randomly selected your street and checked your blue boxes, green bins, garbage and yard waste bins/ bags to see who the best recyclers are.
- Visit www.hamilton.ca/waste, call 905.546.CITY (2489) or email askcity@hamilton.ca for more information about recycling and composting in Hamilton.



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 participating in the curbside recycling program / bring back my beverage containers
- I pledge to recycle from other rooms besides just the kitchen.
- I pledge to recycle every carton I consume.

Public Space Recycling: Need for Carton Inclusive Images



Resources to Support Carton Recycling in Schools

- [How to Make Effective Signage, Posters, and Stickers](#)
- [Best Practices for carton recycling at school](#)
- [Short video on carton recycling in schools](#)
- [Carton Recycling School Contest](#)
 - Oct. 16 to Nov. 3
 - One (1) Grand prize: \$1,000
 - Two (2) Runner-up prizes: \$500
- Curriculum Resources



ecoschools ecoécoles CANADA About Join the Movement Certify Your School Campaigns Stay Connected Register | Log-in

Carton Recycling School Contest

Showcase the power of carton recycling for a chance to win \$500 or \$1,000 for your school!

From October 16 to November 3, join the national Carton Recycling School Contest. By recycling right, your school is helping to conserve natural resources, save energy, and divert materials from landfills while giving used items a new life. Showcase your school's recycling skills and you could win!

How to participate:

1. Take a photo capturing a **best practice of carton recycling** in action in your school.
2. Create a short description highlighting the recycling practice being demonstrated.
3. Submit your entries through any of the following social media platforms: Facebook, Twitter, or Instagram. Use the hashtag #CartonRecycling and tag us (@EcoSchoolsCAN) in your post.

Prizes:

- One (1) Grand prize: \$1,000
- Two (2) Runner-up prizes: \$500

Best Practices for Carton Recycling at School

Let's all do our part to ensure we reduce our environmental footprint by recycling our drink cartons at school.

Recycling drink boxes and milk cartons at school

Best practices for curbside provinces



Recycling at School

Schools produce a lot of waste every day, especially at lunchtime. In fact, it is estimated that the average Canadian primary school produces 39,000 used milk and juice cartons each year¹.

When schools set up a strong recycling program, it ensures that items such as food and beverage cartons are recycled correctly. This, in turn, helps to conserve natural resources, save energy, and divert more materials from landfills, all while giving these items a new life!

When students and staff work collaboratively to create effective recycling systems at school, it benefits the environment while also providing opportunities for learning and student leadership.

In this guide, learn about some best practices to establishing a successful recycling program.



¹Carton Council of Canada

Did you know?
Through the recycling process, food and beverage cartons can be transformed into tissue, printing and writing paper, and much more!

Name: _____

DO THE MATH & MAKE A DIFFERENCE!

It's useful to have an idea of how many milk and juice cartons (i.e. drink boxes) your school generates.

It will allow you to estimate the environmental impact that your recycling program has in order to engage participation and educate students. All you need to start is to know the total number of enrolled students who eat lunch at school and whether or not your school offers a milk program. Our formula takes attendance into account, so don't worry about that. Just follow the calculations below.

Use your math skills to estimate how many cartons your school could be recycling and how much money your recycling program could prevent from going to landfills. (Formula provided by Carton Council of Canada.)

PART 1: POTENTIAL IMPACT INDICATOR

1. HOW MANY CARTONS ARE GENERATED AT YOUR SCHOOL?

a. Identify the total number of enrolled students who eat lunch at school: _____

Does your school offer a milk program?

If yes:

b. _____ x 0.409 (avg. number of milk cartons consumed per student per day) = _____
of enrolled students who eat lunch at school Expected daily milk carton usage

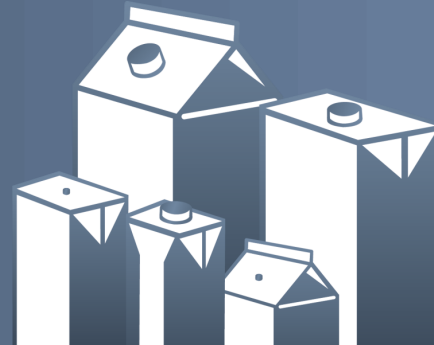
If no:

The expected daily milk carton usage will be 0





Discuss Your Questions and Comments



What's Next?

- We will compile and share your ideas.
- We are always available to answer questions, help with your education efforts, website updates, etc.
- On Friday, November 3, the final submission is due. To receive your \$2K award, you must fill out the submission form and demonstrate that your website clearly conveys that cartons are accepted in your recycling program and that you have executed at least two of the marketing or communications examples.
 - The form will be available on October 2nd.
- 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.

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

Get Inspired from our Image and Ad Bank

Facebook Ads: Avid Recyclers



Facebook Ads: Does Not Recycle



Facebook Ads: Recycler With Limitations



...and from past years' participants

Refer to the articles in the Winter [2021](#) and Winter [2022](#) editions



RECYCLING DOESN'T HAVE TO BE COMPLICATED

Cartons go into your Yellow Bin!

Rinse your food and beverage cartons and if there's a lid, screw it back on. A carton that holds liquid is a container and goes into the yellow bin!

Visit our website for more information.

TOWNSHIP OF DRUMMOND NORTH ELSMLEY
www.dnetownship.ca

Société VIA
11 November at 11:17

Chaque année, au retour de la saison des fondues, des milliers de contenants multicouches sont jetés aux poubelles alors qu'ils devraient prendre le chemin du centre de tri. Il est important de mettre son contenant vide dans le bac bleu, puisque 100% de sa composition est recyclable (oui oui, même le bouchon)!

Lors de votre prochain souper fondue avec vos proches, ayez le bon réflexe, recyclez!



Recycle Right

No why! Yes why!

Put empty cartons in your Recycling for Containers.

Municipality of Dysart et al

Ville de Gatineau a added a new video to the album: Je fais ma part pour l'environnement
2 December at 10:41

Fin de l'été, beaucoup d'entre vous utilisez des contenants multicouches? Quel que vous demandois-vous?

- Un contenant multicouche est un type d'emballage pour les aliments et les boissons principalement constitué de papier cartonné auquel on ajoute de fines couches de polyéthylène (plastique), par exemple un carton de lait, de jus ou de bouillon.
- Contrairement à une fausse croyance populaire, les contenants multicouches sont RECYCLABLES!
- Déposez les dans votre bac bleu.

gatineau.ca/infos ou télécharger l'application DTRITELS. Pour plus de renseignements.

QUELS CONTENANTS MULTICOUCHES UTILISES-TU?

MRC des Sources - organisation
11 November at 18:00

RECYCLAGE - Mythe ou réalité?

- Mythe:** avant de les mettre à la récupération, vous devez écraser les contenants multicouches, en plus d'enlever les bouchons et les paillies.
- Réalité:** vous n'avez qu'à vous assurer que les contenants sont vides, c'est tout! Vous n'avez pas besoin de les écraser et vous pouvez même laisser les bouchons en place. De plus, vous pouvez même les paillies dans les contenants pour vous assurer qu'elles suivront le même procédé de recyclage qu'eux.

Source : <https://www.recyclecartons.ca/> /Carton-Council-Canada..



Recupetrix
1 May

Les contenants multicouches, c'est quoi?

C'est un type d'emballage pour les aliments et les boissons principalement constitué de papier cartonné auquel on ajoute de fines couches de polyéthylène (plastique).

Contrairement à une fausse croyance populaire, les contenants multicouches ne sont pas cireux, ils sont donc RECYCLABLES! 🇨🇦

Il existe 2 types de CONTENANTS MULTICOUCHES :

1. Contenants de longue conservation (aseptiques)
Contenants constitués de 74 % de papier, 22 % de polyéthylène et 4 % d'aluminium.

- lait de soja,
- soupes,
- bouillons,
- etc.

2. Contenants réfrigérés (à pignon)
Contenants constitués de 80 % de papier et 20 % de polyéthylène.

- lait
- jus
- crème
- substituts des œufs
- etc.

recupetrix.com



Thank you!

