



DECEMBER 5, 2023

INSIGHTS INTO EFFECTIVE RESIDENT EDUCATION



HOST & MODERATOR

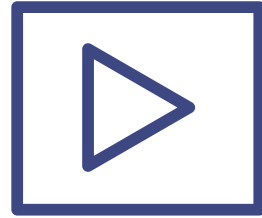
ASHLEY ELZINGA

*Director, Sustainability & Outreach
Foodservice Packaging Institute*

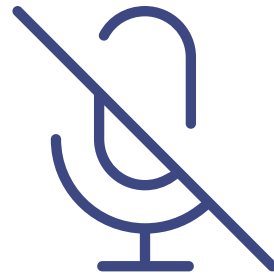
www.RecycleFSP.org
www.FPI.org



HOUSEKEEPING ITEMS



Webinar is being recorded.



All attendees are muted.



Use Q&A to submit questions.

TODAY'S AGENDA

- FPI Introduction
 - *Ashley Elzinga, FPI*
- Survey Results
 - *Catherine Goodall, RRS*
- Best Practices & Tools
 - *Maggie Orozco, RRS*
- Community Perspective
 - *Denise Plemmons, Athens-Clarke County, GA*
- MRF/Hauler Perspective
 - *Robert Pickens, American Waste Control*
 - *Brianna Langley, Waste Connections*

ABOUT FPI

ESTABLISHED IN 1933

- Only industry trade association in North America solely focused on all single-use foodservice packaging products
- Members include:
 - Converters and their raw material and machinery suppliers (represents about 90% of the industry)
 - Foodservice distributors and operators



FOODSERVICE PACKAGING

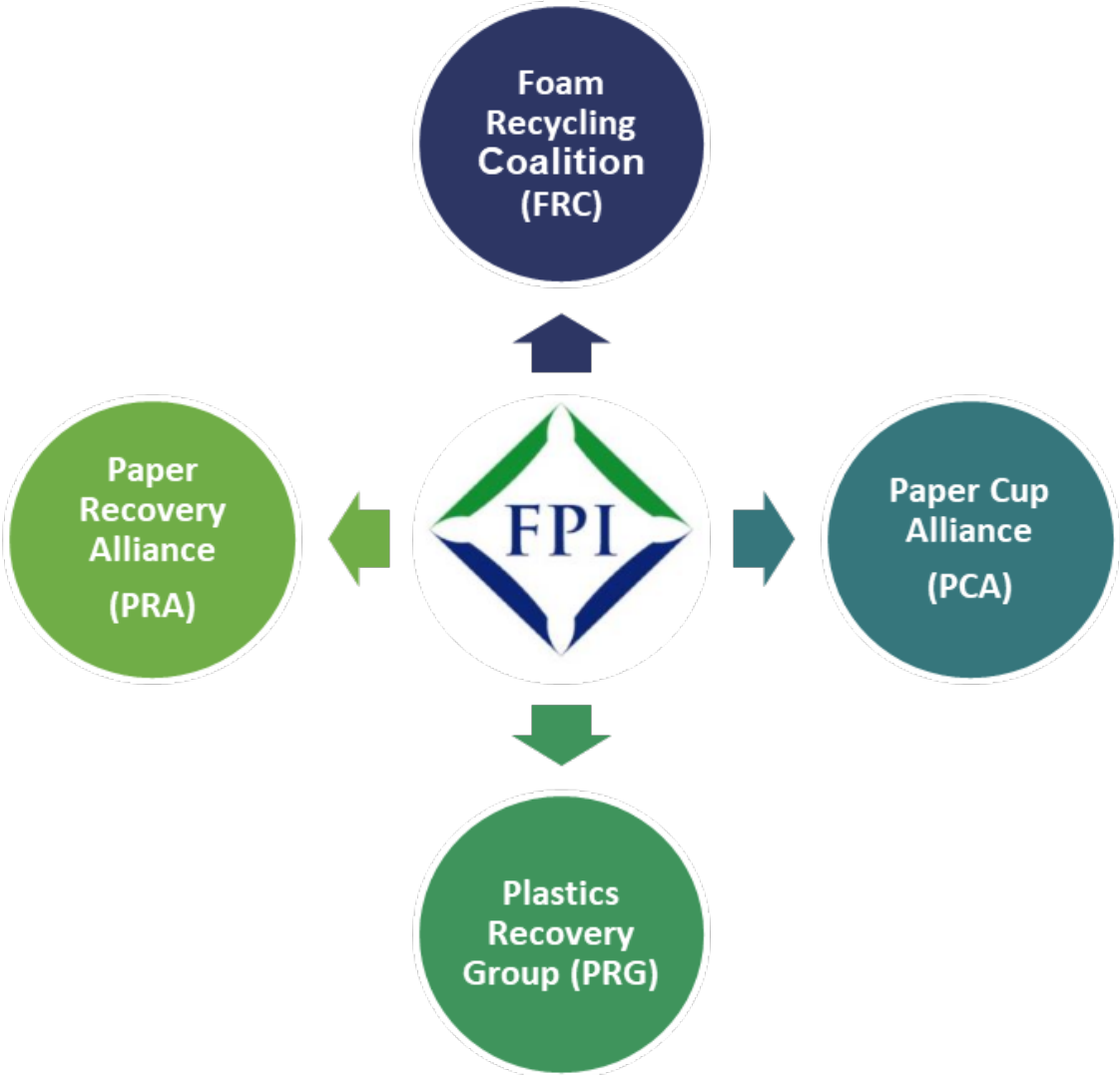
Single-use foodservice ware and packaging used by foodservice establishments

Specifically, our work focuses on:

- Cups (including sleeves)
- Containers
- Boxes
- Paper bags



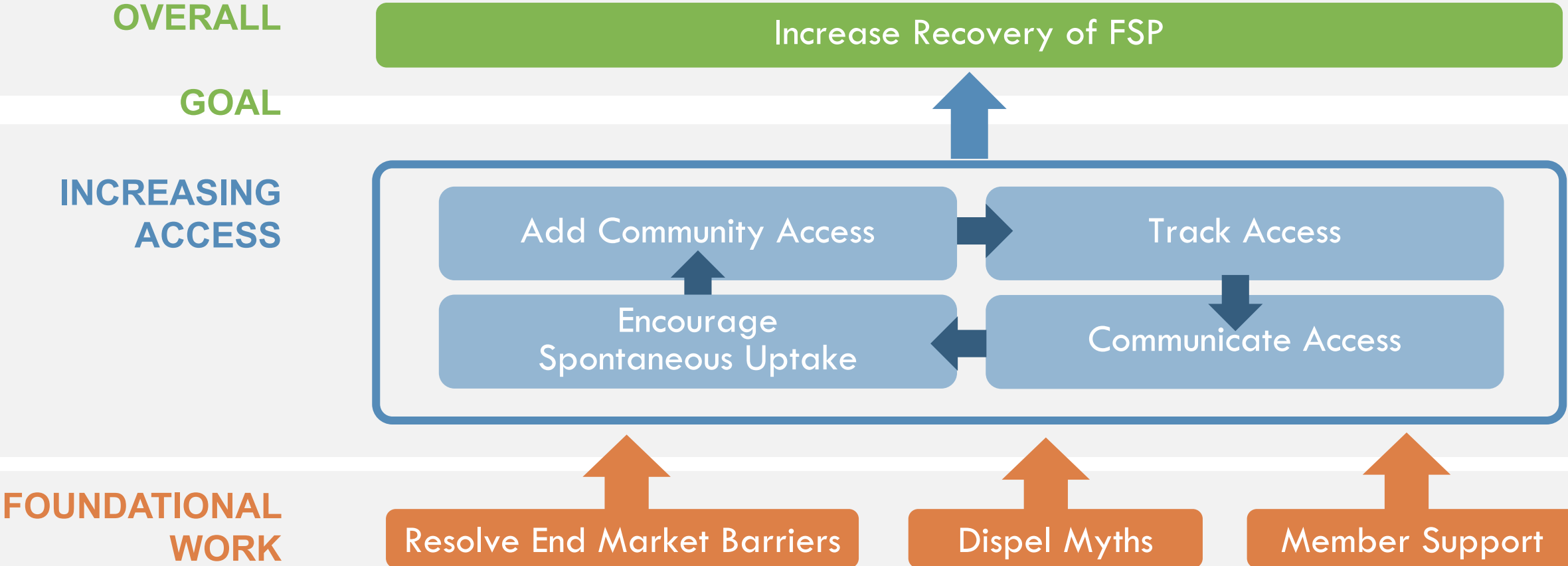
FPI'S RECOVERY GROUPS



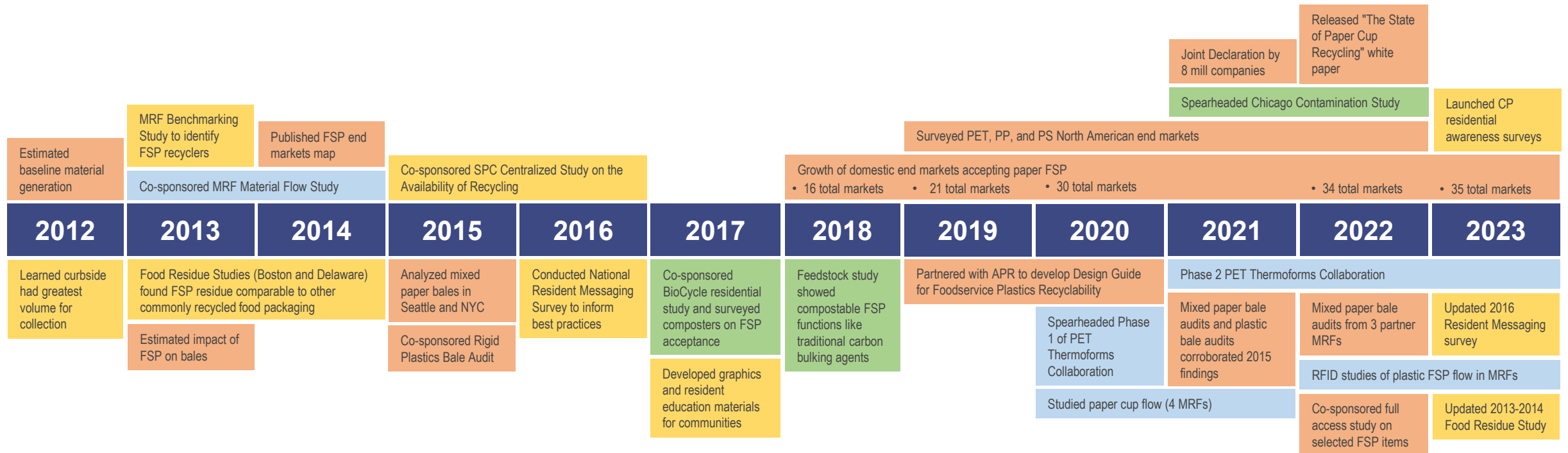
CURRENT PRA/PRG MEMBERS



OVERVIEW OF APPROACH



FOUNDATIONAL WORK



- Resident Messaging & Collection
- End Markets
- MRFs / Sortation
- Composting

Overviews of studies available at www.recycleFSP.org.

FPI IMPACT ON RECOVERY

AUTHORITATIVE RESEARCH

FPI's extensive research and collaborations have enabled the industry to clarify and quantify the opportunities to recover more foodservice packaging.

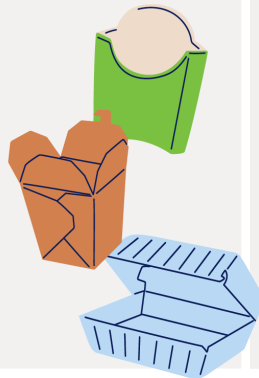
MRF Survey: 70% MRFs accept pizza boxes; 50% accept rigid plastic cups or takeout containers

MRF Flow Studies: Identified best opportunities to capture foodservice packaging

National Resident Survey: Identified clearest messaging; informed toolkit design

Bale Studies: Determined how much foodservice packaging arises in bales

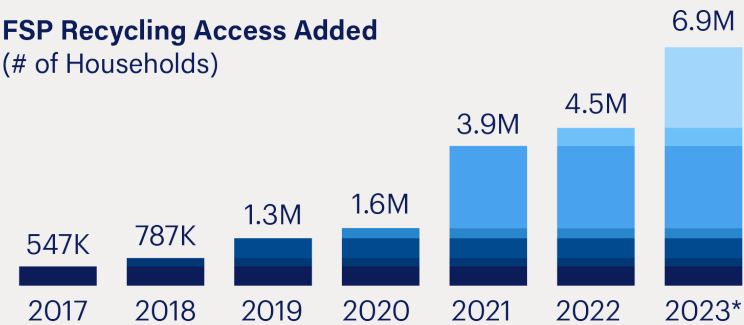
Food Residue Study: Found little to no difference between foodservice packaging versus other commonly recycled food packaging



GROWING RECYCLING ACCESS

FPI works with communities and MRFs to add foodservice packaging to recycling programs.

FSP Recycling Access Added
(# of Households)



IMPACT

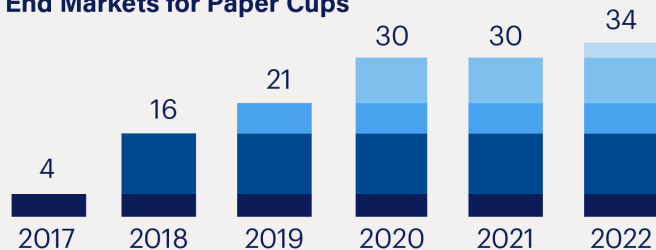
Foodservice packaging can be recycled by **6.9 MILLION ADDITIONAL HOUSEHOLDS**

*Jan-June 2023

END MARKET DEVELOPMENT

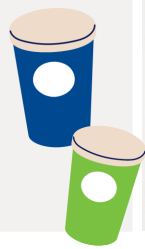
FPI engages with stakeholders to expand end markets for recovered foodservice packaging materials.

End Markets for Paper Cups



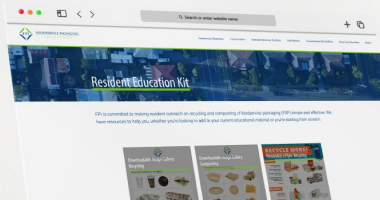
IMPACT

Paper cups are now accepted by mills representing over **75% OF U.S. & CANADIAN MIXED PAPER DEMAND**



SHARING RESOURCES

Resident education toolkit, best practices, case studies, and other resources are available on www.RecycleFSP.org



IMPACT

100s OF COMMUNITIES impacted by FPI supported resident education campaigns



INFLUENCE & LEAD

From published articles to expert quotes to research references, FPI is at the center of FSP recovery discussions.

GreenBiz
Packaging World
Plastics Today
Recycling Product News
Recycling Today
Resource Recycling
Sustainable Packaging Coalition
Waste Dive
Waste Management World
Waste360



PANELIST

CATHERINE GOODALL

*Managing Principal & Senior
Consultant
RRS*

www.recycle.com



BACKGROUND



Communicating Recycling of Foodservice Packaging in Your Community

RECOMMENDED GRAPHICS, TERMS AND SPECIAL INSTRUCTIONS

FPI provides access to a library of high-resolution images of foodservice packaging (FSP) items available for use in your website and other educational materials. The suggested language and special instructions outlined below have been selected based on a thorough assessment of leading programs that include FSP, guidance from recycling industry experts, and a national survey of 1,000 residents that tested images and language related to recycling FSP for clarity and comprehensibility.

To effectively communicate recycling FSP, research recommends the following:

- Categorize FSP by material type—single stream: plastic, paper and metal or dual stream: paper and containers
- Include instructions to recycle only “clean and empty” items. Survey results showed using these terms together increased effective recycling.
- Show images with take-out containers and cups that are free of any food or liquid
- Check with your materials recovery facility (MRF) for processing capabilities

The chart below provides recommendations for images, text and categorization of common FSP items.

“Plastic” Category	
Recommended Images and Terms	Best Practices
 Plastic Cups	<ul style="list-style-type: none"> • Images of clean plastic cups without lids, straws or liquid
 Plastic Containers	<ul style="list-style-type: none"> • Images of clean plastic containers without food
 Foam Cups	<ul style="list-style-type: none"> • Images of clean foam cups without lids, straws or liquid
 Foam Containers	<ul style="list-style-type: none"> • Images of clean foam containers without food

EXISTING BEST PRACTICES INFORMED BY 2016 SURVEY

- To develop the messaging for the Community Partnership program, FPI conducted survey in 2016 to determine which terms would resonate with residents and what graphics would be easy for them to understand
- Developed resource kit for communities incorporating graphics, templates, “clean & empty” language, and more.
- *Best Practices, graphics, and previous survey findings available at: <https://www.recyclefsp.org/resident-education-kit-1/>*

PURPOSE OF SURVEY

UPDATING AND EXPANDING ON 2016 SURVEY

Goals:

Inform FPI communications and Community Partnership campaign development

Understand how residents think about foodservice items when deciding whether to recycle them

Learn what communications channels and methods will reach residents best when they are deciding whether to recycle an item – and what has changed since 2016

Online survey of 1,042 national residents 18+

Approximately representative of US population in terms of age, housing status

Roughly half of respondents were residents of Community Partnership communities

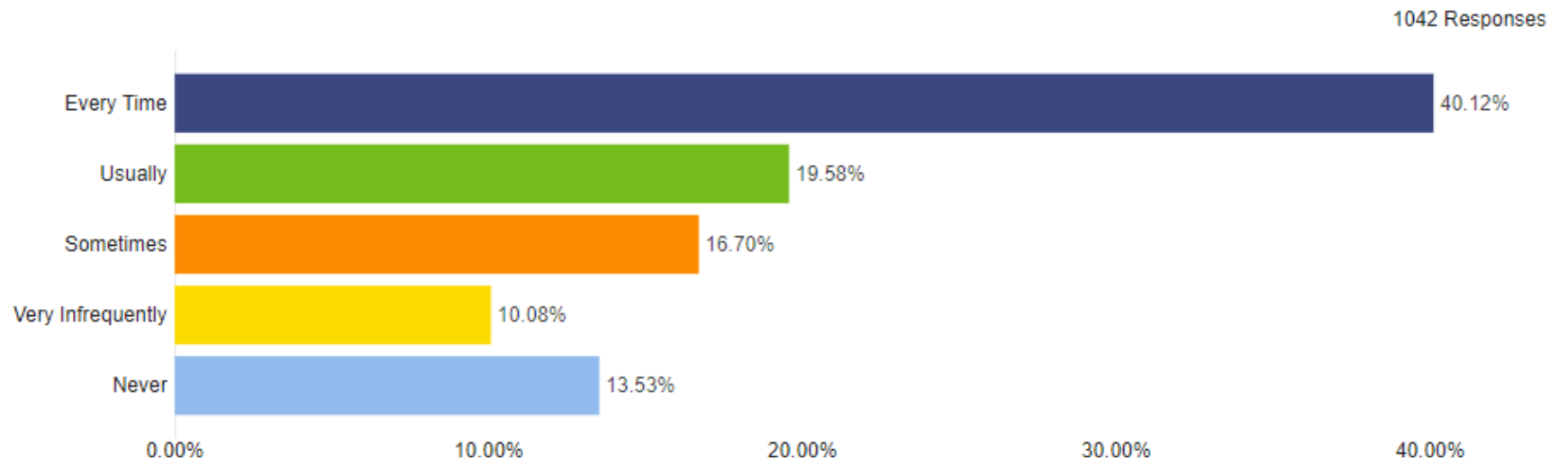


PARTICIPATION IN RECYCLING

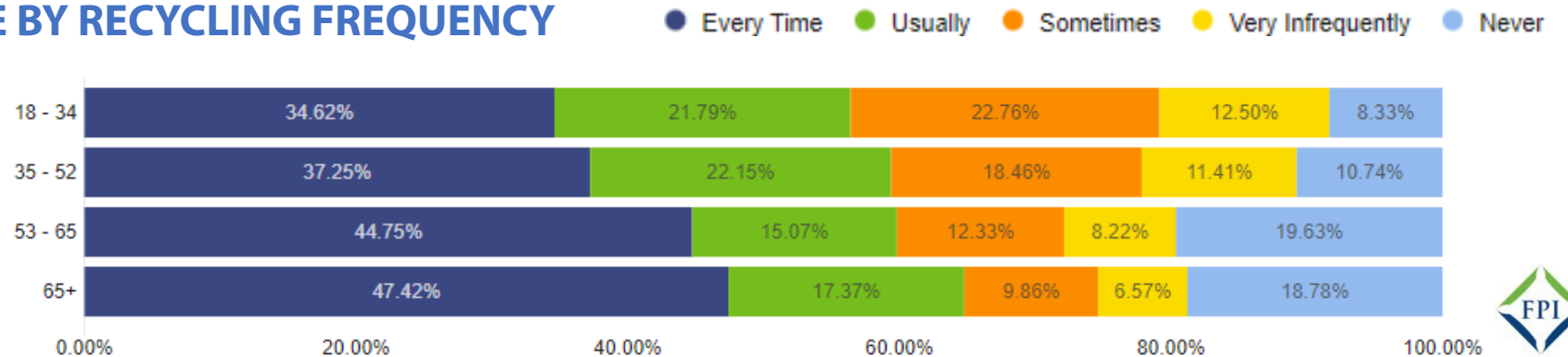
Q: HOW FREQUENTLY DO YOU PUT RECYCLABLES OUT FOR CURBSIDE COLLECTION?

Key Findings

- 40% of respondents put their recyclables out for curbside collection every time
- **Older respondents have less variability in their recycling frequencies,** while younger respondents show less consistency. This may suggest more opportunity to motivate behavior through messaging for the younger brackets.

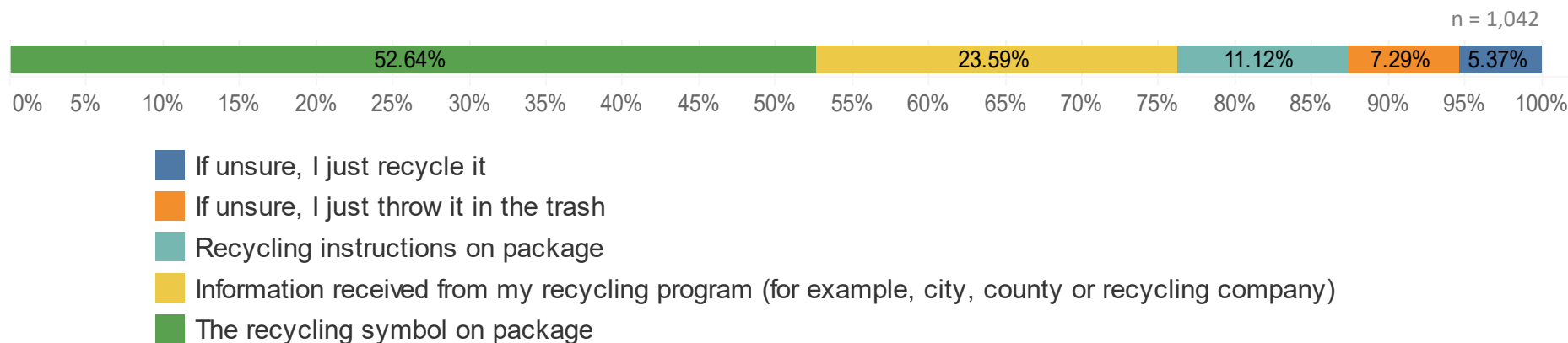


AGE BY RECYCLING FREQUENCY



FIRST SOURCE FOR RECYCLING INFO

Q: WHERE DO YOU TYPICALLY LOOK FIRST WHEN TRYING TO FIGURE OUT WHETHER AN ITEM IS RECYCLABLE?

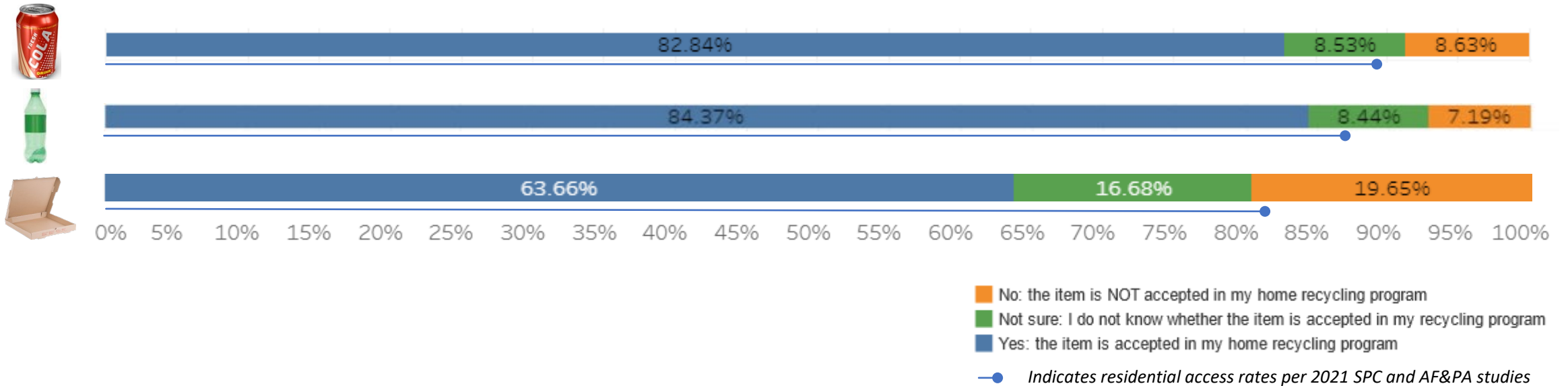


Key Findings

- Most respondents (53%) look first at the recycling symbol on the package when determining whether the item is recyclable
- Nearly 2/3 of respondents look to the package first – either recycling instructions or symbol
- The second single most popular approach is referring to information directly from recycling program

AWARENESS OF RECYCLING ACCEPTANCE

Q: IS THE FOLLOWING ITEM ACCEPTED IN YOUR RECYCLING PROGRAM? (ANSWER TO THE BEST OF YOUR KNOWLEDGE. DO NOT CHECK YOUR RECYCLING PROGRAM INSTRUCTIONS.)






Key Findings

- **Aluminum Cans:** Consumer recognition of **cans** as being recyclable in residential programs is very high (~83%); uncertainty is low (<10%)
- **PET bottles:** Consumer recognition of **PET bottles** as being recyclable in residential programs is very high (~85%); uncertainty is low (<10%)
- **Pizza boxes:** Consumers Recognition of **pizza boxes** as being recyclable in residential programs is lower by comparison (61-66%) and uncertainty is higher. **Greater gap between residential access to recycling and resident awareness of recycling acceptance.**

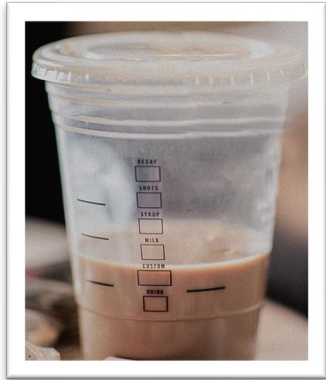
RATIONALE BEHIND RESIDENT RECYCLING DECISIONS

SEVERAL QUESTIONS PROBED WHY RESIDENTS WOULD/WOULD NOT RECYCLE ITEMS. RESPONSES INDICATE THAT AN ITEM'S MATERIAL INFLUENCES THIS DECISION MOST STRONGLY.

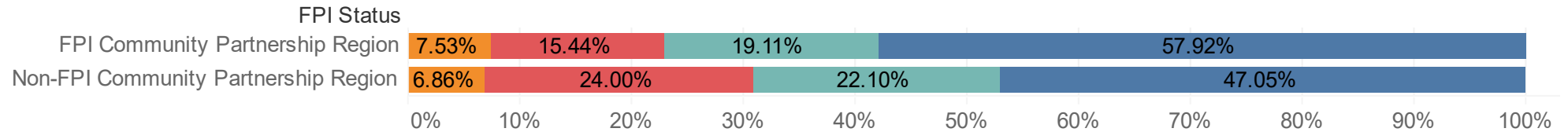
Item	Type of Prompt	Response / Rationale
	<p>Would you put in your recycling bin at home?</p>	<ul style="list-style-type: none"> • Those who would recycle were 2.5x more likely to base this decision on material than on form (excludes 12% who cited their local program acceptance) • Those who would not recycle it were 1.3x more likely to base this decision on material than on form
	<p>Would you recycle based on following flyer (shows egg cartons)?</p>	<ul style="list-style-type: none"> • 46% based their decision on the item's resemblance to an egg carton (which survey graphic presented as recyclable) • 42% based their decision on the item's material being paper
	<p>Would you recycle based on following flyer (lists & shows plastic containers as accepted)?</p>	<ul style="list-style-type: none"> • Most residents (over 90%) would recycle the plastic cup, with the following rationale: <ul style="list-style-type: none"> • 34% cited "plastic container" category • 33% because it is made of plastic • 21% cited cup form as being generally recyclable

Takeaway: Messaging that refers to the material (explicitly through words or implicitly through groupings) may be easiest for the resident to understand and recall.

PREPARING RECYCLABLES



Q: ACCORDING TO THE FOLLOWING FLYER SHOWN BELOW, WHAT WOULD YOU DO WITH THE FOLLOWING ITEM?



- I would empty liquid and recycle both the cup and lid
- I would remove the lid, empty the liquid and recycle the cup only
- I would recycle cup as is
- I would not recycle the cup

Key Findings

- Most respondents would empty the liquid before recycling
- Significantly fewer respondents from FPI Community Partnership locations (~8 percentage points) would recycle the cup as is (without emptying) than respondents outside of partnership communities. This shows that our messaging on "clean and empty" has a positive impact.



PANELIST

MAGGIE OROZCO

*Communications Consultant
RRS*

www.recycle.com





COMMUNITY PARTNERSHIPS



FOODSERVICE PACKAGING
INSTITUTE®

GOALS

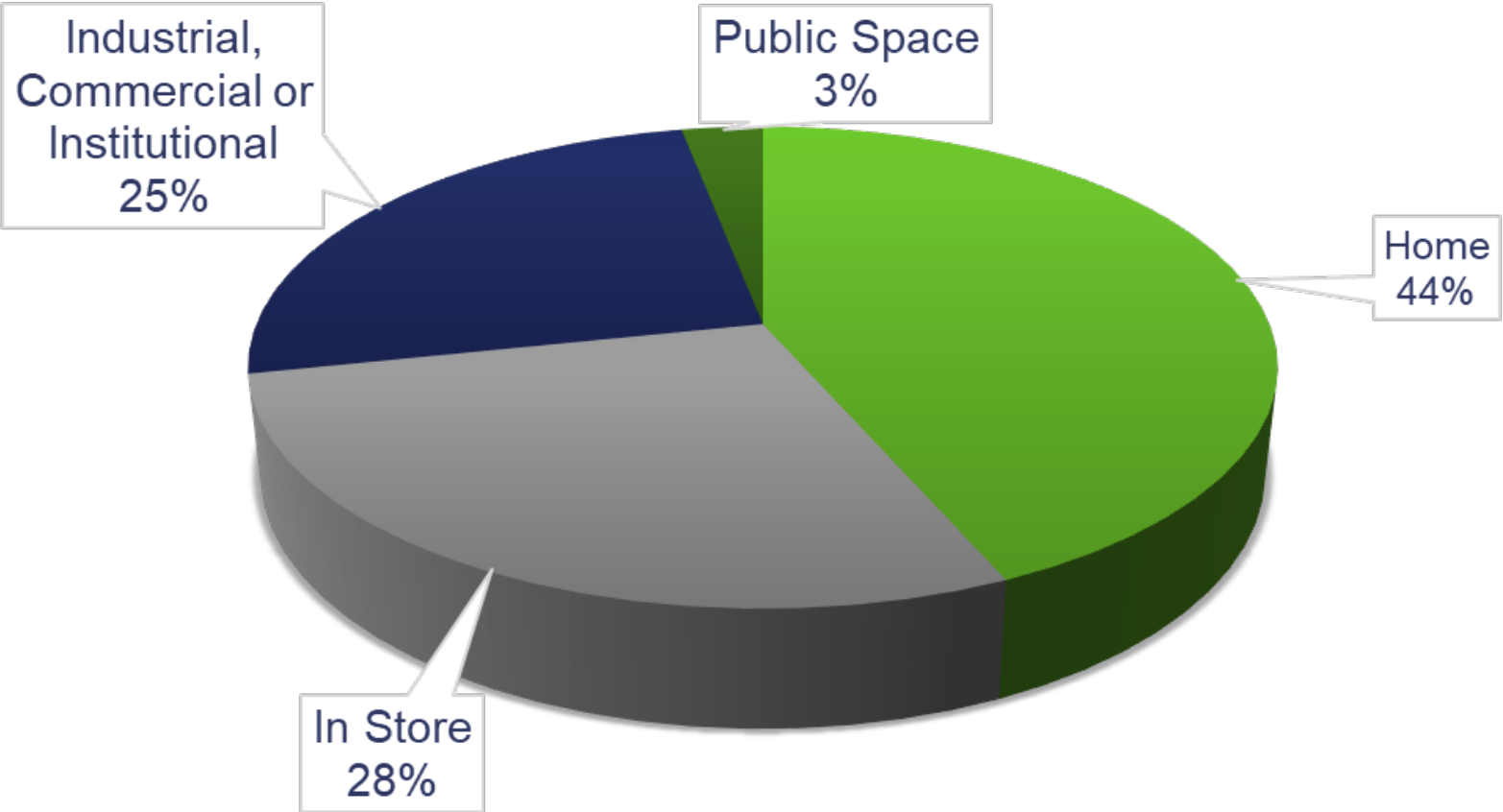
FPI's overall goal is to develop and promote economically viable and sustainable recovery solutions for foodservice packaging.

The purpose of FPI's Community Partnership program is to add a suite of foodservice packaging to **curbside recycling programs.**

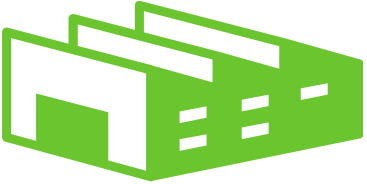


WHY FOCUS ON CURBSIDE COLLECTION?

Most foodservice packaging is discarded at home or in the workplace

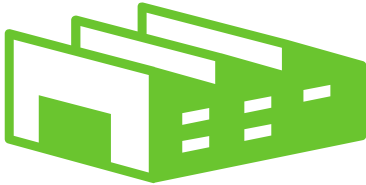


COMMUNITY PARTNER PREREQUISITES



MRF Buy-In

Operations



MRF Buy-In

End Markets (impact, options, location)



Haulers

Community contracts, Suite of materials collected



Community Buy-In

Director of Public Works, Solid Waste
Director, Solid Waste/Recycling Staff



Market Assurances

Trade Association and Oversight
Organization support


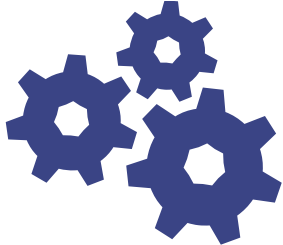





End Market Buy-In

What can they handle? Volume,
quality, overall impact?

OVERVIEW OF COMMUNITY PARTNERSHIPS

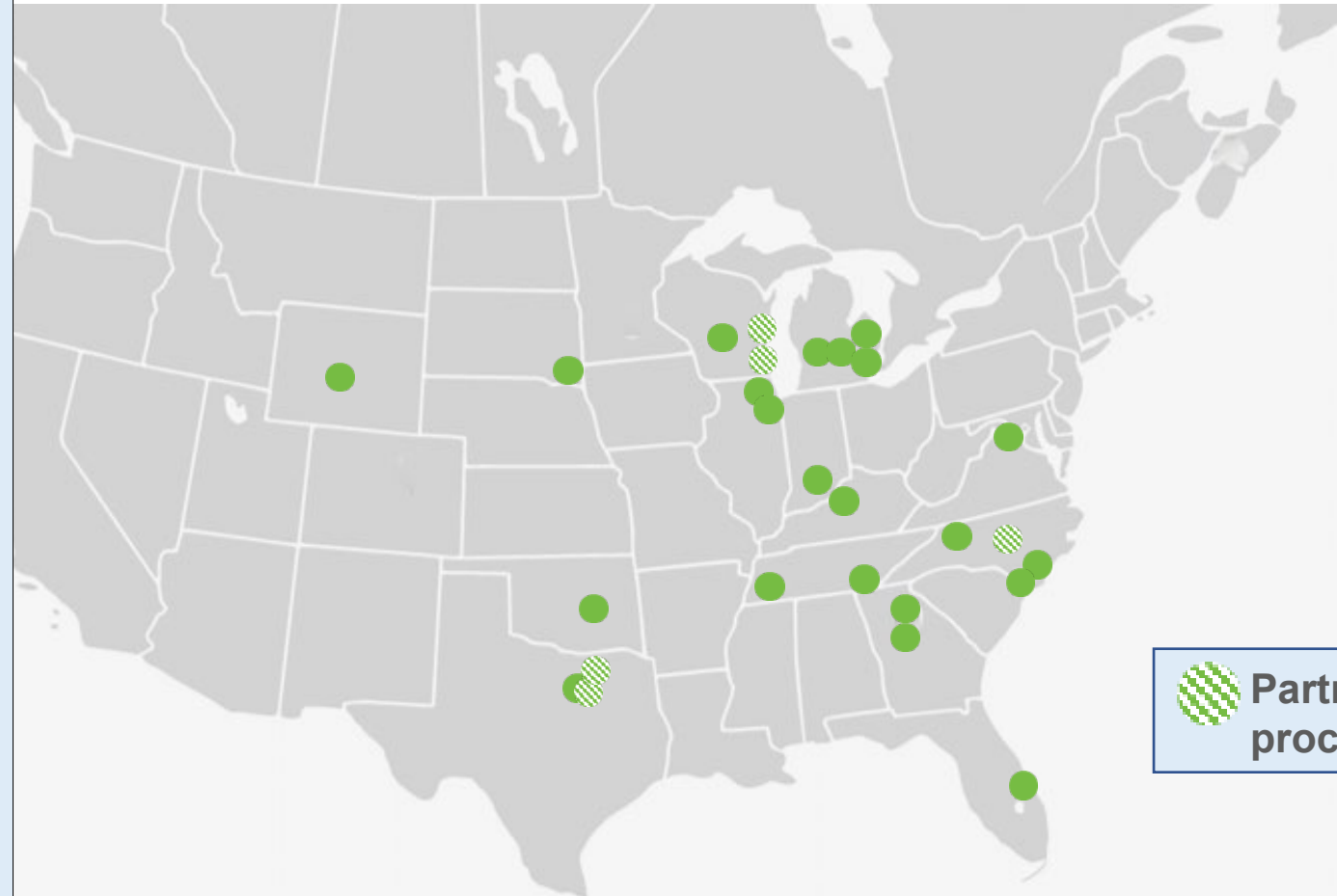
If all stakeholders agree, FPI and partners work together in these areas:

				
<p>Contracting Define obligations of community and aspects of FPI support</p>	<p>Operations Plan How big? Any process changes? What is sorted where?</p>	<p>Communications Plan Education and outreach planning, adding new material (language, images, integration into existing media)</p>	<p>Community Kick-off Event PR and publicity kick-off event. Campaign runs for 2 months following kickoff.</p>	<p>Measurement & Benchmarking tonnage, residue, bale audit – what and how much? Before snapshot and again 6-9 months after kickoff.</p>

FPI COMMUNITY PARTNERSHIPS (DECEMBER 2023)

Partnerships Launched

- Chattanooga, TN
- Washington, DC
- Louisville, KY
- Denver, CO
- Millennium Recycling (Sioux Falls, SD)
- Kent County, MI
- Clark County, IN
- St. Lucie County, FL
 - Martin County, FL
 - Indian River County, FL
- Athens-Clarke County, GA
- Atlanta, GA
 - DeKalb County, GA
- Lansing/East Lansing, MI
- Detroit, MI
 - RRRASOC MRF (Oakland County, MI)
 - GFL MRF (New Boston, MI)
- Pellitteri Waste Systems (Madison, WI)
- Groot Industries and LRS (Chicago region, IL)
- New Hanover County, NC
- Catawba County, NC
- Tulsa, OK
- Dallas, TX
- Memphis, TN
- Brunswick County, NC



 **Partnerships in process**



WHAT PARTNERS PROVIDE

- Points of contact for operations, communications
- “In-kind” assistance, such as:
 - Piggybacking on planned education and outreach activities
 - Sharing contacts and connections who can help the roll-out
 - Assistance with some data collection (e.g., residue audits) and reporting
- Willingness to be cited as reference, case study, etc.

WHAT FPI CAN PROVIDE

- Information, research data
- Technical assistance, e.g., on operational questions, as needed
- Support in end market dialogues, as needed
- Communications planning
- Assistance in developing educational materials for residents (flyers, templates, graphics, etc.)



INFORMATION RESOURCES

- MRF information sheets on paper and plastic foodservice packaging
- Model resident education materials
- RecycleFSP.org

RECYCLING DETAILS FOR PAPER & PLASTIC FOODSERVICE PACKAGING
Resources for MRFs

RECYCLING FOODSERVICE PACKAGING IN YOUR COMMUNITY

BACKGROUND
The foodservice packaging industry is committed to increasing the recovery of its products. While there is some recycling and composting of foodservice packaging (FSP) already underway, there is much room to grow. The industry recognized that a systems-based approach was needed to address this complex challenge, and that it needed strong collaboration with value chain partners. The industry's trade association – the Foodservice Packaging Institute (FPI) – is spearheading these efforts.

GOALS
FPI's overall goal is to develop and promote economically viable and sustainable recovery solutions for foodservice packaging.

Because research indicates roughly half of all FSP ends up back at the home, one major pathway for recovery is the existing curbside recycling infrastructure. The goal of FPI's Community Partnership program is to add a suite of foodservice packaging to curbside recycling programs.

ABOUT FOODSERVICE PACKAGING
While foodservice packaging encompasses many different products and materials, the target list for the community partnership includes cups, containers, boxes and bags. These items generate the most volume, with good flow potential in recycling facilities, and available end markets. Here are examples of the targeted materials:

Aluminum foil food containers		Paper cups	
Paper take-out containers		Paper bags	
Molded fiber beverage carriers, take-out containers and egg cartons		PP beverage cups	
PET beverage cups		PET take-out containers	

MATERIALS
As MRFs consider and generate, based on the bags the following is:

- In a city of 250,000 containers are generated
- A two percent recovery of about 300 tons

MARKETS
The good news for FSP foodservice packaging:

PAPER FOODSERVICE PACKAGING

- Clay coated and uncoated paper containers when added to a "mixed paper" stream up about two-third paper FSP products include items such as pizza boxes.
- Pizza boxes are an inclusion for most MRFs.
- Poly coated paper containers may be included in a "mixed paper" stream, but currently being down paper markets to be acceptable. Note that not all paper FSP is acceptable.
- Paper bags are an inclusion in "mixed paper" bags.

RESIDENT EDUCATION KIT



FOODSERVICE PACKAGING
INSTITUTE®

HOME

ABOUT FPI

FOODSERVICE OPERATORS

COMMUNITIES

MATERIALS RECOVERY FACILITIES

END MARKETS

COMPOSTING & AD FACILITIES

FAQs

Resident Education Kit

FPI is committed to making resident outreach of recycling foodservice packaging (FSP) simple and successful. We have resources to add to your current educational material or if you're starting from scratch. Click on the buttons below to access the resources in the kit.



Personalize Your Flyer



Download FSP Images



View Survey Results



Best Practices



FOODSERVICE PACKAGING
INSTITUTE®

COMMS APPROACH

UPDATE INFORMATION

- Website, recycling flyer, and/or Waste Wizard. Add to Yes and remove from No lists.
- Key messaging: **clean and empty** (no lids, stirrers, or straws)

COMMUNITY OUTREACH

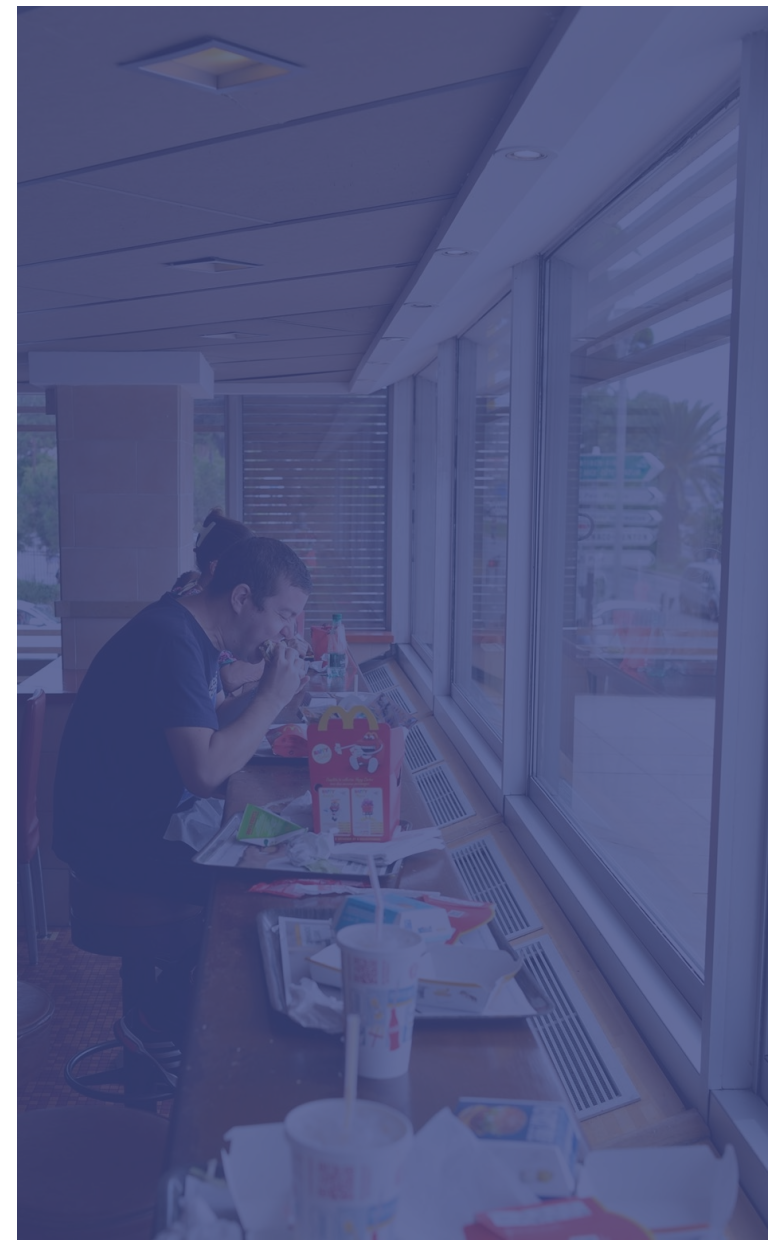
- Social media - posts, GIF, videos
- Advertisements - digital, outdoor, print
- Identify community ambassadors

MEDIA

- Joint press release with FPI

BENCHMARK AND TRACK PROGRESS

- Pre-campaign residential survey and post-campaign survey
- Pre- and post campaign engagement metrics



SAMPLE EDUCATIONAL FLYER RECYCLING FLYER

RECYCLE MORE!

RecycleAnyTown.com



PAPER

- Flattened Cardboard (clean & empty)
- Paper Containers & Cups (clean & empty)
- Milk, Juice & Soup Cartons (clean & empty)
- Newspapers/Inserts, Phone Books, Magazines, Junk Mail & Office Paper

NO TISSUE



PLASTIC

- Plastic Bottles, Cups & Containers (clean & empty)

NO PLASTIC BAGS



GLASS

- Glass Bottles & Jars (clean & empty; amber, green & clear)

NO WINDOWS OR CERAMICS



METAL

- Steel & Aluminum Bottles/Cans (clean & empty)

NO PAINT CANS





HOW TO PREPARE YOUR RECYCLABLES:

-  Recyclables should be clean and empty.
-  Do not use plastic bags; leave recyclables loose.
-  Include only listed items. Check with your local government or recycling service provider if unsure.

TIP: Return grocery bags to participating stores for recycling.

COMMUNITY PARTNERSHIPS SUCCESS

	Chattanooga, TN	Louisville, KY	Washington, DC
	<ul style="list-style-type: none"> Contamination decreased from 14% to 8% Increase in proportion of fiber collected from 62% to 73% 	<ul style="list-style-type: none"> Contamination decreased from 17% to 5-8% Fiber (cardboard, mixed paper, newspaper) increased from 61% to 65% 	<ul style="list-style-type: none"> Contamination decreased from 33.2% to 25.8%. Mixed paper increased from 9.4% to 19.9%.
	<ul style="list-style-type: none"> 116% increase, to recycling webpage post-launch 46% increase in cart or bin requests 	<ul style="list-style-type: none"> Increased web traffic by 45% Increased cart requests by 33% Social media engagements increased by 234% 	<ul style="list-style-type: none"> 140k more views of “How to Prepare Recyclables Video” than expected. 8.7 to 10 million impressions using Bus/Rail Ads

PANELIST

DENISE PLEMMONS

*Waste Reduction Coordinator
Athens-Clarke County, GA*

www.accgov.com



Messaging examples:



ATHENS, GA

for resident education

Presented By:
Denise Plemmons

accgov.com/recycle
[@accsolidwaste](https://twitter.com/accsolidwaste)

Our Outreach Plan



01

Kick Off Event

How kind of event can we host?

02

Social Media Boosts

How can we get the word out?

03

Print Marketing

Are there other ways to spread the word?

Kick-Off Event



Recycle Paper Cups KICKOFF

Paper cups, cartons, & containers are NOW recyclable in Athens!



FREE COFFEE OR SODA

- Drive-thru style event
- A free cup of Jittery Joe's coffee or Coca-Cola drink
- Learn about recyclable containers
- COVID precautions will be in place - please wear a mask

**Thursday, Jan 21, 2021
3-5PM**

Jittery Joe's Roaster



Local News Coverage

The Red & Black
Nonprofit news serving the Athens and UGA community since 1893

News Sports Culture Eat & Drink Opinion Multimedia Guides About Donate

Join Crosswords Newsletters Advertise Classifieds Creative Agency Store Print Editions

Paper cups now recyclable in Athens

MARTINA ESSERT Jan 21, 2021 Updated Sep 22, 2021

CATEGORIES CITY DOPE NEWS

Paper Cups Can Now Be Recycled in Athens

Latest Stories

- Free Thanksgiving Meals and Resources
- Curb Your Appetite: Local Options for Pick-Up, Curbside and Delivery
- Adoptable Animals at ACC Animal Services
- Crossword Solution (11/15/23)
- Sudoku Solution (11/15/23)

by Blake Aued February 3, 2021

Local Events

CREATE AN EVENT

UNIVERSITY OF GEORGIA
Sustainable UGA

STUDENT PROGRAMS - UGA LIVING LAB - COMMUNITY ENGAGEMENT -
CAMPUS OPERATIONS - SUSTAINABILITY CERTIFICATE - SUSTAINABLE DEVELOPMENT GOALS

Office of Sustainability: Location Staff Interns Reports About

RECYCLING TIPS FROM ACC RECYCLING DIVISION

Sherry Liang and Lara Strydom
Friday, October 2, 2020

Office of Sustainability: Location Staff Interns Reports About

Boosts



Athens-Clarke County Solid Waste Department

iameco
acc recycling division

Remember that many takeout containers, including paper cups, are recyclable in Athens-Clarke County! Recycling them is easy – empty them of any food or liquid residue, give them a quick rinse, and shake off excess water, and place in your recycling bin loose (not in a plastic bag).

<https://www.accgov.com/1329/Recycling>

#RecycleRightAthens

#RecyclableTakeoutContainers

#PaperCupRecycling



Athens-Clarke County Solid Waste Department

iameco
acc recycling division

Your neighbors are already recycling their paper cups. Are you? Recycling them is easy – toss the plastic stirrer in the trash (if it's wood- compost it), dump any remaining liquid, give it a quick rinse, and place the lid, cup and sleeve in your recycling bin. For more information on recycling in ACC, visit: www.accgov.com/1329/Recycling.

#RecycleRightAthens #RecyclePaperCups

#RecyclingMadeEasy



iameco Athens-Clarke County Solid Waste Department

Paper cups are now recyclable in Athens! As well as paper containers, paper bags, boxes and cartons. Keep recycling simple: Bottles, Cans, Paper, Cardboard Please make sure all items are clean, loose, and dry before putting them your recycling cart or dumpster. #recyclerightathens

When in doubt, find out by emailing recycle@accgov.com Foodservice Packaging Institute



Posts & Shares



UGA Office of Sustainability

Looking to reduce game day waste? Good news: ALL paper cups in Athens are now recyclable! Those coffee cups and paper soda cups that you've been taught to throw away can now be recycled in any Athens recycling bin as long as you follow a few simple steps. **See more**

Paper Cups in Athens Now Recyclable!

When you're done with your cup of coffee, make sure all of the drink has been poured out, separate the lid and the cardboard sleeve from the cup, and place all three separate parts in the recycling bin.



UNIVERSITY OF
GEORGIA
Office of Sustainability
Sustainable UGA



Athens-Clarke County Solid Waste Department

Thanks to a huge assist from ACC Central Services crews, material management just got a whole lot better-looking in downtown Athens. This morning, crews installed four pairs of [Bigbelly](#) collection containers for trash and recycling collection. The trash side features a solar-powered compactor that will hold more 'waste,' allowing ACC Solid Waste Department to save money on collections. Two more pairs of trash/recyclable containers will complete the installation at College Square. Trash on the right, recyclables on the left. And hey – paper cups are now recyclable in Athens-Clarke County. Clean, empty and into the container loose – not bagged. Thank you!



Print Marketing



#RecycleRightAthens

Connect With Us

Contact Information



accgov.com/recycle



@ACCSolidWaste



recycle@accgov.com



PANELIST

ROBERT PICKENS

*Vice President - Recycling
American Waste Control*

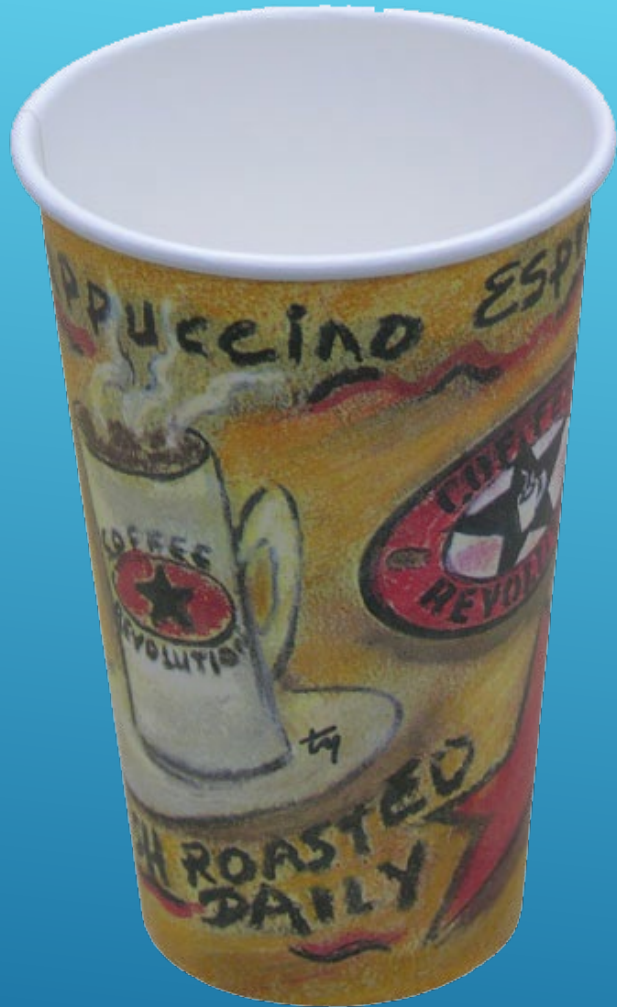
www.americanwastecontrol.com







MEDIA EDUCATION CONCERNS



**RECOGNIZABLE TAKE-OUT CUPS &
CONTAINERS**

HEY TULSANS! Paper cups can now go in your recycling cart or drop-off bin!



TRANSFORM TODAY'S **PAPER CUP**
INTO TOMORROW'S **PAPER TOWEL.**



Mixed Paper, Newspaper, & Magazines



Flatten Cardboard



Kitchen, Laundry, Bath:
Containers empty & replace cap



Aluminum and Steel Cans
empty and rinse



Food and Beverage Cartons
empty and replace cap



Fast Food & Take Out
Packaging
Clean and Empty

VISUAL MESSAGING

Don't trash your takeout,
RECYCLE IT!



Empty & loose
in your cart!

**RECYCLE YOUR
EMPTY PAPER CUPS!**



Leave lids
on, please!



#FeedMrMurph

VISUAL IMAGING

Don't trash your takeout,
RECYCLE IT!



**RECYCLE YOUR
EMPTY PAPER CUPS!**



Don't trash your takeout,
RECYCLE IT!



**RECYCLE YOUR
EMPTY PAPER CUPS!**



Fast Food & Take Out Packaging

Frequently Asked Questions

Can I recycle fast food packaging?

Yes, much of the packaging you receive from fast food restaurants is recyclable, including clean and empty paper and plastic cups and containers, pizza and sandwich boxes, and paper bags. [Learn more here.](#)

Please **DO NOT** place these fast food items in your recycle container:

1. Styrofoam cups or take-out cartons
2. Straws
3. Soiled napkins
4. Plastic utensils (forks, spoons, knives)
5. Burger/sandwich/taco wrappers
6. Heavily soiled burger or sandwich boxes

Can I recycle glossy-coated or white cardboard boxes?

Can I recycle a wax-coated box?

Can I recycle my pizza box?

Fast Food & Take Out Packaging

Frequently Asked Questions

Can I recycle fast food packaging?

+

Can I recycle glossy-coated or white cardboard boxes?

+

Can I recycle a wax-coated box?

+

Can I recycle my pizza box?

-

Yes. Just remove any leftover pizza, sauce containers, peppers and plastic pizza top savers. If grease soaks through the bottom or cheese is stuck to the lid, tear off the contaminated section of the box and recycle the clean section.

Don't trash your takeout, **RECYCLE IT!**

You can now recycle clean and empty take-out items such as paper and plastic cups, paper and plastic containers, pizza boxes, drink carriers, and paper bags!



RECYCLABLES COLLECTION

Acceptable take-out items can be collected in the Mr. Murph curbside and drop-off recycling programs.

- Empty all food and liquid residue from cups and containers.
- Discard straws, cutlery, soiled napkins, wrappers, Styrofoam items, and heavily soiled containers.
- Place loose in recycling carts and drop-off bins. Do not place in plastic bags



DO NOT PLACE IN RECYCLING CART OR DROP-OFF BIN:

Straws, cutlery, soiled napkins, food wrappers, Styrofoam, heavily soiled containers.

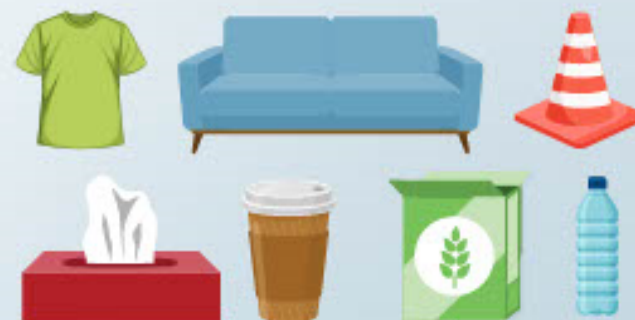
HAULING AND MRF SORTATION

Take-out items are taken to the Mr. Murph materials recovery facility (MRF) where they're sorted by material type, baled, and sent to end users.



CONVERSION

Recycled take-out containers are broken down and given a second life as they're converted into cereal boxes, facial tissues, and even new take-out containers as well as clothes, furniture, or building materials!



Visit our website to learn what other items are acceptable in recycling carts and drop-off bins!
www.feedmrmurph.com/whats-recyclable

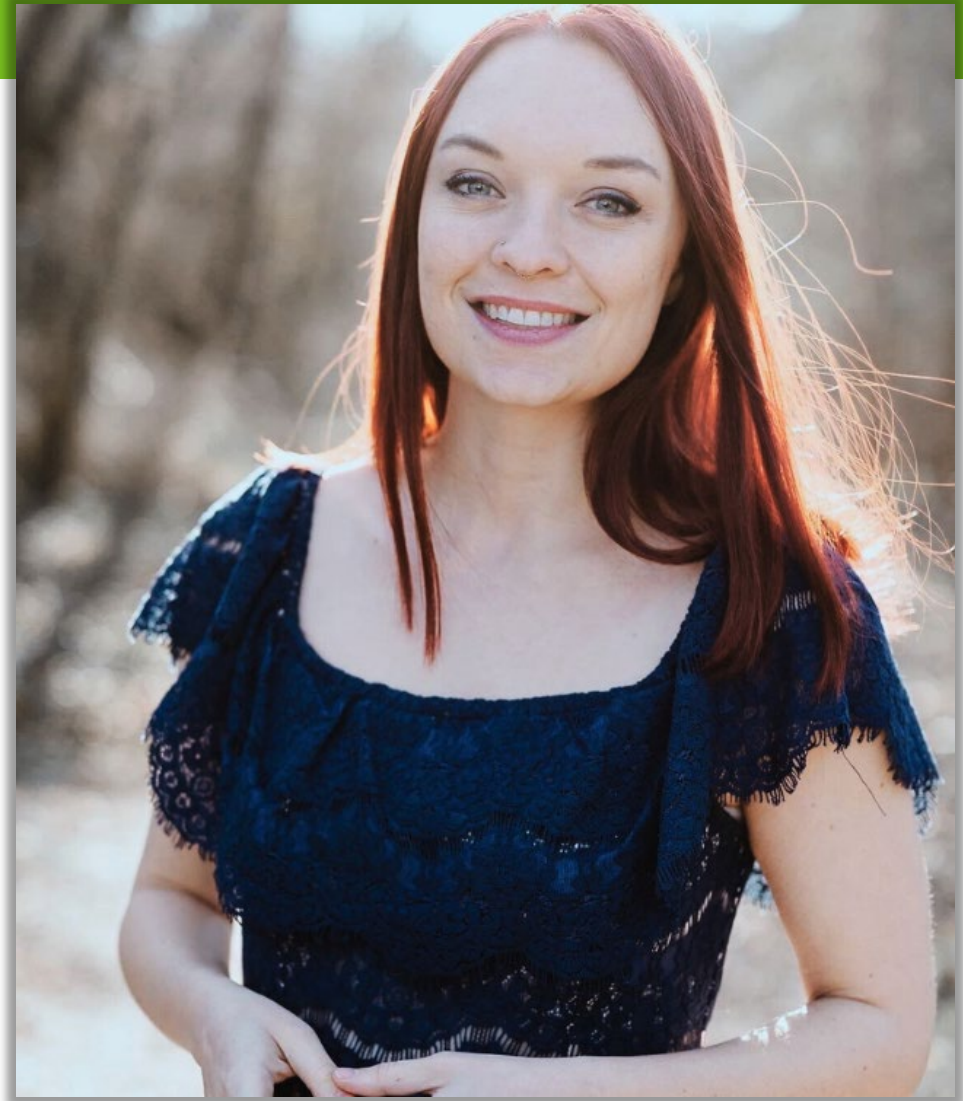


PANELIST

BRIANNA LANGLEY

*Regional Customer Experience
Manager
Waste Connections*

www.wasteconnections.com





Resident Messaging

The Hauler/MRF Perspective

Brianna Langley Henderson

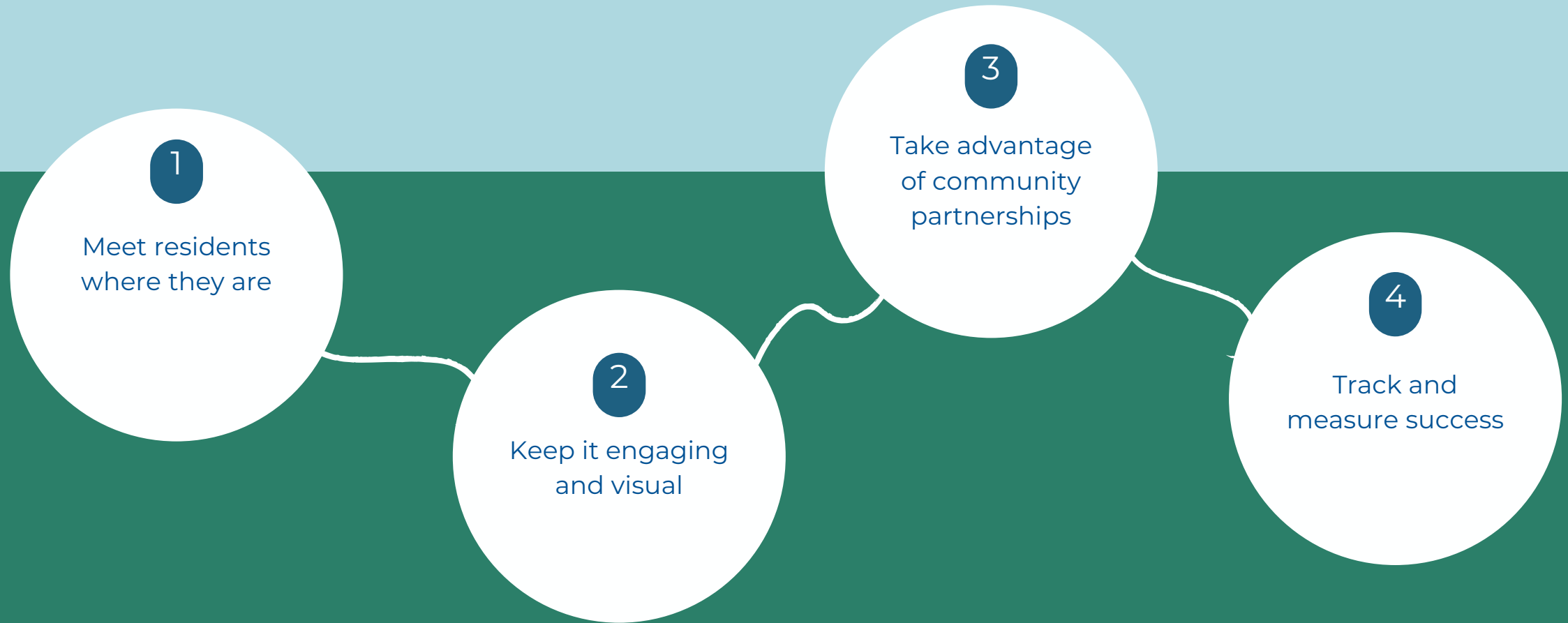


Background

- We partnered with FPI to incorporate paper cups into our Chicagoland recycling stream
- To make residents aware of this addition, creativity around messaging tactics became paramount
- Let's zoom in on the MRF/hauler side of this accomplishment...



Roadmap to Success





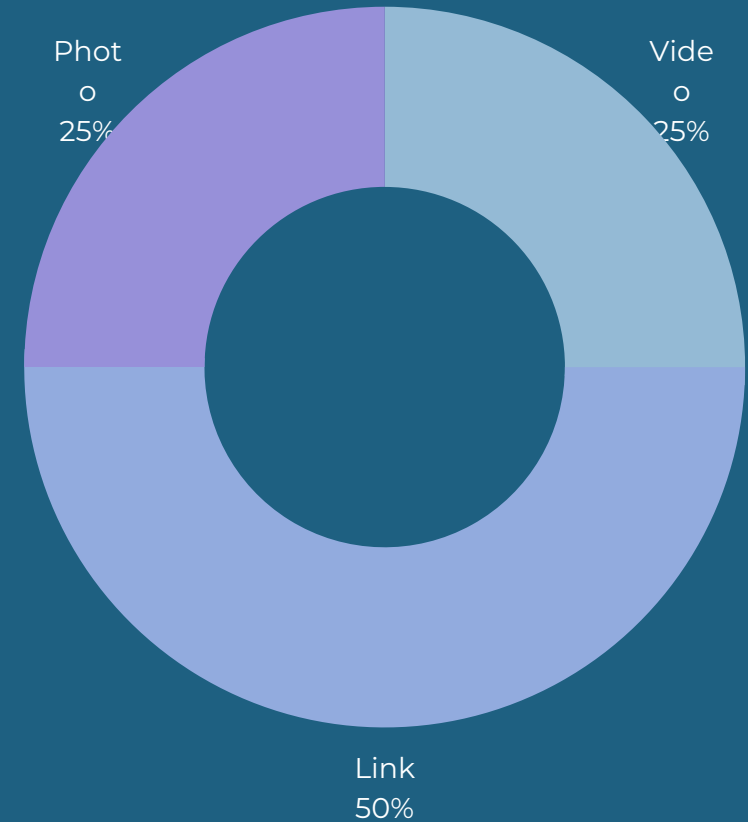
Social Media

If we want to connect with our community, we have to also get in on the social media action.

Post Types

Our biggest hit? An awesome video, provided to us by FPI and RRS.

Brace yourself: It alone landed 5,256 impressions and 3,909 views!







Community Relationships

- Establish solid community partnerships well before a rollout - start today!
- You have to earn the privilege of spreading the word through channels that aren't your own. Meet customers where they are.

Use Clear Instructions

- Folks generally want to recycle correctly, but need guidance.
- Crystal-clear instructions + eye-catching visuals = less contamination!



Now Accepting Paper Cups:

Place in recycling cart loose, empty, clean, and **with the lid taken off!**



Place in recycling cart loose, clean, and empty:



Glass

Bottles & Jars



Plastic

Bottles, Jars,
Tubs, Jugs



Metal

Steel &
Aluminum



Mixed Paper

Now including Paper
Cups, Pizza Boxes,
Aluminum Foil
Packaging, and more!

Do not recycle:



NO

Electronics,
Batteries, Sharps



NO

Plastic Bags or
Wrap



NO

Foods, Liquids,
Shredded Paper,
Diapers



NO

Clothes or Shoes

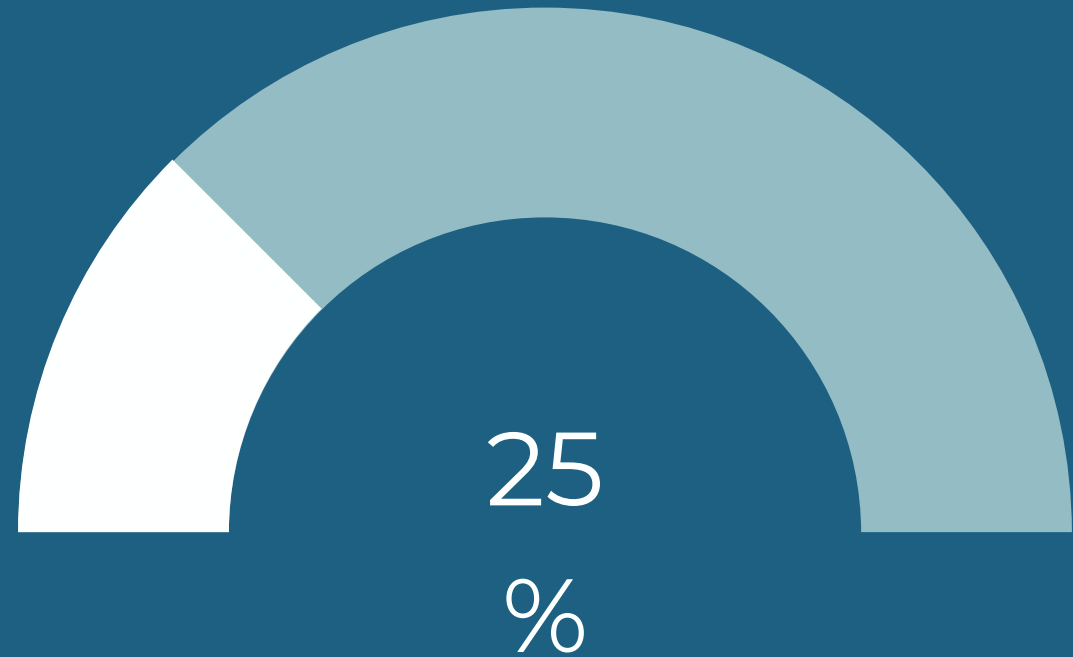


NO

Hoses, Hangers,
Wires

Mobile App Messaging

- Do the work before a major rollout
- Example: mobile app promo



Download our free
Groot App today

NEVER MISS TRASH DAY AGAIN



Good, Old-Fashioned PR

- Press release distro to local and industry media outlets
- Another example of meeting residents where they are instead of expecting them to come to us

EMBARGOED UNTIL: March 20, 2023

MEDIA CONTACT: XXXXX

Groot Industries Introduces Paper Cup Recycling

Midwest's curbside recycling program broadened by inclusion of paper cups

CHICAGO>>> (March 20, 2023) — **Groot Industries**, a leading provider of residential curbside recycling collection in the Chicagoland area, is proud to announce the addition of paper cups to its list of accepted materials. This expanded service will allow 200,000 households the opportunity to keep paper cups out of landfills and recycle them into new products. The addition of paper cups to Groot's curbside recycling program is a positive step and a crucial part of helping to reduce waste in the Chicagoland area.

"At Groot, we are committed to creating a cleaner environment, and adding paper cups to our list of accepted materials is an important step. We are excited to be a part of these recycling efforts and help the Chicagoland area divert this valuable material from landfills," said Javier Erazo, District Manager of the Groot Material Recovery Facility.

Over the past six years, many cities across the U.S., such as Atlanta, Detroit, Madison and Washington, D.C., have added paper cups to residential recycling programs. Groot is proud to now be part of this growing trend through its collaboration with the **Foodservice Packaging Institute (FPI)**. Since 2017, FPI has created pathways to grow paper cup recycling through community partner education grants on behalf of its members, who include leading manufacturers of cups and other foodservice packaging items, paper mills and foodservice brands.

"We are thrilled to begin our recycling endeavors in the Chicagoland region with Groot Industries and lay the groundwork for additional opportunities. In this capacity, we have been working in tandem with local material recovery facilities and paper mills to include the much sought-after fiber to curbside recycling, and our partnership with Groot marks the beginning of a larger endeavor," said Natha Dempsey, president of FPI.

Groot Industries will kick off the announcement by running an educational campaign to spread awareness about the newly accepted material as well as teaching residents recycling best practices including emptying out any liquid residue, giving the cup a quick rinse, tossing the lid in the trash, and recycling the cup and sleeve. Recovered paper cups will be supplied to paper mills in the Great Lakes region, where they can be recycled into new products, thus, advancing the local circular economy and reducing waste. Groot joins parallel efforts in the Chicagoland area to increase recycling opportunities.

Follow Groot's progress and other recycling efforts at www.RecycleFSP.org.

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ABOUT FPI: Founded in 1933, the Foodservice Packaging Institute is the trade association for the foodservice packaging industry in North America. FPI promotes the value and benefits of foodservice packaging and plays an active role in advancing the recovery of FSP to support the circular economy. The association serves as the industry's leading authority to educate and influence stakeholders. Members

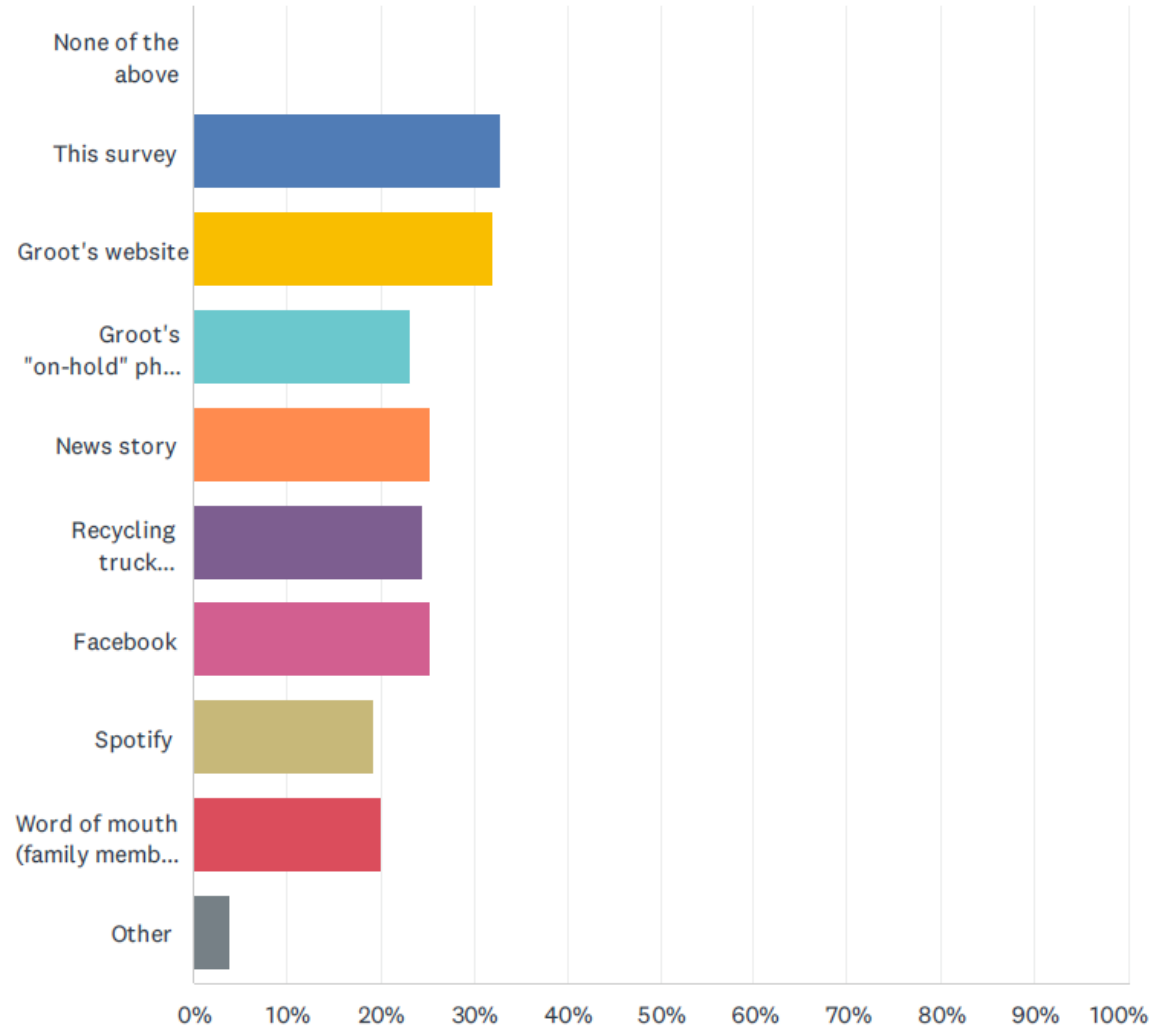
include raw material and machinery suppliers, manufacturers, distributors and purchasers of foodservice packaging. For more information, visit www.FPI.org.

ABOUT GROOT INDUSTRIES: Groot was acquired by Waste Connections on January 1, 2017. Waste Connections is the premier provider of solid waste collection, transfer, recycling and disposal services, along with recycling and resource recovery, in mostly exclusive and secondary markets across the US and Canada. As integral part of the Waste Connections team of companies, Groot is proud to be locally managed and to provide waste management, dumpster rental, roll off, organics and trash disposal services to its local communities. For more information, visit www.groot.com or www.wasteconnections.com.

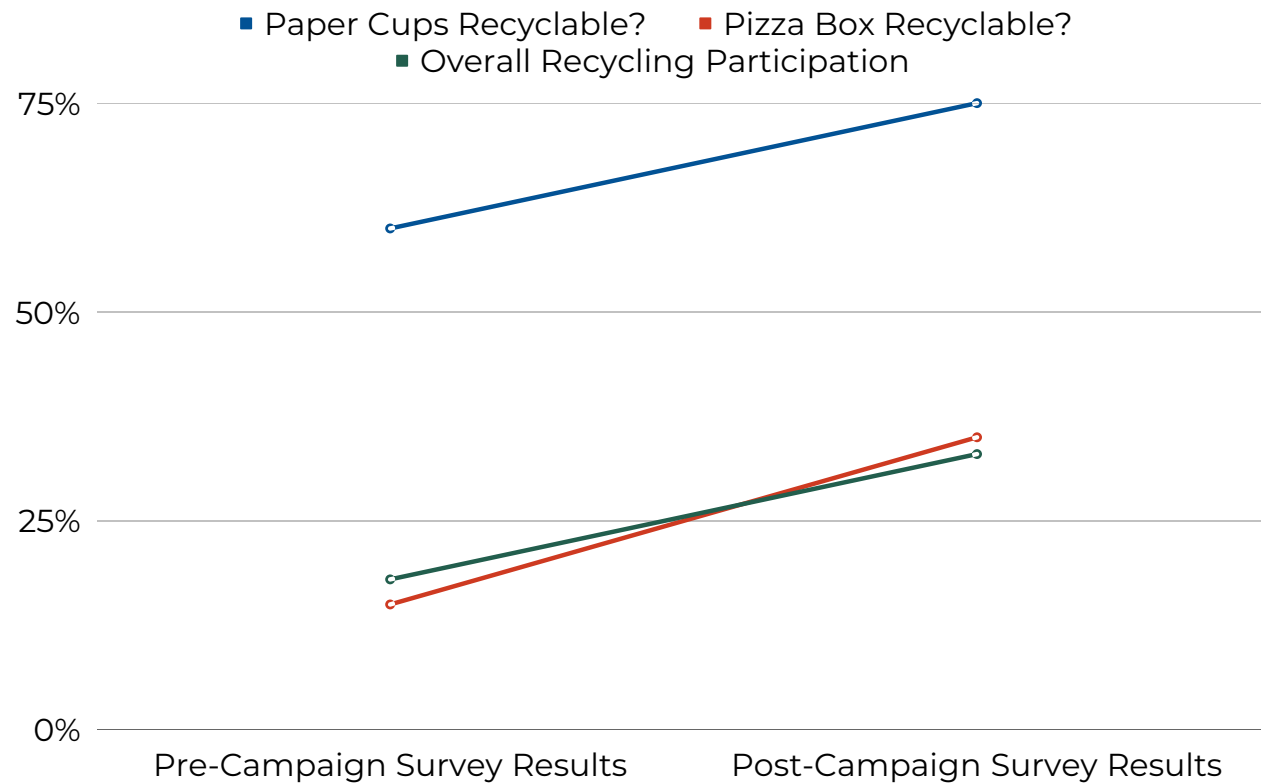
Waste Connections

Q6 Where did you hear about paper cups being added to the recycling program? Check all that apply.

Answered: 1,585 Skipped: 18



Overall Results:



SURVEY

Our success? A multi-channel approach that yielded impressive results.



QUESTIONS



THANK YOU!
www.RecycleFSP.org

