



FOODSERVICE PACKAGING RECOVERY

COMMUNICATIONS & MARKETING APPROACH



GOALS

FPI's overall goal is to develop and promote economically viable and sustainable recovery solutions for foodservice packaging.

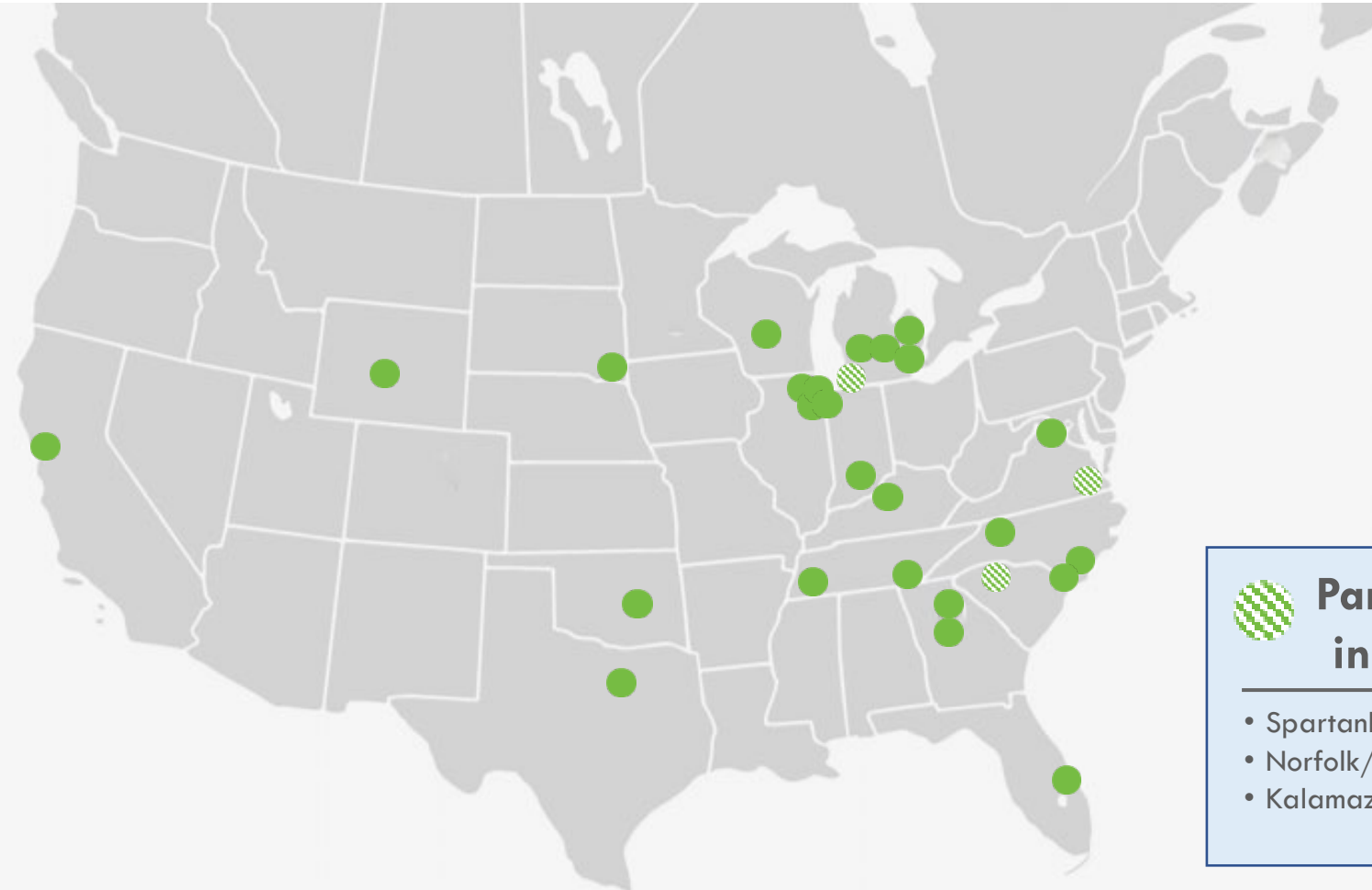
The purpose of FPI's Community Partnership program is to add a suite of foodservice packaging to **curbside recycling programs.**



FPI COMMUNITY PARTNERSHIP REACH

Partnerships Launched

- Chattanooga, TN
- Washington, DC
- Louisville, KY
- Denver, CO
- Millennium Recycling (Sioux Falls, SD)
- Kent County, MI
- Clark County, IN
- St. Lucie County, FL
- Martin County, FL
- Indian River County, FL
- Athens-Clarke County, GA
- Atlanta, GA
- DeKalb County, GA
- Lansing/East Lansing, MI
- Detroit, MI
- RRRASOC MRF (Oakland County, MI)
- GFL MRF (New Boston, MI)
- Pellitteri Waste Systems (Madison, WI)
- Groot Industries, LRS, SWALCO (Chicago region, IL)
- New Hanover County, NC
- Catawba County, NC
- Tulsa, OK
- Dallas, TX
- Memphis, TN
- Brunswick County, NC
- Chicago, IL
- Ukiah, CA



Partnerships in process

- Spartanburg, SC
- Norfolk/Va Beach, VA
- Kalamazoo, MI

As of October 2024



COMMS APPROACH

UPDATE INFORMATION

- Website, recycling flyer, and/or Waste Wizard. Add to Yes and remove from No lists.
- Key messaging: **clean and empty** (no lids, stirrers, or straws)

COMMUNITY OUTREACH

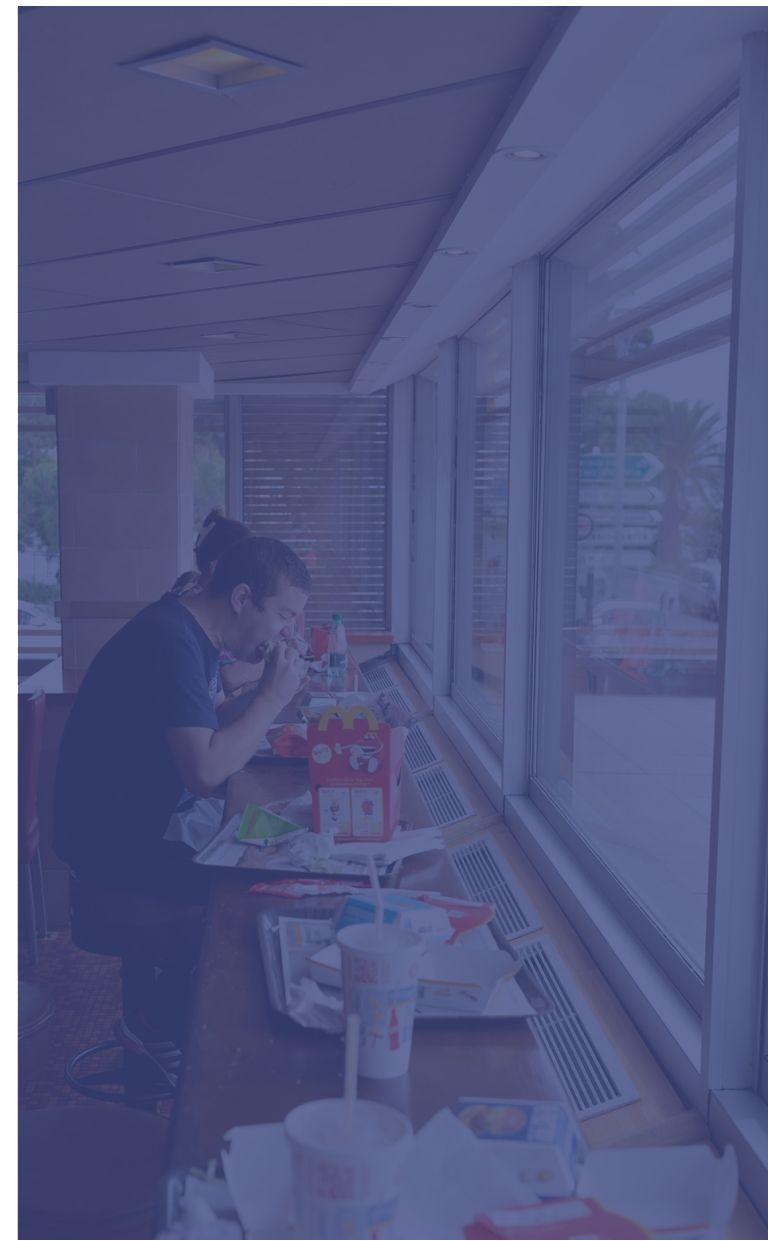
- Social media - posts, GIF, videos
- Advertisements - digital, outdoor, and/or print
- Identify community ambassadors

MEDIA

- Joint press release with FPI

BENCHMARK AND TRACK PROGRESS

- Pre-campaign residential survey and post-campaign survey
- Pre- and post campaign engagement metrics



SAMPLE EDUCATIONAL FLYER

RECYCLING FLYER

RECYCLE MORE!

RecycleAnyTown.com



PAPER

- Flattened Cardboard (clean & empty)
- Paper Containers & Cups (clean & empty)
- Milk, Juice & Soup Cartons (clean & empty)
- Newspapers/Inserts, Phone Books, Magazines, Junk Mail & Office Paper

NO TISSUE



PLASTIC

- Plastic Bottles, Cups & Containers (clean & empty)

NO PLASTIC BAGS



GLASS

- Glass Bottles & Jars (clean & empty; amber, green & clear)

NO WINDOWS OR CERAMICS



METAL

- Steel & Aluminum Bottles/Cans (clean & empty)

NO PAINT CANS



HOW TO PREPARE YOUR RECYCLABLES:

-  Recyclables should be clean and empty.
-  Do not use plastic bags; leave recyclables loose.
-  Include only listed items. Check with your local government or recycling service provider if unsure.

TIP: Return grocery bags to participating stores for recycling.



CUSTOMIZABLE VIDEO



KENT COUNTY, MI – 2019

Before




<p>Cardboard Flatten boxes, remove plastic and foam. Tape and labels are OK. Clean pizza boxes are OK!</p> 	<p>NEW! Cartons Coated paperboard that held liquid: milk, soy & almond milk, juice boxes, creamer, broth. Keep caps on.</p> 	<p>Glass Bottles & Jars CLEAN, clear & colored food or beverage glass. Remove lids (if metal). Labels are OK.</p> 
<p>Plastic Bottles, Jugs, & Tubs Clean, rigid plastic only. NO FOAM. Labels are OK. NEW: Rinse & keep cap on.</p> 	<p>Paper, Paperboard & Magazines Remove plastic bags. Shred only what is necessary and place shredding in clear plastic bag.</p> 	<p>Plastic Shopping Bags Stuff bags inside another bag and tie shut.</p> 
<p>Metal Cans & Foil CLEAN; labels are OK. Aerosol cans MUST be empty.</p> 	<p>DO NOT PUT IN RECYCLE BIN</p> <p>TANGLERS Anything stringy, like cords, cables, hoses, clothing, tarps, chains, tubing, wires</p> <p>HAZARDOUS MATERIALS Anything that held hazardous liquids, powders or gases including propane & helium tanks; medical waste including needles & IV bags; batteries</p> <p>UNACCEPTABLE FOR OUR FACILITY Electronics; anything larger than 2'x2'; foam containers and packaging material; glass from windows, doors & mirrors; Pyrex and bakeware; giftwrap; dirty or unwashed products</p> 	



SEPARATE OUT RECYCLING & TRASH

VISIT WWW.REIMAGINETRASH.ORG FOR MORE INFO ON WHAT HAPPENS AFTER YOUR RECYCLING GETS DROPPED OFF.

REIMAGINETRASH.ORG

After



KENT COUNTY RECYCLING GUIDE
reimaginetrash.org



PAPER

CLEAN AND EMPTY
Flattened Cardboard
Clean Pizza Boxes (No Food Residue)
Paper Boxes & Containers
Newspapers & Magazines
Junk Mail & Office Paper



PLASTIC

CLEAN AND EMPTY
Plastic Bottles, Cups & Containers
LEAVE CAPS ON NO PLASTIC BAGS



GLASS

METAL

CARTONS

CLEAN AND EMPTY
Glass Bottles & Jars
NO WINDOWS OR CERAMICS



CLEAN AND EMPTY
Steel & Aluminum Bottles/Cans
NO PAINT CANS



CLEAN AND EMPTY
Milk, Juice, & Soup Cartons



KEEP OUT OF RECYCLING CONTAINERS



SEPARATE OUT RECYCLING TRASH



Anything stringy, like cords, cables, hoses, clothing



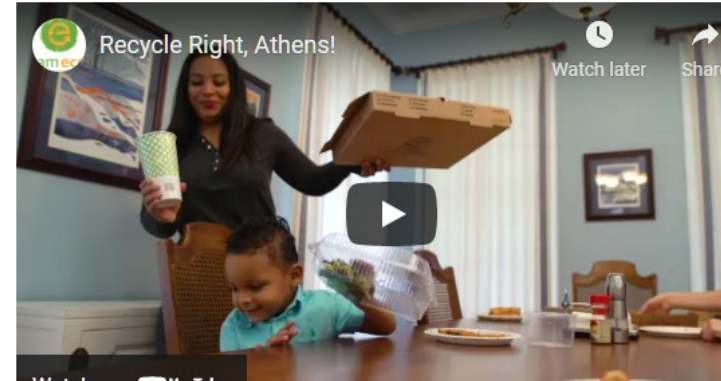
Anything in bags. Leave recyclables loose.



Hazardous materials like batteries, medical waste, or propane tanks

10/11/2019

ATHENS-CLARKE COUNTY, GA - 2020



#Recycle RightAthens

Empty, clean & loose in your cart

iameco
an recycling division

www.accgov.com/recycling

DOWNTOWN athens

REDANDBLACK.COM

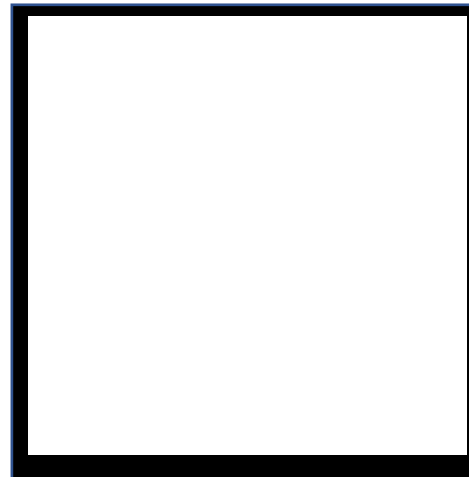
breakfast and lunch at ATHENS
923 Southwestern Ave. Mon - Fri 7:30am - 3pm

iameco

DON'T TRASH YOUR TAKE-OUT RECYCLE IT!

Empty, clean, and loose in your cart

#RecycleRightAthens



RECYCLE PAPER CUPS!

Clean & Empty

#RecycleRightAthens



ATLANTA -2021

RECYCLE THANK YOU FOR RECYCLING THESE:

 Glass



Bottles and Jars
empty and dry

 Metal



Aluminum and
Steel Cans
empty and dry

 Paper



Cartons, Mixed Paper,
Cardboard, Newspaper,
and Magazines
flatten cardboard

 Plastic



Bottles and
Containers
empty and replace cap

NO!



Do Not Bag
Recyclables
no garbage



No Plastic Bags
return to retail



No Textiles
or Clothing



No Tangles,
Cords, Hoses
or Chains



No Food or Liquid
empty all containers

 www.atlantaga.gov/recycling

Need a cart? You may be eligible
for a replacement at no extra charge.

CONTACT



Funded in part by



Recycling Information

RECYCLE MORE!
Empty, clean, and loose in your cart

Check out your solid waste collection schedule, print calendars and set reminders. Learn ways of disposing specific items with the Waste Wizard!

Calendar Wizard Bulk Collection Need help?

Please type your home address:

Search

Powered by R3Collect

Available on Google Play and the App Store



FOODSERVICE PACKAGING
INSTITUTE

GROOT (CHICAGOLAND) - 2023



Paper Cups are Now Recyclable!

An illustration showing several paper cups (one green, one white) being thrown into a green recycling bin. The bin has a white recycling symbol on its front. The background is a solid blue color.

Don't trash your paper cups, recycle them!
Empty, clean and loose in your cart.

HEY CHICAGOLAND

Paper cups CAN NOW go in your recycling bin!

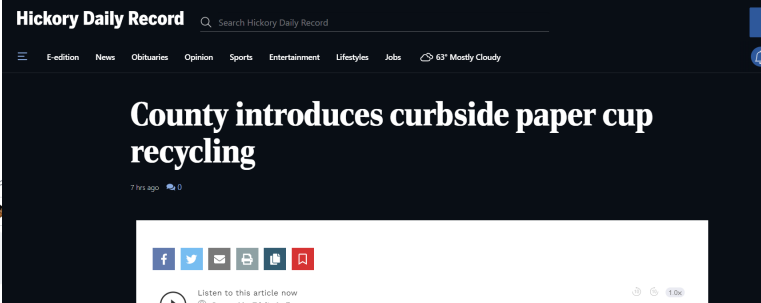
Transform today's paper cup into tomorrow's paper towel.

An illustration showing a white paper cup with a brown sleeve and a green recycling symbol, next to a roll of white paper towels. The Groot logo is visible at the bottom right of the illustration.A large, empty rectangular box with a thick black border, intended for a photograph or additional information.

NEW HANOVER COUNTY & WILMINGTON, NC- 2023



CATAWBA COUNTY, NC - 2023



YES! RECYCLE RIGHT

	<p>PLASTIC Bottles, tubs, jugs and jars</p> <p>No pumps Empty and rinse</p>	<p>METAL Cans</p> <p>Empty and rinse</p>
<p>PLEASE DON'T BAG YOUR RECYCLABLES!</p>	<p>GLASS Bottles and jars</p> <p>Empty and rinse</p>	<p>PAPER Paper, cartons and cardboard</p> <p>Flatten cardboard</p>



TULSA, OK - 2023

Don't trash your takeout, RECYCLE IT!

You can now recycle clean and empty take-out items such as paper and plastic cups, paper and plastic containers, pizza boxes, drink carriers, and paper bags!



RECYCLABLES COLLECTION

Acceptable take-out items can be collected in the Mr. Murph curbside and drop-off recycling programs.

- Empty all food and liquid residue from cups and containers.
- Discard straws, cutlery, soiled napkins, wrappers, Styrofoam items, and heavily soiled containers.
- Place loose in recycling carts and drop-off bins. Do not place in plastic bags



DO NOT PLACE IN RECYCLING
Straws, cutlery, soiled napkins

HEY TULSANS! Paper cups can now go in your recycling cart or drop-off bin!



TRANSFORM TODAY'S PAPER CUP INTO TOMORROW'S PAPER TOWEL.

HAULING AND MRF SORTATION

Take-out items are taken to the Mr. Murph materials recovery facility (MRF) where they're sorted by material type, baled, and sent to end users.



CONVERSION

Recycled take-out containers are broken down and given a second life as they're converted into cereal boxes, facial tissues, and even new take-out containers as well as clothes, furniture, or building materials!



Visit our website to learn what other items are acceptable in recycling carts and drop-off bins!
www.feedmrmurph.com/whats-recyclable

BREAKING NEWS: MAN DIES FROM INJURIES SUSTAINED IN CRASH ALONG I-244 IN TULSA

TULSA RECYCLING PLANT EDUCATES ON PROPER WAY TO RECYCLE TAKE-OUT FOOD CONTAINERS

Monday, May 22nd 2023, 5:27 am

By: Alyssa Miller



No tires los recipientes de comida para llevar ¡RECÍCLALOS!



#FeedMrMurph



FOODSERVICE PACKAGING INSTITUTE

MEMPHIS, TN - 2023

HEY MEMPHIS!
You can **now** recycle your paper cups!



CLEAN, EMPTY AND LOOSE IN YOUR CART. TOSS LIDS IN TRASH.

Don't trash your takeout, **RECYCLE IT!**

EMPTY & LOOSE IN YOUR RECYCLING CART.




RECYCLE RIGHT MEMPHIS!

RECYCLE.MEMPHISTN.GOV



PLASTIC

Plastic Bottles & Containers
(clean & empty, leave lids & caps on)

NO PLASTIC BAGS, HANGERS, BUBBLE WRAP OR PLASTIC CUPS




PAPER

Flattened Cardboard
(clean & empty)

Paper Containers & Cups
(clean & empty)

Milk, Juice & Soup Cartons
(clean & empty)

Newspapers/Inserts, Phone Books, Magazines, Junk Mail & Office Paper

NO TISSUE, PAPER TOWELS OR SHREDDED PAPER



GLASS


Glass Bottles, Jars & Containers
(clean & empty, amber, green & clear)

NO WINDOWS, CERAMICS, DISHES OR GLASS CUPS

METAL

Steel & Aluminum Bottles, Cans & Containers
(clean & empty)

NO PAINT CANS OR AEROSOL CANS



NO FOAM, BATTERIES, SHOES, CLOTHES OR FOOD

HOW TO PREPARE YOUR RECYCLABLES:

- Recyclables should be clean and empty
- Do not use plastic bags; leave recyclables loose.
- Include only listed items. **Check the Waste Wizard tool** if unsure on an item.



LRS (CHICAGOLAND) - 2023



LRS, the City of Chicago's blue cart recycling service provider for four of the six zones, has expanded its list of accepted materials to now include paper cups. This enhanced service will allow over 1 million residents in the city of Chicago and surrounding areas the opportunity to keep paper cups out of landfills and recycle them into new products. The Windy City joins a growing trend by adding paper cups to its residential recycling program.

RECYCLING GUIDELINES

YES!
Clean & Empty
Replace lids & caps
Put material in loose - Not in Bags

METAL
Steel & Aluminum Containers and Foil

PAPER
Cardboard (flattened), *Paper Cups, Office Paper, Newspaper, Magazines



CITY OF CHICAGO - 2024

HEY CHICAGO!

**RECYCLE YOUR
CLEAN & EMPTY
PAPER CUPS**



ChicagoRecycles.org

**RECICLA TUS VASOS
DE PAPEL LIMPIOS
Y VACÍOS**



Tirar las
tapas a la
basura

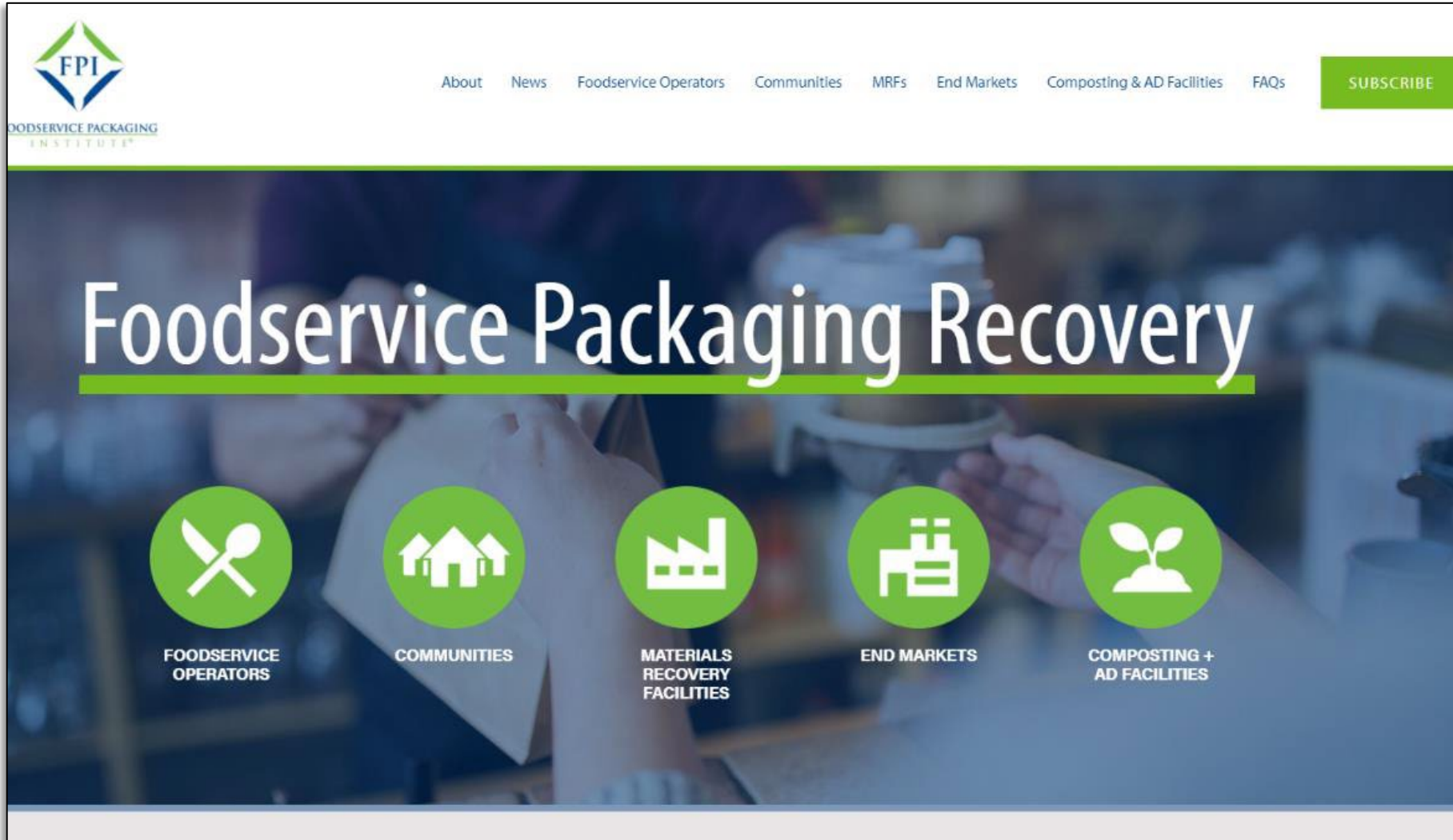


#ChicagoRecycles



COMMUNITY PARTNERSHIPS SUCCESS

	Chattanooga, TN	Louisville, KY	Washington, DC
	<ul style="list-style-type: none"> • Contamination decreased from 14% to 8% • Increase in proportion of fiber collected from 62% to 73% 	<ul style="list-style-type: none"> • Contamination decreased from 17% to 5-8% • Fiber (cardboard, mixed paper, newspaper) increased from 61% to 65% 	<ul style="list-style-type: none"> • Contamination decreased from 33.2% to 25.8%. • Mixed paper increased from 9.4% to 19.9%.
	<ul style="list-style-type: none"> • 116% increase, to recycling webpage post-launch • 46% increase in cart or bin requests 	<ul style="list-style-type: none"> • Increased web traffic by 45% • Increased cart requests by 33% • Social media engagements increased by 234% 	<ul style="list-style-type: none"> • 140k more views of “How to Prepare Recyclables Video” than expected. • 8.7 to 10 million impressions using Bus/Rail Ads







The screenshot shows the homepage of the Foodservice Packaging Institute (FPI). At the top left is the FPI logo, which consists of a stylized diamond shape with 'FPI' inside, and the text 'FOODSERVICE PACKAGING INSTITUTE' below it. To the right of the logo is a navigation menu with links for 'About', 'News', 'Foodservice Operators', 'Communities', 'MRFs', 'End Markets', 'Composting & AD Facilities', and 'FAQs'. A green 'SUBSCRIBE' button is located in the top right corner. The main content area features a large, semi-transparent blue banner with the text 'Foodservice Packaging Recovery' in white, underlined with a green bar. Below this banner are five green circular icons, each with a white icon and a corresponding label: a knife and spoon for 'FOODSERVICE OPERATORS', three houses for 'COMMUNITIES', a factory for 'MATERIALS RECOVERY FACILITIES', a factory with a chimney for 'END MARKETS', and a plant for 'COMPOSTING + AD FACILITIES'.

FPI
FOODSERVICE PACKAGING
INSTITUTE

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Foodservice Packaging Recovery

- 
FOODSERVICE OPERATORS
- 
COMMUNITIES
- 
MATERIALS RECOVERY FACILITIES
- 
END MARKETS
- 
COMPOSTING + AD FACILITIES