

Local government toolkit



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UNDERSTANDING RECYCLING LABELS

Introduction

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.

WHAT'S DIFFERENT ABOUT THE ARL?

The ARL is an **evidence-based label**, meaning that in order for a piece of packaging to have it, it needs to be assessed first through the **Packaging Recyclability Evaluation Portal (PREP)**.

PREP simulates the recycling ecosystem, from the moment packaging is placed in the bin and gets picked up by a truck, how it travels and gets sorted at the Materials Recovery Facility (MRF). PREP also simulates how packaging is reprocessed and sold in end markets, including to paper mills, glass beneficiation plants and plastics reprocessors, and whether it can be turned into new product or packaging.

Since the launch in 2018, **over 900 organisations** have joined the Australasian Recycling Label (ARL) program. There have been **over 321,000 SKUs carrying the ARL** in Australia and New Zealand. As a result, awareness of the ARL has significantly increased, with 76% of Australians and 71% of New Zealanders, recognising it.

CHECK IT BEFORE YOU CHUCK IT!

The **Check it Before You Chuck it** campaign was designed to remind Australians to look for the ARL every time they are at the bin. We have developed a suite of assets from **videos, social media posts, and posters** to engage audiences on best practices regarding the ARL. Throughout these assets, you'll see Chuck, Bob, and Lulu who help make using the ARL easy.

In this toolkit you will find useful resources regarding the following five topics:

- Recycling
- Recycled content
- Reusable packaging
- Packaging reduction and avoidance
- Functional role of packaging (for example the important relationship between packaging and the avoidance of food waste)



NEWSLETTER/EDM COPY

We have created some text that can be included in your next employee or resident newsletter or EDM.

DO YOU CHECK IT BEFORE YOU CHUCK IT?

The 2023 National Waste Report observed that 83% of Australians find recycling at home convenient, however, 50% find it confusing! The **Australasian Recycling Label (ARL)**, provides consumers with clear instructions on how to dispose of their packaging correctly.



Additional information

Delivered by the **Australian Packaging Covenant Organisation (APCO)**, in partnership with **PREP Design** and **Planet Ark**, the ARL helps consumers to confidently navigate a complex and evolving recycling landscape across Australia and New Zealand.

The label clearly indicates whether our product packaging:

- belongs in the rubbish bin (bin symbol),
- recycling bin (shaded recycling symbol),
- can be conditionally recycled (transparent recycling symbol) provided you follow the instructions, or
- consumers need to check locally via the ARL website arl.org.au to confirm how to recycle (geotag symbol). Look for the label when you purchase your packaging and make sure to check it before you chuck it!

CONSUMER RESEARCH

Consumer research is a vital component to measure the campaign performance.

You can find the latest consumer insights report [here](#).



SOCIAL MEDIA POSTS

We have created a range of ready-to-go social media graphics and images available to download below. They allow you to explain the ARL on your social media channels. Please feel free to write copy to suit your organisation's social media style and tone of voice.

link: www.arl.org.au

tags: [#AustralasianRecyclingLabel](https://twitter.com/AustralasianRecyclingLabel) [#ARL](https://twitter.com/ARL)



CHECK IT BEFORE YOU CHUCK IT

Check It Before You Chuck It is the easiest way to make sure you put the right packaging in the right bin. By checking the Australasian Recycling Label (ARL) you can find out what packaging can and cannot be recycled.



CONDITIONALLY RECYCLABLE

Conditionally Recyclable packaging is packaging that is recyclable but do not go in your yellow bin at home. The Australasian Recycling Label (ARL) will tell you what simple steps you need to take to recycle your packaging correctly.



REDUCTION AND AVOIDANCE

Reduction and Avoidance are other ways to reduce the amount of packaging you throw away. Buying in bulk, avoiding excess packaging where you can, and swapping to reusable alternatives can all make an impact.



REUSABLE PACKAGING

Another way to prevent your packaging from going to waste is using reusable options where possible. That way it can be used multiple times for the same purpose without having use new materials to create more packaging.



RECYCLED CONTENT

By recycling your packaging and buying back products made from recycled content, you are giving old products new life! This reduces the amount of new resources that need to be extracted.

VIDEOS

We have created a [range of videos](#) 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 video tile](#).



Resources

FACT SHEETS

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.



[DOWNLOAD ARL FACT SHEET](#)



[DOWNLOAD PREP FACT SHEET](#)

EDUCATIONAL POSTERS

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

[DOWNLOAD HERE](#)



TRANSLATED RESOURCES

A range of resources have been translated into languages other than English to help **culturally and linguistically diverse communities** across Australia. Download specific materials below.

New resources, translated in the existing and new languages, are in development. Reach out to recycling@planetark.org to find out more.



FREQUENTLY ASKED QUESTIONS

For more information, you can find a document with the most frequently asked questions [here](#).

GET IN TOUCH

If you have any questions about the ARL and how businesses apply this on pack, contact APCO at arl@apco.org.au

If you have questions about the ARL for consumers, contact Planet Ark at recycling@planetark.org.au



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