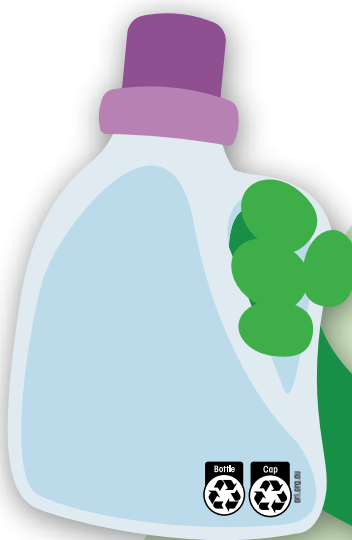


AUSTRALASIAN RECYCLING LABEL



INTERMEDIARY TOOL KIT

LOCAL GOVERNMENT



INTRODUCTION



WHAT'S INCLUDED?

The Australasian Recycling Label (ARL) takes the confusion out of recycling by providing easy to understand instructions about how to correctly dispose of all parts of a product's packaging. By ensuring that the right packaging ends up in the right bin, we can reduce the contamination in our waste stream and keep valuable recyclable material out of landfill.

Why do we need another label?

At the moment, there are many 'recycling' labels out there, but they don't really mean much, only that something can be recycled somehow, but they don't reflect either the recycling infrastructure, or the place where that product is being consumed, nor the end markets for the materials used.

The ARL is an **evidence-based** label, meaning that in order for a piece of packaging to have it, it needs to be assessed first through the Packaging Recyclability Evaluation Portal (PREP). PREP simulates the recycling ecosystem, from the moment packaging is placed in the bin, gets picked up by a truck, how it travels and gets sorted at the Materials Recovery Facility (MRF), and finally how it behaves once it arrives into the recycle markets such as paper mills, glass beneficiation plants, aluminium and steel smelters and/or plastics processing.

Since the launch of the Australasian Recycling Label (ARL) in 2018, more than **800 organisations** have joined the program. There have been **over 255,000 SKUs** carrying the ARL in Australia and New Zealand – this is a growth of **over 280%** since last year. Simultaneously, awareness of the ARL has dramatically increased, by 60% over the past four years, with **3 out of 4 Australians** now recognising it.

Even though the program is a voluntary scheme, it is expected that by the end of 2023, **80% of products** on supermarket shelves will have the ARL. These amazing results have been achieved through the collaboration of brands applying the ARL on their packaging, government supporting the program, local councils educating residents and consumers checking the ARL before chucking their packaging in the bin.

- The Australasian Recycling Label and Check It! Before You Chuck It
- Consumer research
- Newsletter/EDM copy
- Educational videos
- Social media posts
- FAQs
- Fact sheet
- Educational posters
- Image gallery and logos

HOW CAN YOU HELP?

This toolkit makes it easy to share information about the Australasian Recycling Label by providing an overview of all available resources and suggestions for how and where they can be used.

GET IN TOUCH

If you have any questions about the Australasian Recycling Label, please contact Planet Ark on enquiries@planetark.org

ABOUT THE TOOLKIT

Everyone interacts with packaging everyday but given how much packaging they encounter it can be difficult to know exactly what they need to do with each piece. In this toolkit you will find useful resources regarding the following five topics covered by the campaign.

- Recycling
- Recycled content
- Reusable packaging
- Packaging reduction and avoidance
- Functional role of packaging (for example the important relationship between packaging and the avoidance of food waste)

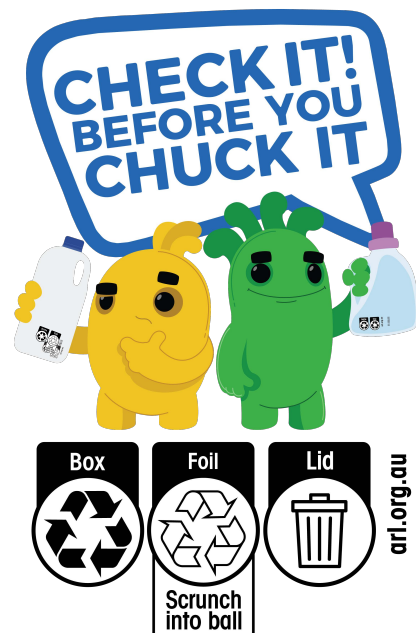
THE AUSTRALASIAN RECYCLING LABEL AND CHECK IT! BEFORE YOU CHUCK IT

The *Check it Before You Chuck it* campaign was designed to remind Australians to look for the ARL every time they are at the bin. We have developed a suite of assets from videos, ready-to-go social media posts, and posters to engage audiences on best practices regarding the ARL. Click on the links below to download yours.

[DOWNLOAD LOGO HERE](#)

[DOWNLOAD POSTERS HERE](#)

[VIDEOS ARE AVAILABLE TO VIEW HERE](#)



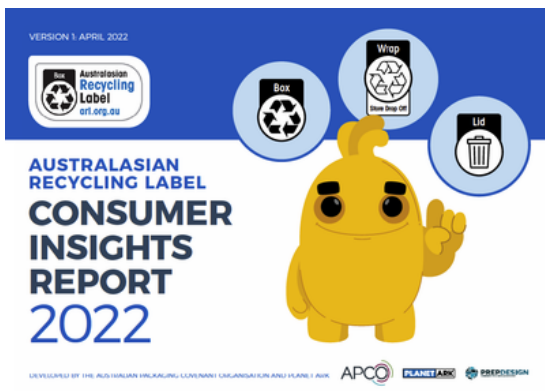
MEDIA

CONSUMER RESEARCH

Consumer research is a vital component to measure the campaign performance.

You can find the latest consumer insights reports below
The research findings revealed the following 5 key consumer insights:

1. Consumers value recycling
2. Consumers want information on how to recycle right
3. Awareness of the ARL continues to grow
4. Consumers value the ARL
5. The ARL improves recycling behaviours



NEWSLETTER/EDM COPY

We have created some text that can be included in your next employee or resident newsletter or EDM.

Do you check it before you chuck it?

Many Australians think that they are recycling correctly, but Planet Ark research shows that 99% of us are still throwing items in the wrong bin. One of the main barriers to understanding which package goes in which bin is the lack of clear on-pack instructions.

The Australasian Recycling Label (ARL) is an evidence-based, national labelling program developed by Planet Ark and the Australian Packaging Covenant Organisation (APCO) that provides clear on-pack instructions about how to correctly dispose of all parts of a product's packaging. The evaluation takes into account not only the material type like cardboard, but size, weight and other factors to ensure that what is labelled as recyclable can actually be processed. The label clearly indicates whether our product packaging belongs in the rubbish bin (bin symbol), recycling bin (shaded recycling symbol), or can be conditionally recycled (transparent recycling symbol), provided you follow the instructions e.g. return to store.

Look for the label when you purchase your packaging and make sure to check it before you chuck it!

For more information visit: ari.org.au

SOCIAL MEDIA POSTS

We have created a range of ready to go social media graphics and images available to download below. They allow you to explain the ARL on your social media channels. Please feel free to tag us and to write copy to suit your organisation's social media style and tone of voice.

Be sure to include the below link and tags so we can see your posts!

Tag: @PlanetArk

Link: www.arl.org.au

Hashtags: #AustralasianRecyclingLabel #CheckIt

CHECK IT BEFORE YOU CHUCK IT

Check It Before You Chuck It is the easiest way to make sure you put the right packaging in the right bin. By checking the ARL you can find out what packaging can and cannot be recycled.



REDUCTION AND AVOIDANCE

Reduction and Avoidance are other ways to reduce the amount of packaging you throw away. Buying in bulk, avoiding excess packaging where you can, and swapping to reusable alternatives can all make an impact.



CONDITIONALLY RECYCLABLE

Conditionally Recyclable packaging is packaging that is recyclable but may not always go in your yellow bin at home. The ARL will tell you what steps are needed to recycle packaging correctly.



RECYCLED CONTENT

By recycling your packaging and buying back products made from recycled content, you are giving old products new life! This reduces the amount of new resources that need to be extracted.



REUSABLE PACKAGING

Another way to prevent your packaging from going to waste is using reusable options where possible. That way it can be used multiple times for the same purpose without having to use new materials to create more packaging.



VIDEOS

We have created a range of videos, including our new Check It! Before You Chuck It animation, that can be shared across a range of marketing channels including via social media, in your next EDM/newsletter or on your website. All videos are available at [this link](#), or simply click on the video tile.



RESOURCES

FACT SHEETS

We have a range of fact sheets explaining what the ARL is, how it works and why it is important, as well as the evidence behind the label, the Packaging Recyclability Evaluation Portal (PREP).

You can download a high resolution version by clicking on the links below.

[DOWNLOAD PREP FACT SHEET HERE](#)

[DOWNLOAD ARL FACT SHEET HERE](#)



FREQUENTLY ASKED QUESTIONS

You can find a document with the most frequently asked questions [here](#). If you or your residents have a question that is not included in the document, we would love to hear it!

Please contact Planet Ark at ENQUIRIES@PLANETARK.ORG

EDUCATIONAL POSTERS

We have a range of educational posters available for use.

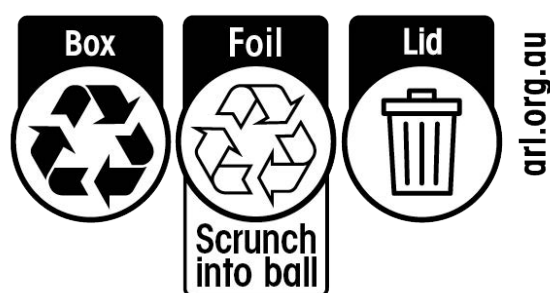
You can download a high-resolution version [here](#) or click the posters.

IMAGE GALLERY

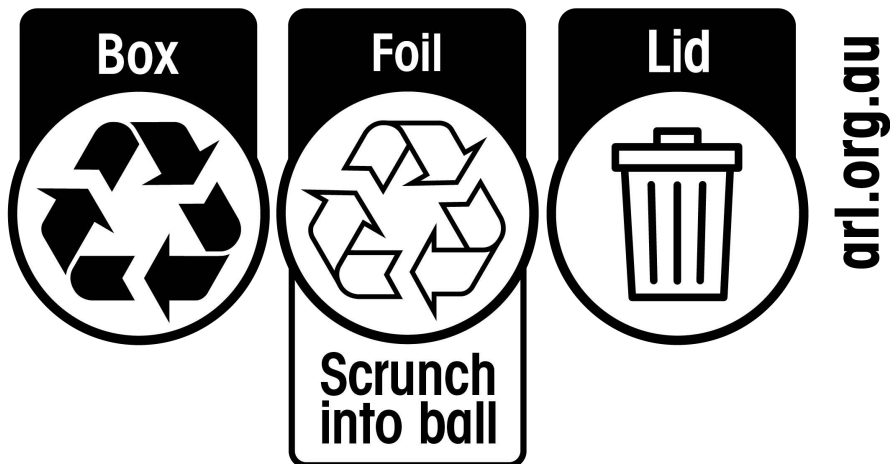
A full suite of ARL logos plus a range of photos showing the ARL in use are available for you to download by clicking on the different images or from the links below:

Images

Labels



**CHECK IT!
BEFORE YOU
CHUCK IT**



For more information visit arl.org.au

PLANET ARK

GET IN TOUCH

If you have any questions about the Australasian Recycling Label, please contact Planet Ark



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