



FOODSERVICE PACKAGING
INSTITUTE®

Recycling Foodservice Packaging: Outreach in DC and Beyond

MWCOG Recycling Committee 3.21.19



- Established in 1933
- Only industry trade association in North America solely focused on all single-use foodservice packaging products
- Members include:
 - Converters and their raw material and machinery suppliers (represents about 90% of the industry)
 - Foodservice distributors and operators
- Since 2011, FPI has been actively engaged in getting more foodservice packaging recycled/composted

Foodservice Packaging

Single-use foodservice ware and packaging used by foodservice establishments

Specifically, our work focuses on recovery of:

- Cups (including sleeves)
- Containers
- Boxes
- Paper bags



Community Partnerships



FPI's Community Partnerships

Goal: Develop and promote economically viable and sustainable recovery solutions for foodservice packaging

Purpose: Add foodservice packaging to suitable curbside recycling programs based on reliability of and acceptance by end markets, plus willingness of MRFs to process the material



Overview of Community Partnerships

Conduct due diligence in the following areas and only move forward when all agree



MRF Operations

What is sorted at your MRF?
What bales are you making now?



MRF/ End Markets

Where do the materials go? What are the end markets' capabilities?
Have you considered additional domestic markets?



Haulers

What are contract arrangements with haulers? Subscription services?
Can you easily add materials to accepted list?



Community Buy-In

What is the relationship with the MRF like? What's the best way to partner on a communications campaigns?



Market Assurances

Develop good working relationships with industry groups on research, messaging, & market development



End Market Buy-In

What material is acceptable? In what bale? Capacity limitations or considerations?

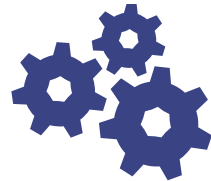
Overview of Community Partnerships

If all stakeholders agree, FPI and partners work together in these areas:



Contracting

Define obligations of community and aspects of FPI support



Operations Plan

How big?
Any process changes?
What is sorted where?



Communications Plan

Education and outreach planning, adding new material (language, images, integration into existing media)



Community Kick-off Event

PR and publicity
kickoff event



Measurement & Benchmarking

tonnage, residue, bale audit – what and how much?
Before snapshot and again 6-9 months after kickoff.

2016 Resident Messaging Survey

Best practices for reaching and educating your audience



Flyers

- Multiple images of recyclables
- Grouped by category (i.e. plastics)
- General description (i.e. plastic containers)
- Space between groups/images, uncluttered layout
- Instructions on “how to prepare”



Community Website

- Preferred source for recycling information
- Keep website updated
- Website should be easy to navigate
- Include FAQs from resident inquiries



Social Media

- Primary source of recycling information for **ages 18-34**, not primary for 34+
- Have a plan for regular social media interaction
- Align social media with website content



Language

- Use common terms to describe recyclable items
- Keep recycling instructions clear
- Use simple, positive language: clean
- Summarize prohibited items

Chattanooga, TN



Campaign Launch (Sept. 2017)



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Chattanooga's Takeout Taken In

By Caleb Powell, TDEC | Posted: Wednesday, December 6, 2017 10:00 am

With busy households ordering takeout more than ever, municipalities are seeing a rapid escalation in the volume of foodservice packaging in their waste streams.

Now, with new technology and education, many communities are finding ways to route cups, pizza boxes and paper bags away from the landfill and into the recycling system.

In Chattanooga, Tenn., the city has partnered with its local recycling facility to begin collecting these items in its curbside recycling program. Residents are now able to recycle more kinds of waste than ever before, with new acceptable items that include takeout packaging such as paper and plastic cups and containers, pizza and sandwich boxes, and paper bags.

The Foodservice Packaging Institute (FPI) is the trade association for the North American foodservice packaging industry and has spent five years on extensive research to truly understand the tangible and alleged barriers to getting more foodservice packaging recycled.



Chattanooga Team

At an event to kick off its program to accept foodservice packaging in its curbside recycling program, personnel from the city of Chattanooga were joined by officials from the Foodservice Packaging Institute and the Tennessee Department of Environment and Conservation (TDEC).



Webpage Changes



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Before Campaign

Holiday Schedule

Recycle is collected on all days except Thanksgiving Day and Christmas Day.

Acceptable Materials

- Aluminum cans
- Cardboard
- Glass
- Mixed paper
- Newspaper
- Plastics #1 - #7
- Steel (Tin) cans - (Rinse food containers)

Non Acceptable Materials

- Clothes
- Food
- Large toys
- Plastic bags
- Styrofoam
- Yard Waste



After Campaign

Recycle is collected on all days except Thanksgiving Day and Christmas Day.

Chattanooga Residents can now recycle more than ever before!

Acceptable Materials PAPER



Flattened Cardboard (clean & empty)



Paper Containers & Cups (clean & empty)



Campaign Goals and Results



Goal: 15% increase in recycling website traffic
Result: 130% increase in website visitors



Goal: 20% increase in social media engagements about recycling posts
Result: Facebook ads reached 87,000 residents



Goal: 10% increase in cart requests
Result: 46% increase in cart requests

Louisville, KY



Campaign Launch (Oct. 2017)

courier journal
PART OF THE USA TODAY NETWORK

Curbside recycling carts in Louisville can now take your food takeout containers

Sheldon S. Shafer, @sheldonsafer Published 11:14 a.m. ET Oct. 23, 2017



Louisville Mayor Greg Fischer's administration has announced that, effective immediately, food takeout containers can be disposed of in curbside recycling carts.

That includes packaging from burgers, chicken, pizza, tacos and other to-go containers as well as drink cups.

The wider curbside recycling is available to more than 84,000 households in the city's Urban Service District served by Public Works.

More from the Courier-Journal



RECYCLE MORE!

louisvilleky.gov/recycling

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.

 Recycling should be at the curb by 6am on collection day.

TIP: Return grocery bags to participating stores for recycling.

Webpage Changes



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Before

Recycling

Recycling Services within the **Urban Services District (USD)**, Louisville's Urban Neighborhoods

- [Residential/Curbside Recycling](#)
- If you live in the USD, [enter your address in our MyLouisville tool](#) to find out when we pick up your recycling at home.
- [Business Recycling / FAQ](#)

Recycling Bins

- [Order a new one, replace one, get a larger one, replace a lost one, report a damaged one](#)

Recycling Services with the Suburban Areas

- [Recycling Drop Off Locations](#)

Special Recycling Programs

- [Wet/Dry Recycling in the Central Business District](#)
- [Electronics Recycling](#)
- [Waste Reduction Center](#)
- [Battery Recycling](#)
- [Latex Paint Recycling](#)

Recycling Resources

- [Learn what you can and can't recycle](#)

Where does my recycling go?

[Watch this video to find out!](#)

Recycling Drop-Off Locations

We operate 18 recycling sites across Louisville Metro. Four are fully staffed and 14 are unstaffed. Staffed centers are open Tues-Sat. and Unstaffed centers are available at any

After

Recycling

Popular:

- [General information about recycling by location in Louisville](#)
- [Sign up for junk set out notifications by email / text](#)
- [Recycle latex paint \(how to video\)](#)
- [Recycle electronics](#)
- [Order/replace a recycling cart or bin](#)
- [Where is the waste reduction center?](#)



What can I recycle?



Recycling Locations



Recycling Tips



Recycling Carts & Bins



Special Recycling Programs



Business Recycling

Campaign Goals and Results



Goal: 15% increase in traffic to Recycling web page from Nov.2017 through Feb. 2018

Result: 45% increase over same period in 2016-2017



Goal: 20% increase in social media engagements

Result: 234% increase in Facebook likes



Goal: 10% increase in cart/bin requests

Result: 33% increase in recycling bins/carts



Goal: Reach more than 10% of residents through digital ads

Result: Ads reached more than 130,000 homeowners (over 16%)

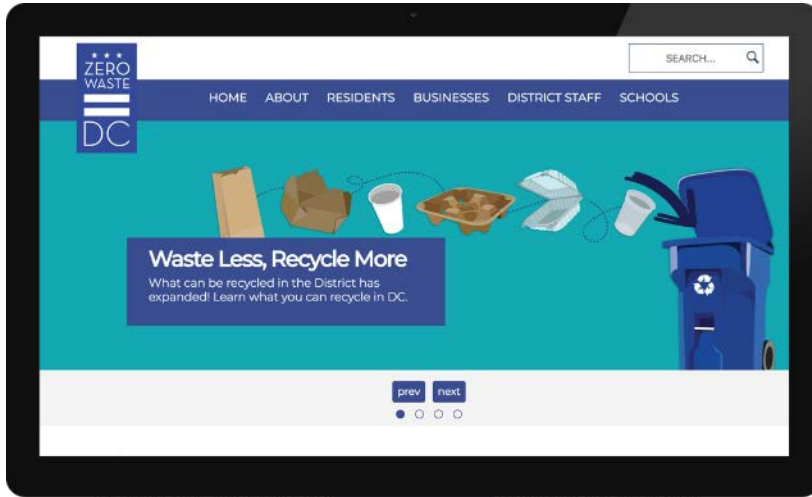
Washington, DC



Campaign Launch (Oct. 2017)



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Zero Waste DC: How to prepare your recycling

15,149 views



SUBSCRIBE



Campaign Goals and Results



Goal: 15% increase in Zero Waste social media followers by March 2018

Results:

- *531% increase in Facebook followers (100 to 1,636 in 5 months)*
- *444% increase in Twitter followers (124 to 675 in 5 months)*



Goals: 500 clicks on recycling guideline page Oct. 2017-Feb. 2018; sustain web traffic until March 2018

Results:

- *102% increase in recycling guideline page views vs. 2017*
- *Website activity page views and first-time visitors doubled and sustained*

Campaign Goals and Results



Goal: 200 views of recycling video during Oct. to Dec. 2018
Result: 142,000 views (digital & social media) of recycling video



Goal: 15% increase in monthly recycling tonnage over previous year
Result: 11.7% increase over previous year

Recent Partners



Denver Campaign Launch (Nov. 2018)



NEWS > ENVIRONMENT

Denver can now recycle paper coffee cups

The city aims to improve its below-average recycling rate

By **SAM TABACHNIK** | stabachnik@denverpost.com | The Denver Post
PUBLISHED: November 30, 2018 at 4:24 pm | UPDATED: November 30, 2018 at 5:10 pm

Massive stacks of recycled trash inside Alpine Waste and Recycling towered behind Denver City Councilwoman Kendra Black as she posed a question nearly every coffee drinker has asked: What are we supposed to do with those paper cups?



Partnership Allows Two Million Residents to Recycle Paper Cups

Denver Joins Chattanooga, Tenn.; Washington, D.C.; and Louisville, Ky., as FPI community partner.

Waste360 Staff | Dec 05, 2018

Millennium Recycling in Sioux Falls, SD (Feb. 2019)



While sleeves are welcome in Millennium's paper cup recycling program, plastic lids are not. stock.adobe.com

South Dakota MRF adds paper cups

Millennium Recycling of Sioux Falls, South Dakota, partners with the Foodservice Packaging Institute.

February 21, 2019

By DeAnne Toto



Municipal / IC&I Paper

A partnership with the **Foodservice Packaging Institute** (FPI), Falls Church, Virginia, has allowed material recovery facility (MRF) operator **Millennium Recycling Inc.**, Sioux Falls, South Dakota, to add paper cups to its list of acceptable recyclables.

"We are committed to giving our customers in Sioux Falls, Yankton, Huron, southwest Minnesota and beyond the opportunity to provide a new life for recycled cups—not just send them to the landfill," says Shannon Dwire, president of Millennium Recycling.

Roughly 600,000 tons of paper beverage cups are used each year in the United States, Millennium says, with the majority of this material ending up in landfills ad they were once thought to be unrecyclable

Argus Leader. HOME NEWS SPORTS LIFE OPINION OBITUARIES Insider USA TODAY MORE [Subscribe](#)

Sioux Falls residents, don't throw away those paper cups anymore

Jeremy Fugleberg, Sioux Falls Argus Leader Published 3:32 p.m. CT Feb. 21, 2019

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

(Photo: Joe Ahlquist / Argus Leader)

Don't throw out those paper cups in the garbage anymore, Sioux Falls.

Millennium Recycling Inc., the Sioux Falls-based recycling facility that serves the region, announced Thursday it can now process paper cups due to a new partnership

Home Recycle Learn Contact Portal

Recycling In Sioux Falls

20 FEB 19 COMMENT

Recent Posts

14 ReUSE Clothes...Do Not Recycle

Categories

- Community
- Industry News

FREE Resources on RecycleFSP.org



Resident Education Kit

FPI is committed to making resident outreach of recycling foodservice packaging (FSP) simple and successful. We have resources to add to your current educational material or if you're starting from scratch. Click on the buttons below to access the resources in the kit.



RECYCLE MORE!
RecycleAnyTown.com

PAPER:
Paper Cartons
Paper Containers
Paper Plates
Paper Cups
Paper Napkins
Paper Towels
Paper Plates
Paper Cups
Paper Napkins
Paper Towels

PLASTIC:
Plastic Bottles
Plastic Containers
Plastic Lids

GLASS:
Glass Bottles
Glass Containers

METAL:
Metal Containers
Metal Lids

HOW TO PREPARE YOUR RECYCLABLES:

Personalize Your Flyer



Foodservice Packaging Photo Gallery
Click to expand and download images.



Download FSP Images



Survey Results
Paper Recovery Alliance/Plastics Recovery Group
Resident Messaging Survey Findings

Survey Questions and Results:

Q1: WHICH DO YOU USE AS MOST FOR TRAYING INFORMATION? Rank in order of most used on (1) and the least used on (5).


- 1. One, make it simple, concise, and easy to read
- 2. Multiple and detailed information
- 3. Recycle-friendly
- 4. Color photos
- 5. None

Q2: To what extent do you use recycling information? The higher the score, the more you use recycling information.

Q3: How do you feel about the recycling information you are receiving? The higher the score, the more you feel about the recycling information you are receiving.

Q4: How do you feel about the recycling information you are receiving? The higher the score, the more you feel about the recycling information you are receiving.

View Survey Results



Communicating Recycling of Foodservice Packaging in Your Community

RECOMMENDED GRAPHICS, TERMS & SPECIAL INSTRUCTIONS:

Graphic 1: Paper Recycling

- Paper plates, cups, and napkins
- Paper containers
- Paper napkins
- Paper towels

Graphic 2: Plastic Recycling

- Plastic bottles
- Plastic containers
- Plastic lids

Graphic 3: Glass Recycling

- Glass bottles
- Glass containers

Graphic 4: Metal Recycling

- Metal containers
- Metal lids

Best Practices

Questions?



Visit RecycleFSP.org for more info:

Contact:
Lynn Dyer
ldyer@fpi.org

The screenshot shows the FPI website with a navigation menu at the top: HOME, ABOUT FPI, FOODSERVICE OPERATORS, COMMUNITIES, MATERIALS RECOVERY FACILITIES, END MARKETS, COMPOSTING & AD FACILITIES, and FAQs. The main heading is 'Foodservice Packaging Recovery Toolkit'. Below the heading is a paragraph: 'Recovering Foodservice Packaging (FSP) can have substantial benefits in cost-saving waste reduction, revenue generation, reduction of environmental impact and positive expectations from residents and customers. No matter what role you play in recovering foodservice packaging, this Toolkit has something for everyone.' This is followed by another paragraph: 'This Recovery Toolkit presents lessons learned in successful recovery of foodservice packaging. It is a comprehensive resource on what foodservice packaging is currently being recovered, collected, processed and marketed. Let's get started!'. At the bottom, there are five image-based categories: 'Foodservice Operators' (restaurant interior), 'Communities' (landfill), 'Materials Recovery Facilities' (factory), 'End Markets' (warehouse), and 'Composting & Anaerobic Digestion Facilities' (garden).

