



AUSTRALASIAN RECYCLING LABEL

RESOURCE
TOOLKIT
FOR PACKAGING
MANUFACTURERS



INTRODUCTION

Thank you for joining the community of organisations that have committed to assessing packaging recyclability in PREP and using the Australasian Recycling Label (ARL) on their product packaging.

Packaging manufacturers play a critical role in solving Australia's waste and recycling challenges. Research shows that when it comes to understanding how to recycle product packaging correctly, the first place consumers look is to the label itself. With your continued support we can ensure all Australians are hearing a clear and consistent message about how to recycle correctly.

Since 2018, more than 500 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 world-leading consumer education initiative in a report from the [UN Environment Programme](#). The ARL was commended for its clarity, reliability and accessibility.

Your network and marketing and communications channels are extremely valuable resources to provide accurate and up to date messaging surrounding the ARL and can be a great influencing tool to help inspire other organisations to join the ARL Program.



WHAT'S THE PURPOSE OF THIS KIT?

The ARL is also a powerful tool for your customer base - it can provide them with an evidence base to assess the recyclability of their packaging, and a resource to clearly communicate these results. The following kit has been designed to help you communicate the ARL Program and its benefits to your customers, and to answer any questions your customers, staff or suppliers might have about how it affects them. This toolkit makes it easy to share information about the Packaging Recyclability Evaluation Portal (PREP) and the ARL 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.](#)

We're constantly updating our resources and content for the program, so if there are any other resources that you might need or would like to see created, **please let us know.**

HOW TO BEGIN USING THE ARL PROGRAM

- Step 1 - Be an APCO Member**
- Step 2 - Sign PREP Terms and Conditions**
- Step 3 - Sign ARL Terms and Conditions**
- Step 4 - Follow the ARL user guide**

Packaging Manufacturers are able to assess the packaging they create through PREP and apply the ARL onto their own-brand packaging.

WHAT'S INCLUDED IN THIS KIT?

- Check It! Before You Chuck It campaign overview and resources
- Social media resources
- ARL fact sheets
- PREP fact sheets
- ARL videos
- Newsletter/EDM copy
- Pocket guide
- Image gallery and logos
- Key dates calendar

GET IN TOUCH

If you have any questions about the Australasian Recycling Label, please contact APCO on **(02) 8381 3700** or email at arl@apco.org.au

NATIONAL CONSUMER EDUCATION

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

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.



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#CHECKIT TUESDAY

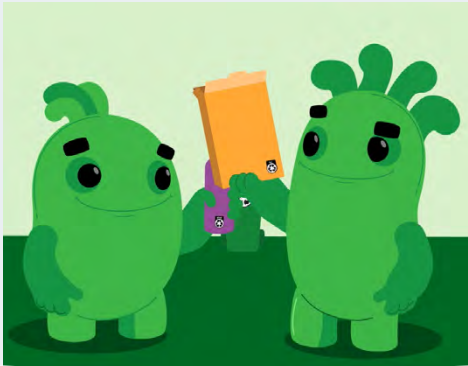
Launching on 20 October, #CheckIt Tuesday is a social media call to action which encourages Australians to check the ARL on their packaging so that they recycle right, and to share their recycling label 'aha' moment using #CheckIt.

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 customers 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.

EXAMPLE SOCIAL POST GRAPHICS

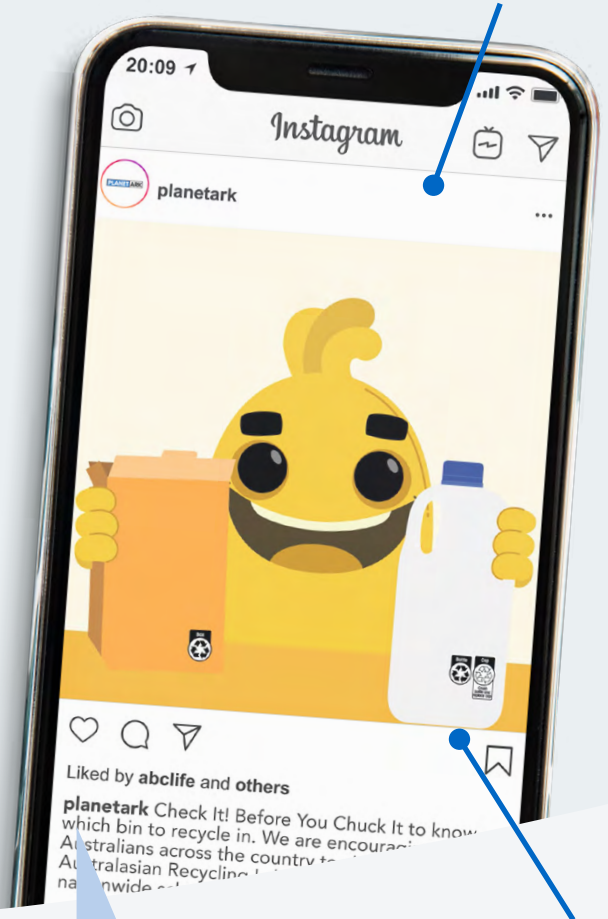


DOWNLOAD
RANGE OF
SOCIAL GRAPHICS
HERE



SOCIAL MEDIA RESOURCES

We have created an example 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 social media graphics and images available to download below.



EXAMPLE SOCIAL MEDIA POSTS

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

LINK: www.arl.org.au

TAGS: #AustralasianRecyclingLabel #CheckIt

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:

- APCO Twitter - twitter.com/APCovenant
- APCO LinkedIn - www.linkedin.com/company/australian-packaging-covenant-organisation
- Planet Ark Twitter - twitter.com/PlanetArk
- Planet Ark LinkedIn - www.linkedin.com/company/planet-ark-environmental-foundation
- Planet Ark Facebook - www.facebook.com/planetark
- Planet Ark Instagram - www.instagram.com/planetark/

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ARL FACT SHEET

We have a range of fact sheets and guides explaining what the ARL is, how it works and why it is important. These can be used on your organisation's social media channels or intranet, or shared with customers, suppliers or staff who are interested in learning more about the program.

DOWNLOAD
HIGH RESOLUTION
VERSIONS HERE



PLANET ARK

Australasian Recycling Label
arl.org.au

Australasian Recycling Label

The Australasian Recycling Label makes it easy to put your packaging in the right bin. So, Check It! Before You Chuck It.

What is it?

The Australasian Recycling Label (ARL), is an evidence-based labelling system that provides you with easy to understand recycling information for packaging. It shows what needs to be done with each piece of a package to dispose of it in the correct way.

CHECK IT! BEFORE YOU CHUCK IT

Why do we need it?

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 recycling is important, however with 200+ recycling labels in use, getting recycling right can be difficult. The Australasian Recycling Label is designed to reduce this confusion with clear and accurate on pack instructions on what to do.

Check the label today to see which parts belong in recycling, the rubbish or can be returned to store.

More than 460 of Australia's biggest brands are already part of the ARL Program!

And many more are joining every day!

www.arl.org.au

How does it work?

Package Component

Box	Wrap	Lid

This refers to an individual component of the packaging.

Recyclable (Coloured Recycling Symbol)
This can be placed in your kerbside recycling.

Conditionally Recyclable (Clear Recycling Symbol)
Can be recycled if the instructions below the symbol are followed.

Not Recyclable (Rubbish Bin)
This cannot be placed in kerbside recycling. Please dispose in rubbish bin.

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PREP FACT SHEET

One of the factors that sets the ARL Program apart from other recycling labels is the evidence-driven approach of the Packaging Recyclability Evaluation Portal (PREP). We have developed a PREP fact sheet for you to share with your customers and suppliers to explain that your packaging recyclability has been evaluated in PREP.

DOWNLOAD HIGH RESOLUTION VERSIONS HERE



Packaging Recyclability Evaluation Portal

PREP provides the evidence behind packaging disposal claims.

What is it?

The Packaging Recyclability Evaluation Portal (PREP) is a unique online tool that packaging designers can use to assess the recyclability of a package.

How does it work?

Packaging designers must enter all the specifications of the package to assess its technical recyclability:

...Its shape

...Its size

XS, S, M, L, XL

...Its weight

...The inks used

... Adhesives

... Colourants etc...

(Some dyes make plastic not recyclable!)

Recyclability Classification

- Recyclable**
Widely collected and end markets exist.
- Recyclable with lost value**
As above, but the item's design will decrease the material quality for recyclers.
- Not Recyclable**
Not widely accepted or an item that causes progressive issues for recycling.

It then assesses if that item or material will be collected and processed through kerbside collection services. Kerbside access levels are determined from Planet A website: recyclingnearyou.com.au.

The PREP assessment underpins claims using the Australasian Recycling Label. The only be used if there is a PREP report that backs up its disposal claims.

To keep the PREP up to date, APCO formed a Technical Advisory Committee, including packaging and waste management experts, who meet regularly to discuss the status.

apco.prep.design

ARL VIDEOS

We have created a range of videos, including our Check It! animation, an educational animation and an explainer video that can be shared across a range of marketing channels including via social media, in your next newsletter/EDM or on your website.

VIDEOS ARE AVAILABLE TO DOWNLOAD HERE



WEBINARS

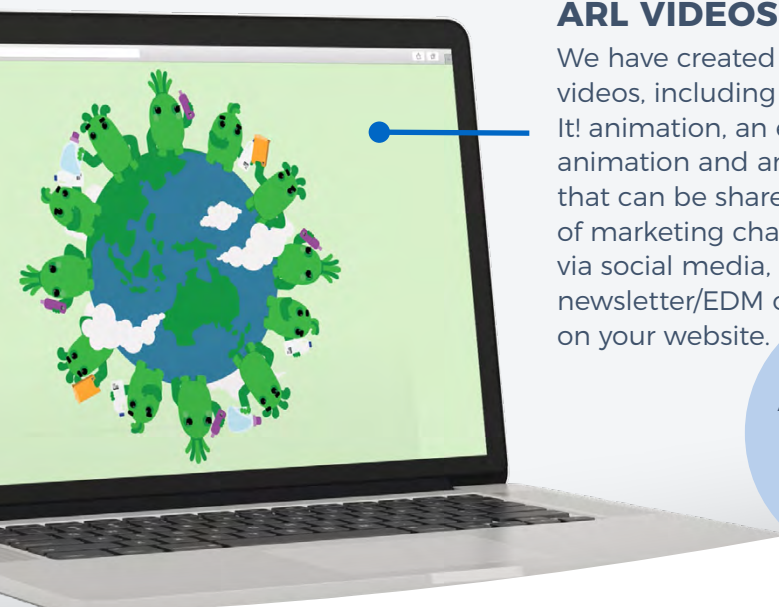
During APCO's community webinar series, we held a deep dive workshop into PREP and a webinar on the consumer education campaign, outlining the key information you need to know.

THE WEBINARS ARE AVAILABLE TO WATCH HERE



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ELECTRONIC DIRECT MAIL/INTRANET COPY

We have created some text that can be included in your next employee or customer newsletter/EDM. This messaging can also be housed on your organisation's intranet.

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.

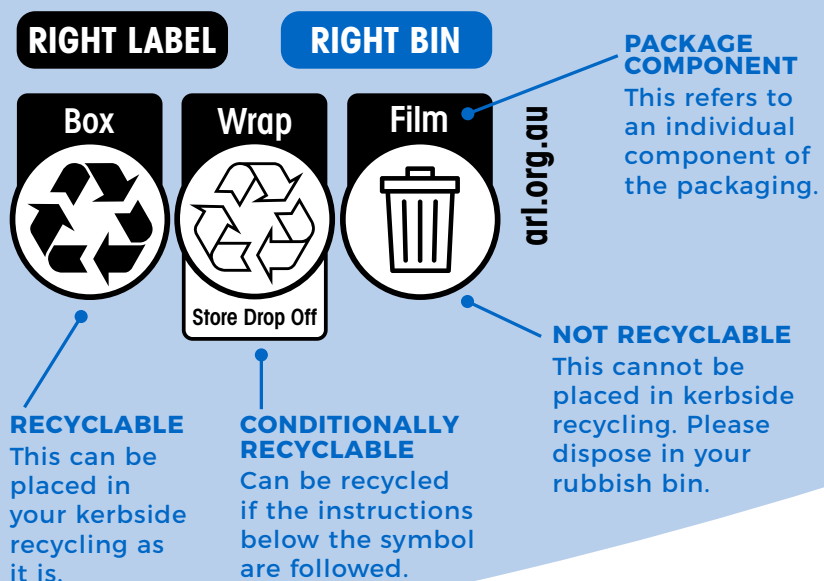
The Australasian Recycling Label (ARL) is an evidence-based, national labelling program developed by Planet Ark, PREP Design and the Australian Packaging Covenant Organisation (APCO) that provides clear on-pack instructions about how to correctly dispose of all parts of a product's packaging. The evaluation process takes into account the packaging's material type, as well as a range of other factors like size and weight to ensure that what is labelled as recyclable can actually be processed.

Here at [INSERT ORGANISATION NAME], as an APCO Member we are committed to assessing the packaging we manufacture through the Packaging Recyclability Evaluation Portal (PREP) and including the ARL on our own brand product ranges. 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

or email us at:
arl@apco.org.au



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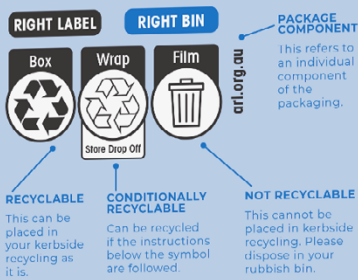
POCKET GUIDE

We have developed a pocket guide to explain the ARL Program for businesses. This resource can be shared with suppliers and partner organisations who are interested in learning more.

DOWNLOAD A HIGH RESOLUTION VERSION HERE



Created in partnership by APCO, Planet Ark and PREP Design, the ARL helps to reduce the contamination in our waste stream and keep valuable recyclable material out of landfill



TO FIND OUT HOW YOU CAN JOIN MORE THAN 460 LEADING BUSINESSES MAKING A CHANGE THROUGH THE AUSTRALASIAN RECYCLING LABEL PROGRAM

Contact the Australian Packaging Covenant Organisation (APCO) www.arl.org.au

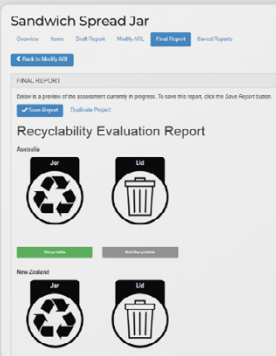
or



APCO'S ARL PROGRAM



The Australasian Recycling Label Program helps businesses get their packaging recyclability right from the start.



Businesses that sign up to the Program get access to the Packaging Recyclability Evaluation Portal (PREP), an online tool to assess and improve their packaging's recyclability in the kerbside and REDcycle systems.

They also get access to the Australasian Recycling Label, which provides customers with easy to understand instructions about how to correctly dispose of all parts of their product's packaging.



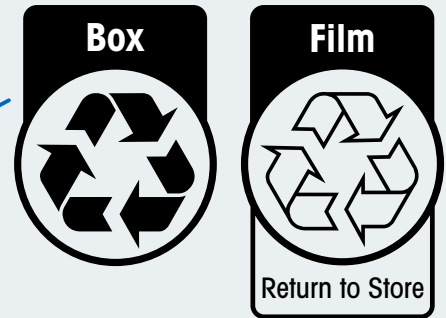
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IMAGE GALLERY AND LOGOS

A full suite of ARL imagery, which can be used across all marketing and communications channels, is available for you to download below.



MEDIA OPPORTUNITIES

APCO and Planet Ark are always looking for more ARL ambassador businesses that showcase the success of the program. If you're interested in being involved in marketing opportunities to demonstrate your organisation's use of the ARL on product packaging, we are looking for brand owners to take part in the following activities:

- Written and/or video case studies showcasing your use of the ARL
- Interview opportunities with industry media to share your brand's story
- Speaking opportunities at APCO workshops and events

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ARL KEY DATES

Wondering when is the best time to get involved in the National Consumer Education Campaign and help get the word out? Here are the key themes for the coming months that APCO and Planet Ark will be using to promote Australians' awareness, understanding of, and behaviour relating to sustainable packaging. We've identified key APCO and Planet Ark activities and included suggestions of calendar dates that could be used as hooks to talk about sustainable packaging.



APR – MAY 2021 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 RECYCLED CONTENT

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

KEY ACTIVITIES

- Plastic Free July

OTHER CALENDAR HOOKS

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



AUG – SEP 2021 REUSABLE PACKAGING

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

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



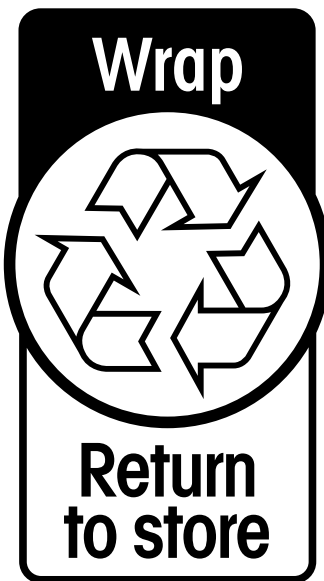
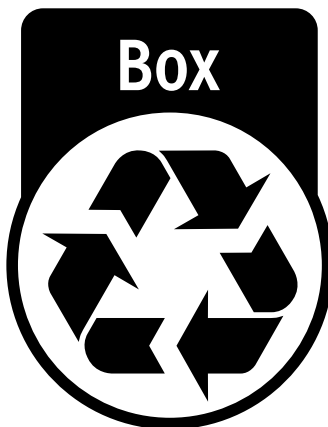
DEC 2021 – JAN 2022 SUSTAINABLE CONSUMPTION – REDUCTION AND AVOIDANCE

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

**CHECK IT!
BEFORE YOU
CHUCK IT**



arl.org.au

For more information visit arl.org.au **PLANET ARK**

This project is supported by the Australian Government