

AUSTRALASIAN RECYCLING LABEL



INTERMEDIARY TOOL KIT

LOCAL GOVERNMENT



INTRODUCTION

There's never been a more important time for Australians to dispose of their waste and recycling correctly. Research shows that Australians care about the environment and know that recycling is important, but with more than 200 recycling labels currently in use, getting recycling right can be difficult.

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.

It's one part of the evidence-based, nationwide Packaging Recycling Label Program that was created by Planet Ark, PREP Design and the Australian Packaging Covenant Organisation (APCO). There are currently more than 200 organisations that have committed to the program and many more are joining every day.

Consumer education plays a critical role in solving Australia's waste and recycling challenges. Research shows there are two common sources that people turn to when trying to understand how to recycle correctly: for general recycling advice it's their local council, while for packaging specific information, they look to the label itself. With your help we can ensure all Australians are hearing a clear and consistent message about how to recycle correctly. The following kit has been designed to help you share information about the Australasian Recycling Label and answer any questions residents in your area might have about how it affects them.

HOW YOU CAN 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. All high-resolution files can be downloaded here: www.arl.org.au

WHAT'S INCLUDED IN THIS KIT?

- 1 Webinar
- 2 Newsletter/EDM copy
- 3 Educational videos
- 4 Social media posts
- 5 FAQs
- 6 Fact sheet
- 7 Educational posters
- 8 Image gallery and logos
- 9 Key dates calendar



GET IN TOUCH

IF YOU HAVE ANY QUESTIONS ABOUT THE AUSTRALASIAN RECYCLING LABEL, PLEASE CONTACT PLANET ARK ON ALEJANDRA@PLANETARK.ORG.

WEBINAR

In 2018, Planet Ark conducted a series of educational webinars to help councils understand how the ARL can assist residents to recycle correctly. Please feel free to share this webinar with employees in your organisation. You can view the webinar by visiting [this link](#), or by clicking on the play button below. A new webinar series will be available from August 2019.



NEWSLETTER/EDM COPY

We have created some text that can be included in your next employee or resident newsletter or EDM. This message was developed having behaviour change science in mind.

Many Australians think that they are recycling right, but Planet Ark research shows that 99% 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.

Four in five Australians want to reduce the amount of waste we send to landfill. If you are one of them, you can now rely on the Australasian Recycling Label to ensure that your recycling efforts do not go to waste.

Unlike other labels out there, the Australasian Recycling Label is part of an evidence-based program that consumers can trust to take the confusion out of recycling. It tells you if your package goes into the recycling, the rubbish or if it can be taken to a drop off point.

When we dispose of our waste correctly, we are keeping valuable materials out of landfill, helping to make new products out of recycled content so we use less virgin materials, as well as protecting our environment and supporting the Australian economy.

Look for the label when dispose of your packaging today.

For more information visit: arl.org.au.

EDUCATIONAL VIDEOS

We have created a range of short educational videos 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 the following link <http://bit.ly/2wNZOus>, or simply click on the videos below.



SOCIAL MEDIA POSTS

We have created an example copy for a post to show how you might like to explain the ARL on your social media channels. Please feel free to edit this to suit your organisation's social media style and tone of voice. We also have a range of ready to go social media graphics and images available to download at this link <http://bit.ly/2R4Mknq>.



SOCIAL MEDIA POST COPY

9 in 1 Australians put wrong items in the recycling bin, check out the Australasian Recycling Label, it provides easy to understand instructions about how to correctly dispose of all parts of a product's packaging. it is a new nationwide scheme that takes the confusion out of recycling.

Link: www.arl.org.au

Tags: #AustralasianRecyclingLabel @PlanetArk

JOIN OUR SOCIAL MEDIA NETWORKS 

You can also show your support for the scheme by joining our social media networks and staying in touch for the latest news and information. Simply click on the icons below.





FAQS

If you have any questions about the Australasian Recycling Label, or the broader Packaging Recycling Label Program, please visit the FAQ section of our website here: <http://bit.ly/2XbRgW4> This includes information about the different thresholds on recycling kerbside access levels, recyclability classifications and the evidence behind the label.



FACT SHEETS

We have a range of fact sheet 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, or on the images on the right.

ARL: <http://bit.ly/31nKIQ9>

PREP: <http://bit.ly/2LfCCxP>

EDUCATIONAL POSTERS

We have a range of education posters available for use. You can download a high-resolution version here: <http://bit.ly/2ZofKQD>, or click on the posters below.

The Australasian Recycling Label tells you which part of the package belongs in the recycling bin, the rubbish bin, or if you have to do something else with it.

	Recyclable Coloured Recycling Symbol Separate each item and place it in your recycling bin
	Conditionally Recyclable Clear Recycling Symbol Can be recycled ONLY if you follow the instructions
	Not Recyclable Rubbish Bin Symbol Place it in your rubbish bin, this is NOT recyclable

 

Packaging Recycling is more than what you think an item is made of.

It's also about

- ...Its size (XX-S, M, L, XL)
- ...The inks used
- ...Its weight
- ...Adhesives
- ...Colourants etc. (Some dyes make plastic not recyclable!)
- ...Its shape



The Australasian Recycling Label evaluates all these components and gives you accurate recycling instructions.





IMAGE GALLERY AND LOGOS

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: <http://bit.ly/2IGaa58>
Logos: <http://bit.ly/2I83kGB>





KEY DATES CALENDAR

Wondering when is the best time to get the word out about the ARL? Included below are some key holiday dates when Planet Ark will be promoting the Australasian Recycling Label via social media, events and media activity. These dates are opportunities for you to show your support for the campaign.

ARL key holiday dates 2019



APRIL



Holiday : EASTER - 20th 21st 22nd
 Messaging : Scrunch alfoil, return soft plastics
 Featured Label : Conditionally Recyclable with instructions: "Scrunch into ball" and/or "Return to Store"
 Featured Product : **Easter eggs/ bunnies**
 Product : **Hot cross buns**

Delivery channel : Social Media, Newsletters
 Delivery date : 18th - 22nd Apr

MAY



Holiday : MOTHER'S DAY - 12th
 Messaging : Mum recycles, and so should you
 Featured Label : ANY
 Featured Product : **"Healthy" food, clothing, vitamins, personal care, household products**

Delivery channel : Social Media, Newsletters
 Delivery date : 6th-12th May

JUNE



Holiday : WORLD ENVIRONMENT DAY - 5th
 Messaging : Stop Plastic Pollution
 Featured Label : CR- with instructions "Return to Store"
 Other labels based on the product
 Featured Product : **Plastic wrap/ bags, small plastic packaging, plastic containers**

Delivery channel : Social Media, Newsletters
 Delivery date : 30th May - 5th Jun

AUGUST



Holiday : SCIENCE WEEK - 11th -> 18th
 Messaging : A packaging journey
 Featured Label : CR- Return to Store or any behavioural instruction
 Featured Product : **Any, special focus on composite packaging and soft plastics**

Delivery channel : Social Media, Newsletters, AUST Museum Stall
 Delivery date : 11th Aug

SEPTEMBER



Holiday : FATHER'S DAY - 1st
 Messaging : A great dad is a recycling dad
 Featured Label : CR- Return to Store
 BIN label
 Featured Product : **Personal Care, Meat trays**

Delivery channel : Social Media, Newsletters
 Delivery date : 19th - 31st Aug

OCTOBER



Holiday : HALLOWEEN - 31st
 Messaging : Don't scare your bin on Halloween
 Featured Label : CR- Return to Store
 Recyclable label
 Featured Product : **Lollies**

Delivery channel : Social Media, Newsletters
 Delivery date : 14th- 31st Oct

NOVEMBER



Holiday : NATIONAL RECYCLING WEEK - 11th -> 17th
 Messaging : TBC
 Featured Label : ALL
 Featured Product : **ANY, focus on products with recycling content if available**

Delivery channel : Social Media, Newsletter, Media Release
 Delivery date : 28th Oct - 17th Nov

DECEMBER



Holiday : CHRISTMAS - 25th
 Messaging : Recycling Jingles
 Featured Label : ALL
 Featured Product : **Food packaging, toys, home products**

Delivery channel : Social Media, Newsletters
 Delivery date : 1st - 26th Dec