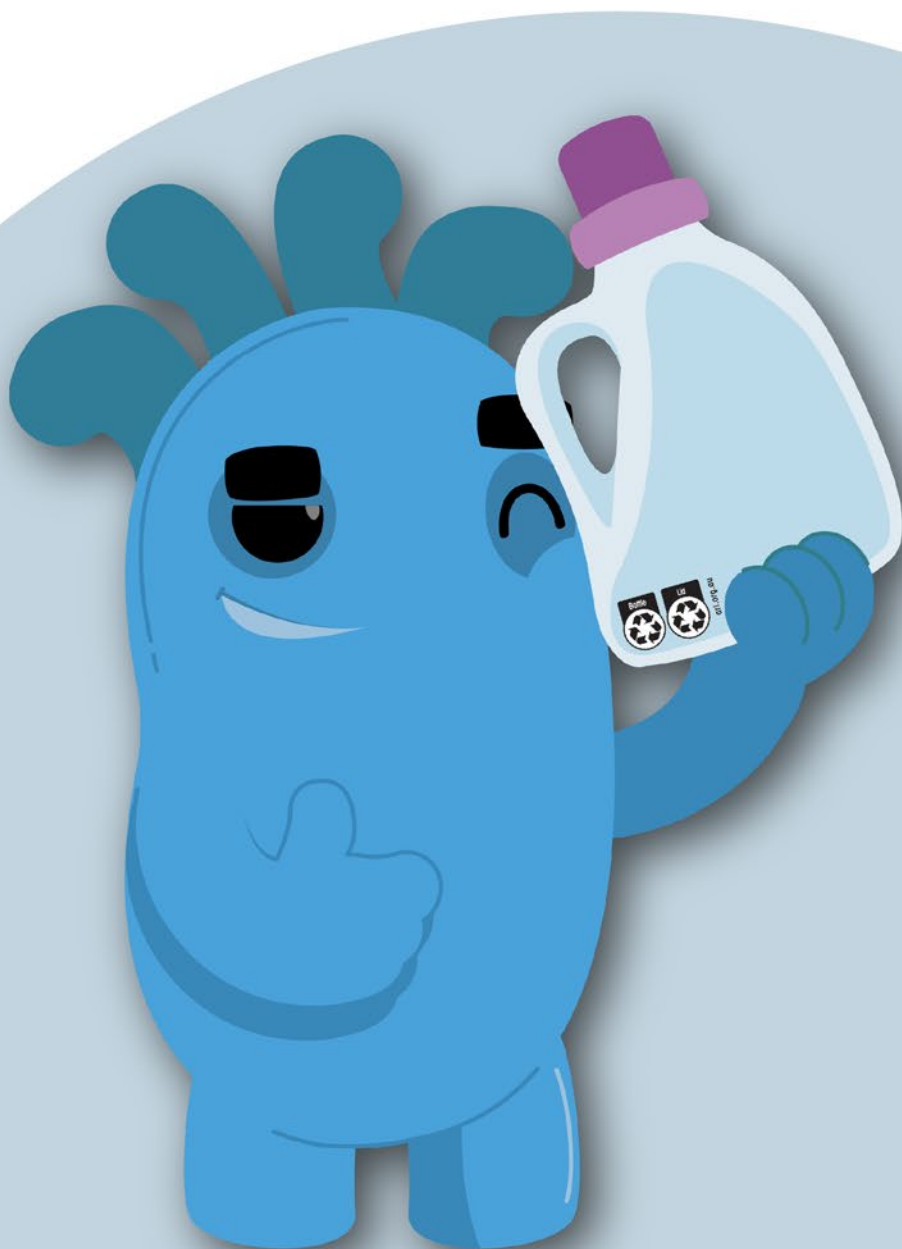


AUSTRALASIAN RECYCLING LABEL

INTERMEDIARY TOOL KIT

NGO's & COMMUNITY GROUPS



INTRODUCTION

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.

WHAT'S DIFFERENT ABOUT THE ARL?

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. And, in the cases of more complex materials or packaging, exactly how consumers should recycle them.

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 and gets picked up by a truck, how it travels and gets sorted at the Materials Recovery Facility (MRF). PREP also simulates how packaging is reprocessed and sold in end markets, including to paper mills, glass beneficiation plants and plastics reprocessors, and whether it can be turned into new product or packaging.

Since the launch in 2018, over **900 organisations** have joined the Australasian Recycling Label (ARL) program. There have been **over 321,000 SKUs** carrying the ARL in Australia and New Zealand. As a result, awareness of the ARL has significantly increased, with **76%** of Australians and **71%** of New Zealanders, recognising it. 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.

WHAT'S INCLUDED?

- **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**

GET INVOLVED

This toolkit makes it easy to share information about the ARL 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 ARL and how businesses apply this on pack, contact APCO at arl@apco.org.au

If you have questions about the ARL for consumers, contact Planet Ark at enquiries@planetark.org.au

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:

- 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)

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.

[DOWNLOAD LOGO HERE](#)

[DOWNLOAD POSTERS HERE](#)

[VIDEOS ARE AVAILABLE TO VIEW HERE](#)

[DOWNLOAD SOCIAL MEDIA GRAPHICS](#)



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. Australians and New Zealanders know recycling matters
2. Recycling is convenient- but confusing!
3. Australians and New Zealanders recognise and value the ARL
4. The ARL makes people better recyclers



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?

The 2022 National Waste Report observed that 14% of our recycling bins contain items that are not recyclable. This is a significant proportion of our recycling efforts going to waste due to contamination. 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 on-pack label that provides consumers with clear instructions on how to dispose of their packaging correctly. Delivered by the Australian Packaging Covenant Organisation (APCO), in partnership with PREP Design and Planet Ark, the ARL helps consumers to confidently navigate a complex and evolving recycling landscape across Australia and New Zealand. 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), can be **conditionally recycled** (transparent recycling symbol) provided you follow the instructions, or if consumers need to **check locally** via the ARL website arl.org.au to confirm how to recycle (geotag symbol). Look for the label when you purchase your packaging and make sure to check it before you chuck it!*

For more information visit: arl.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 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!

link: www.arl.org.au

tags: #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 Australasian Recycling Label (ARL) you can find out what packaging can and cannot be recycled.



CONDITIONALLY RECYCLABLE

Conditionally Recyclable packaging is packaging that is recyclable but do not go in your yellow bin at home. The Australasian Recycling Label (ARL) will tell you what simple steps you need to take to recycle your packaging correctly.



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.



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 use new materials to create more packaging.



VIDEOS

We have created a range of 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 [this link](#), or simply click on the video tile.



RESOURCES

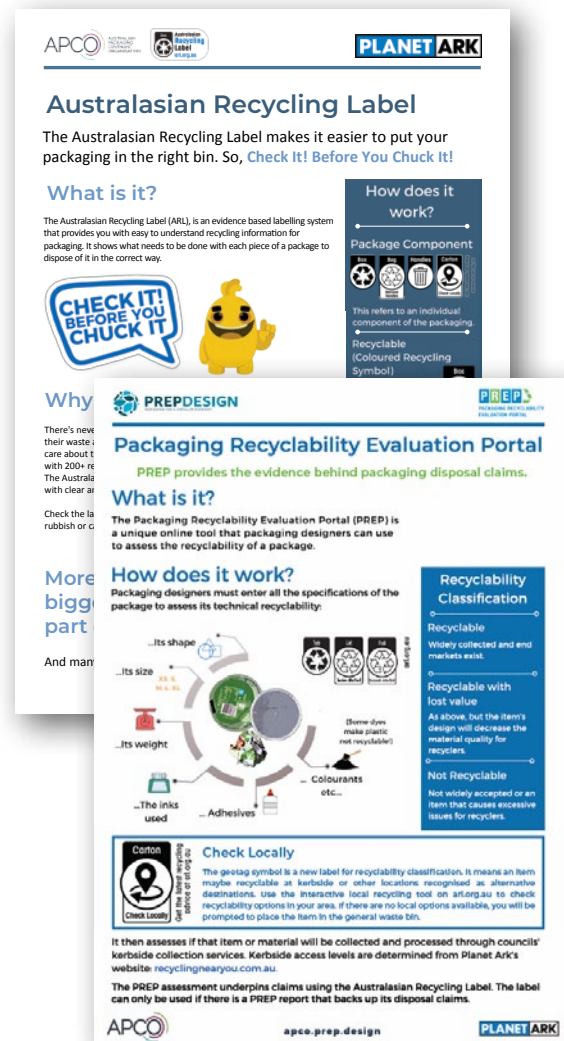
FACT SHEETS

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.

[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

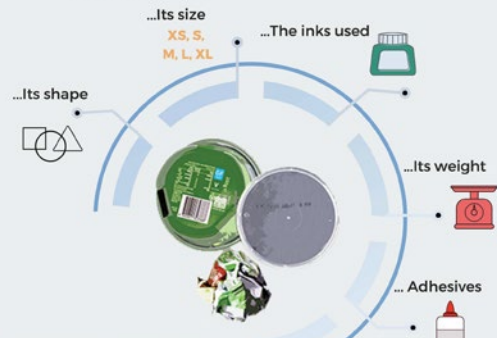
We have a range of education posters available for use.

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



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

It's also about



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

This item can be placed in the 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



Check Locally

Geotag Symbol

Check the ARL website at arl.org.au to confirm how to recycle in your area



Box



Bag



Handles



Carton

Get the latest recycling advice at arl.org.au

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](#)

[Logos](#)

**CHECK IT!
BEFORE YOU
CHUCK IT**



Get the latest recycling
advice at arl.org.au

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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[@PlanetArk](#) on all socials

