

# AUSTRALASIAN RECYCLING LABEL



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arl.org.au

## INTERMEDIARY TOOL KIT

EDUCATORS



# 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.

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 using the Australasian Recycling Label on their packaging, with support for the program growing every day.

Education plays a critical role in solving Australia's waste and recycling challenges. 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.

We need your help to ensure that Australians of all ages are hearing a positive and consistent message about how to recycle correctly. The following kit has been designed to help share information about the Australasian Recycling Label with your students, colleagues and the wider school network.

We greatly appreciate your support and if you require any further information, please get in touch with the Planet Ark team today.

## 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. All high-resolution files can be downloaded here:

[www.arl.org.au](http://www.arl.org.au)

## WHAT'S INCLUDED IN THIS KIT?

- 1 Activity Sheets
- 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

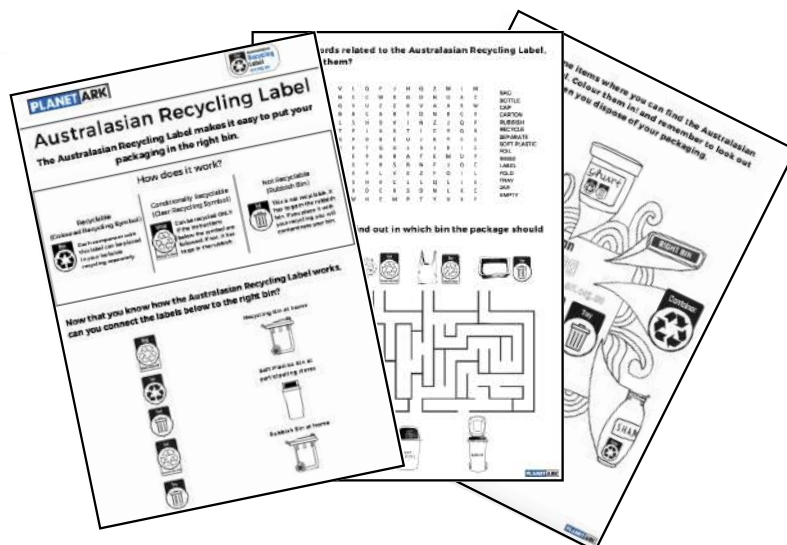


## GET IN TOUCH

IF YOU HAVE ANY QUESTIONS ABOUT THE AUSTRALASIAN RECYCLING LABEL, PLEASE CONTACT PLANET ARK ON [ALEJANDRA@PLANETARK.ORG](mailto:ALEJANDRA@PLANETARK.ORG).

## ACTIVITY SHEETS

The following [activity sheets](#) can be downloaded and used in the classroom to teach your students more about recycling. We have also teamed up with the team at Cool Australia and developed [curriculum based lessons](#) relating to the label. If this is a topic your school is particularly passionate about, get in touch with the Planet Ark team today.



## NEWSLETTER/EDM COPY

We have created some text that can be included in your next school newsletter or EDM:

Did you know...

That four out of five Australians want to reduce the amount of waste we send to landfill, however, 99% of us are 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.

Thankfully, consumers can now rely on the Australasian Recycling Label to ensure that their recycling efforts do not go to waste. Unlike other labels out there, the Australasian Recycling label is an evidence-based labelling system that can be trusted to take the confusion out of recycling. It clearly explains to consumers whether a piece of packaging should go in 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](http://arl.org.au)



## EDUCATIONAL VIDEOS

We have created a range of short educational videos that can be shared across a range of communication channels such as social media, in your next EDM/newsletter or on your website. All videos are available at the following link <http://bit.ly/2XFVkB7>, 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 school's social media style and tone of voice. We also have a range of social media graphics and images available to download at this link <http://bit.ly/2S8Fa28>.



### SOCIAL MEDIA POST

Check out the Australasian Recycling Label, part of a new nationwide scheme that takes the confusion out of recycling. It provides easy to understand instructions about how to correctly dispose of all parts of a product's packaging.

Link: [www.arl.org.au](http://www.arl.org.au)

Tags: #AustralasianRecyclingLabel @PlanetArk

JOIN OUR SOCIAL MEDIA NETWORKS  Like

You can also show your support for the scheme by joining Planet Ark's social media networks and staying in touch for the latest news and information.





## 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/2XXezu7>.



## FACT SHEET

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/2xUkMst>

PREP: <http://bit.ly/30uJmfC>



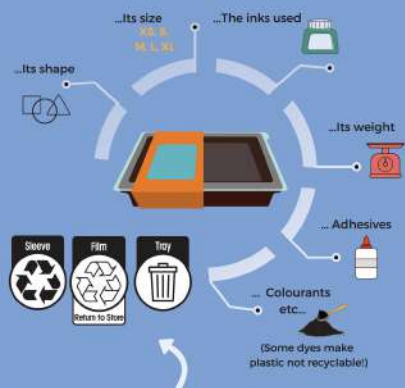
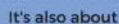


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You can download a high-resolution version here:

<http://bit.ly/2LkDoKK>, or click on the posters below.

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



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



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## GET IN TOUCH!

If you have any questions about the Australasian Recycling Label, please contact Planet Ark on (02) 8484 7200 or email at [enquiries@planetark.org](mailto:enquiries@planetark.org)



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