

# AUSTRALASIAN RECYCLING LABEL



## INTERMEDIARY TOOL KIT

WASTE GROUPS





# 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 Australasian Recycling Label Program that was created by Planet Ark, PREP Design and the Australian Packaging Covenant Organisation (APCO). Since 2018, more than 460 of Australia's largest companies have joined the ARL program, with tens of thousands of products featuring the label already on sale. In 2020, the ARL was recognised as a worldleading consumer education initiative in a report from the [UN Environment Programme](#). The ARL was commended for its clarity, reliability and accessibility.

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

## WHAT'S INCLUDED IN THIS KIT?

- 1 **National Consumer Education**
- 2 **The Australasian Recycling Label and Check It! Before You Chuck It**
- 3 **Webinar**
- 4 **Newsletter/EDM copy**
- 5 **Educational videos**
- 6 **Social media posts**
- 7 **FAQs**
- 8 **Fact sheet**
- 9 **Educational posters**
- 10 **Image gallery and logos**
- 11 **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)**

# NATIONAL CONSUMER EDUCATION

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Beginning in October 2020, APCO and Planet Ark are running a national campaign to educate consumers about sustainable packaging. The two-year program is supported by the Australian Government and is designed to improve Australians' awareness, understanding of, and behaviour relating to, sustainable packaging.

The campaign features six main themes:

- Recycling
- Recycled content
- Reusable packaging
- Packaging reduction and avoidance
- Compostable packaging
- 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

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The first major focus of the national campaign is Check It! Before You Chuck It, developed to remind Australians to look for the ARL on packaging every time they are at the bin and to follow its instructions to dispose of their packaging correctly.

As a consumer engagement and education tool, the ARL Program drives two important environmental outcomes - greater packaging recyclability at the design phase and more accurate recycling behaviours from Australians. Check It! Before You Chuck It has been designed to deepen understanding of the program and encourage good recycling behaviours.

The centrepiece is a creative suite featuring a cast of visually engaging characters, which includes an animation and a catchy song. The animation and the jingle encourage consumers to look for the ARL each time they are at the bin in order to properly dispose of packaging and reduce contamination in the waste stream.

The song has been specifically developed to be catchy and memorable to help reinforce the positive check it before you chuck it habit. The animation also positions correct recycling as a collective norm that all Australians aspire to achieve – and the ARL as the tool we need to help us do this.

The animation, the jingle and a range of other resources featuring the characters, including posters and social media templates, are available for you to use across your own channels to help our work to educate Australians on correct recycling behaviours.



DOWNLOAD HIGH  
RESOLUTION  
POSTERS HERE



DOWNLOAD  
SOCIAL MEDIA  
GRAPHICS HERE



VIDEOS ARE  
AVAILABLE TO  
DOWNLOAD HERE



DOWNLOAD  
LOGO HERE



## WEBINAR

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Planet Ark and APCO conduct a range 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 ARL logo below.



## NEWSLETTER/EDM COPY

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We have created some text that can be included in your next 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.

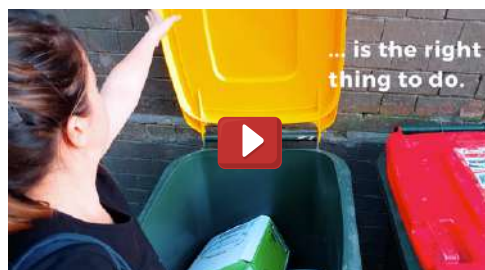
Look for the label when you purchase your packaging and make sure to check it before you chuck it!

For more information visit: [arl.org.au](http://arl.org.au).



## 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 videos below.



## SOCIAL MEDIA POSTS

We have created 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](#).



### SOCIAL MEDIA POST COPY

Check It! Before You Chuck It to know which bin to recycle in. We are encouraging Australians across the country to check the Australasian Recycling Label (ARL), as part of a nationwide scheme to help take the confusion out of recycling. The ARL provides easy to understand instructions on how to correctly recycle all parts of a product's packaging. Look for the ARL today!

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

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

**tags:** #AustralasianRecyclingLabel #CheckIt



## #CHECKIT TUESDAY

Launching on 20 October, #CheckIt Tuesday is a social media call to action which encourages Australians to check the ARL on their packaging so that they recycle right, and to share their recycling label 'aha' moment using #CheckIt.

You can help us to spread the word on social media by sharing on a Tuesday how you #CheckIt and recycle the packaging of your products using the ARL, and encouraging your staff and residents to do the same. Examples of how you can share your #CheckIt moment on social media include:

- A still image of a product with the ARL with post copy making reference to how you now know how to recycle this packaging correctly thanks to the ARL.
- A short video clip of yourself looking at the ARL on a product and talking about how you now know how to recycle this packaging correctly thanks to the ARL.
- A short video clip of packaging being recycled correctly after following the ARL with commentary about knowing how to recycle this packaging correctly.

### JOIN OUR SOCIAL MEDIA NETWORKS







## FAQS

If you have any questions about the Australasian Recycling Label, or the broader Australasian Recycling Label Program, please download the FAQ document [here](#). 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 sheets explaining what the ARL is, how it works and why it is important, as well as the evidence behind the label and the Packaging Recyclability Evaluation Portal (PREP). You can download a high resolution version by clicking on the link below.

DOWNLOAD PREP  
FACT SHEET HERE



DOWNLOAD ARL  
FACT SHEET HERE



## EDUCATIONAL POSTERS

We have a range of education posters available for use. You can download a high-resolution version [here](#), 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.

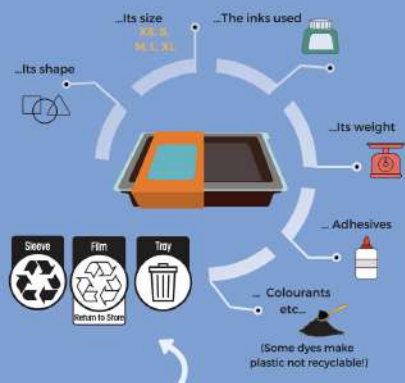
	<b>Recyclable</b> <b>Coloured Recycling Symbol</b> Separate each item and place it in your recycling bin
	<b>Conditionally Recyclable</b> <b>Clear Recycling Symbol</b> Can be recycled <b>ONLY</b> if you follow the instructions
	<b>Not Recyclable</b> <b>Rubbish Bin Symbol</b> Place it in your rubbish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



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

It's also about



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

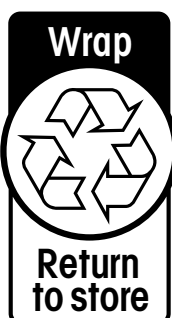
PLANETARK

## 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: [here](#)

Logos: [here](#)



arl.org.au





## 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.

### OCT – DEC 2020 RECYCLING

Encouraging Australians to Check It! before they 'chuck' their packaging.

#### KEY ACTIVITIES

- Check It! Before You Chuck It campaign launch
- National Recycling Week (9-15 November)
- Schools' Challenge

#### OTHER CALENDAR HOOKS

- Spring – Spring cleaning
- October – Halloween
- December – Sustainable festive season



### JAN 2021 PACKAGING REDUCTION & AVOIDANCE



Helping consumers practically reduce and avoid their use of single-use and problematic packaging and building awareness of sustainable alternatives.

#### OTHER CALENDAR HOOKS

- New Year's Day & New Year resolutions
- Back to school – sustainable start to the school year

### FEB – MAR 2021 RECYCLED CONTENT



Educating Australians on recycled content in packaging and why it is important.

#### KEY ACTIVITIES

- Recycled content label launch (Q1)

#### OTHER CALENDAR HOOKS

- Valentine's Day
- Global Recycling Day (18 March)

### APR – MAY 2021 RECYCLING – SOFT PLASTICS



Encouraging people to make the effort to recycle their soft plastics.

#### OTHER CALENDAR HOOKS

- Easter (2-5 April)
- Mother's Day (9 May)

### JUN – JUL 2021 REUSABLE PACKAGING



Promoting reusable packaging alternatives to a wider audience; discouraging the throwaway culture.

#### KEY ACTIVITIES

- Plastic Free July

#### OTHER CALENDAR HOOKS

- World Environment Day (5 June)
- World Oceans Day (8 June)

### AUG – SEP 2021 COMPOSTABLE PACKAGING



Building better understanding of where and how to use compostable packaging.

#### OTHER CALENDAR HOOKS

- Schools Tree Day (30 July)
- National Tree Day (1 August)
- Science Week (14 – 22 August)

### OCT – NOV 2021 RECYCLING



Encouraging Australians to Check It! Before they 'chuck' their packaging.

#### KEY ACTIVITIES

- National Recycling Week 2021
- Schools' Challenge

#### OTHER CALENDAR HOOKS

- Halloween

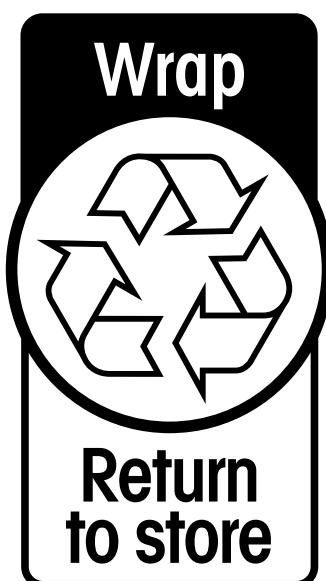
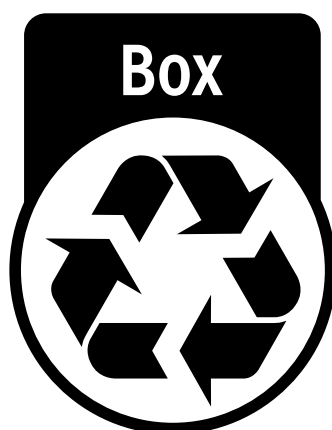
### DEC 2021 – JAN 2022 SUSTAINABLE CONSUMPTION – AVOIDANCE/REDUCTION

Helping consumers practically reduce and avoid their use of single-use and problematic packaging and building awareness of sustainable alternatives.

#### OTHER CALENDAR HOOKS

- Festive season
- New Year





**arl.org.au**

For more information visit [arl.org.au](http://arl.org.au)



This project is supported by the Australian Government



## 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)



1802, 323 Castlereagh St, Sydney NSW 2000



(02) 8484 7200



[enquiries@planetark.org](mailto:enquiries@planetark.org)