Residue to Recovery: Increasing Recycling Opportunities for Foodservice Packaging

November 28, 2018
Today’s Presenters

Moderator:  
Lynn Dyer, President  
Foodservice Packaging Institute

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Recycling Coordinator  
City of Chattanooga

Annie White  
Office of Waste Diversion Manager  
Washington, DC

Karen Maynard  
Public Education Coordinator  
Louisville Metro
Your **control panel** to the right allows you to change audio vs. phone settings.

**Questions?**

- Use Q&A feature to ask questions during webinar

**A recording** of this session will be available after the webinar at RecycleFSP.org
Residue to Recovery: Increasing Recycling Opportunities for Foodservice Packaging

City of Chattanooga
Department of Public Works
Background

Chattanooga, Tennessee, a city of approximately 178,000 has had a single stream recycling program for nearly 13 years. With a focus on providing every household with a curbside recycle container by 2022, the city looked towards expanding their recycling program while also increasing their communication to residents. The city saw the Community Partnership program as the greatest opportunity to not only expand their recycling program but to have a large communication campaign to update their educational materials and give residents a refresh of information on recycling. In fall 2017, after a year of planning, Chattanooga was announced as the very first city selected for the Community Partnership program. The city had a large advantage geographically to assist in their recycling program due to the southeast region. The WestRock MRF in Chattanooga has viable end markets and processing capability to handle the new items the city was interested in adding. Leaders from WestRock, one of the country’s largest paper producers, made it clear they saw targeted program expansion as a benefit, not a burden.
In September 2017, Chattanooga launched a new communications campaign informing residents of the new acceptable materials and how to properly divert them. The campaign included website updates, an advertising campaign and eye-catching educational fliers distributed by volunteers and staff during an outreach event at the Chattanooga Zoo. Creating an event at a popular local spot gave the city an opportunity to speak to residents face-to-face about the new recycling additions.

In the first month of Chattanooga’s campaign, the recycling section of the city’s website received 2,342 more unique visitors than the same period a year ago, a 116 percent increase, and the city saw a 46% increase in the requests for a cart or bin, showing a large jump in participation for the new program. Nine months after the launch of the program, a waste sort was conducted at WestRock to see any initial progress from resident participation since the communication campaign. The waste sort showed a decrease in overall residue at WestRock, from 14% to 8% which indicates communication efforts surrounding “recycling clean materials” was a success!
Community Partnership Goals

- Website traffic increase by 15% for recycling web page from Nov 2017-Feb 2018
- Social media engagements about recycling posts increase by 20% Facebook
- Reach more than 10% residents through digital advertising engagements
- Cart request increase by 10%
Results

- Website traffic increase by 15% for recycling web page from Nov 2017-Feb 2018
  - Achieved 130% increase in page visitors over the same period in 2016

- Social media engagements about recycling posts increase by 20% Facebook
  - Reached FB ads reached 87K with 855 click-thrus

- Reach more than 10% residents through digital advertising engagements
  - Reached digital ads reached

- Cart request increase by 10%
  - Reached cart request increased by 46% during campaign
Press Event & MRF Tour
Press Coverage

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.

Discussions about best practices and how to overcome obstacles were needed in order to make a change. End markets, material recovery facility (MRF) requirements, and a community’s recycling culture are all variables in getting residential curbside recycling programs to accept foodservice packaging.

When asked why Chattanooga was chosen for this initiative, Lynn Dyer, president of FPI, said, “The appropriate MRF and end markets were present. In our efforts to get more paper and plastic foodservice packaging recycled (or composted), we’ve been doing outreach to numerous cities. Chattanooga and their MRF, WestRock, both saw the value of adding these new materials to their residential curbside recycling program, which made for a terrific community partnership.”

FPI helped the city of Chattanooga launch an outreach campaign to update residents on the new materials that could now be accepted and how to properly prepare them for the recycling process. The city and FPI co-hosted a recycling expansion kickoff event and ribbon cutting in September to promote the initiative.

Councilman Ken Smith spoke at the event, which was attended by personnel from WestRock, Orange Grove Center, the city of Chattanooga, and many other organizations that deal with solid waste and recycling. Jeannette Engelsbach, director of Scenic City Beautiful, gave a short demonstration of how to prep the new recyclables before they...
By the numbers

Curbside Tonnage
Total number of request for Curbside Recycle Carts
By the numbers continued...

![Bar chart showing Curbside Tonnage and Total number of request for Curbside Recycle Carts from May-18 to Oct-18.](chart.png)
Website Changes

Recycling Page Pre-Campaign

<table>
<thead>
<tr>
<th>Holiday Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycle is collected on all days except Thanksgiving Day and Christmas Day.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Acceptable Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminum cans</td>
</tr>
<tr>
<td>Cardboard</td>
</tr>
<tr>
<td>Glass</td>
</tr>
<tr>
<td>Mixed paper</td>
</tr>
<tr>
<td>Newspapers</td>
</tr>
<tr>
<td>Plastics ( #1 - #7)</td>
</tr>
<tr>
<td>Steel (St) cans - (Rinse food containers)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-Acceptable Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes</td>
</tr>
<tr>
<td>Food</td>
</tr>
<tr>
<td>Large toys</td>
</tr>
<tr>
<td>Plastic bags</td>
</tr>
<tr>
<td>Styrofoam</td>
</tr>
<tr>
<td>Yard waste</td>
</tr>
</tbody>
</table>

Recycling Page Today

Chattanooga Residents can now recycle more than ever before!

Acceptable Materials

**PAPER**

- Flattened Cardboard (clean & empty)
- Paper Containers & Cups (clean & empty)
Total Unique Visitors to Chattanooga’s Recycling Website
Sept-Nov 2016 vs. 2017

Pre-Launch Rate: 6194
Post-Launch Rate: 11446

Website Stats
## Acceptable Curbside Recyclable Material

### BEFORE:
- Aluminum Cans
- Plastics numbers 1-7
- Cardboard
- Steel Cans
- Mixed Paper
- Newspaper

### AFTER:
- Aluminum Cans
- Plastics numbers 1-7
- Cardboard
- Steel Cans
- Mixed Paper
- Newspaper
  - Pizza boxes
  - Paper cups and plates
  - Paper bags
  - Egg cartons
  - Plastic cups
  - Bakery/Deli boxes
  - Paper or Plastic To-go containers
  - Plastic produce containers
Through grant funding provided by the State of Tennessee Department of Environment and Conservation, the City of Chattanooga launched an education and outreach program geared towards educating its recycle customers on what is and is not acceptable in curbside recycle collection.

**STEP 1**
With a damp rag, clean the LEFT side of the container, LEFT of the City of Chattanooga logo.

**STEP 2**
Make sure the area is completely dry.

**STEP 3**
Peel sticker.

**STEP 4**
Place sticker on the LEFT side of the container, LEFT of the City of Chattanooga logo. Use recycle container as normal.

**ACCEPTED**
- Beverage cups
- All plastics #1-7
- Mixed paper
- Cardboard
- Pizza and to-go boxes
- Aluminium cans
- Newspapers
- Steel cans

**NOT ACCEPTED**
- Plastic bags
- Clothing
- Glass
- Styrofoam
- Food
Education and Outreach
Event Outreach at the Chattanooga Zoo
PARKing Day
Kim Smith
Recycling Coordinator
City of Chattanooga
Washington D.C. Mayor’s List Launch

From Residue to Recovery: Increasing Opportunities to Recycle Foodservice Packaging
Annie White, Department of Public Works
FY 17 DISTRICT WASTE SNAPSHOT

Residential Diversion Rate
23.13%

Citywide Diversion Rate Goal
80%
ZERO WASTE LEGISLATIVE REQUIREMENTS

MAYOR’S LIST OF RECYCLABLES & COMPOSTABLES

• Provides a single comprehensive list of recyclable and compostable materials for DC residents and businesses
• Must be reviewed every 2 years or less
• **Effective Date**: January 1st, 2018

SOURCE SEPARATION

• Waste required to be sorted into recycling and trash at point of discard. Compostable materials required to be separated once District program is established.
• Both are requirements of the Sustainable Solid Waste Management Amendment Act of 2014.
Developing the Mayor’s List: MRF Surveys & Identifying the Vocabulary

Recycling Partnership Survey Template

Acceptable Materials Worksheet

Please go through each item on the list and check whether the item is acceptable or not acceptable. This document will be used to get the local government and the MRF on the same page. It can set the framework for front line staff employees answering the phone or driving the collection vehicles to better inform the community. It also provides the framework to start building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here is how they are defined:

Not Dangerous: Item is not sent to a market for recycling, but does not cause any major problems if found in the stream.

Dangerous: Item can shut down or damage equipment, harm employees, and/or degrade the value of material.

<table>
<thead>
<tr>
<th>Paper Products</th>
<th>Accept</th>
<th>Do Not Accept</th>
<th>Do Not Want on List but Accept</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pizza Boxes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard Cover Books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paperbacks Books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junk Mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cartons (gable top containers)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>like milk, orange juice, etc</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shredded Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Terms & Tools

www.recycleyourplastics.org

www.recyclingpartnership.org

Recycle Your Plastics

Terms & Tools
DEVELOPING THE MAYOR’S LIST

1. A survey of eight regional MRFs was performed for over 70 product types.
2. MRFs were asked to indicate which materials they accept, accept but do not want, or reject.
3. Materials added to the list were accepted by the majority of MRFs in the region. Materials removed from the list were not accepted or not desired by a majority of these facilities.
2018 CAMPAIGN OVERVIEW: HARMONIZING WHAT IS REQUIRED TO BE RECYCLED

New to Commercial & DPW-Collected Recycling

- Pizza boxes
- Paper & plastic plates, cups, cup lids, to-go containers
- Plastic produce, deli & bakery containers, and trays

New to Commercial

- Plastic tubs, containers, and lids
- Bulky plastic items such as milk/soda crates, buckets with metal handles, & laundry baskets
- Milk, juice, soup cartons
- Paperback, telephone books, hardback books
- Wrapping paper
- Aerosol cans
- Aluminum foil and aluminum pie pans

**All Materials should be clean & empty**
**All Materials should be clean & empty**
DEVELOPING OUTREACH MATERIALS BASED ON MAYOR’S LIST

- Terminology, Images & Strategy informed by:
  - Recycle Your Plastics
  - Foodservice Packaging Institute
  - The Recycling Partnership
  - Leading Municipalities
  - DC Agencies & Community

https://www.recycleyourplastics.org

https://tools.recyclingpartnership.org

http://www.recyclefsp.org/
FPI Community Partnerships & Launch of DC’s Mayor’s List

- Planning & Outreach
  - MRF Toolkit
  - Communication with MRF/end-markets
- Pre-campaign goal setting
  - Communications goals
  - Recycling goals
- Communication & advertising support
  - Focus on social media & retargeting ads
  - Images for new recyclables
  - Campaign artwork personalized for DC
Foodservice Packaging
Recycling Messaging

- 250 Metro Rail ads, 8.7M impressions
- 375 bus ad, 10M impressions
IMPROVING RECYCLING THROUGH EDUCATION

Residential & Commercial Mailers in 7 Languages

Magnets

Signage

Website (LINK)

Outreach Efforts

- 4 Press releases
- 2 Recycling videos: English and Spanish
- 2 Residential Outreach Mailers
- Print Advertisements
- Sponsored social media
- 50 outreach events, reaching 9,000 people
To view video, go to https://www.youtube.com/watch?v=TuDqyA609xU
Online Outreach Results

Zero Waste DC Results

- Zero Waste Residential Recycle Page: **12,349 pageviews**
- Zero Waste Resources Downloaded: **8,251 downloads**
- ZW Facebook: **1791 Followers**
- ZW Twitter: **889 Followers**
- Recycling Video had a total of **142k views**
  - English **74k views**, Spanish **68k views**
  - Facebook **32k views**, Twitter **74k views**

Steady growth in website traffic
Operational Changes

- Route optimization of recycling routes
- Dedicated supervisors for recycling collection
- Dedicated recycling crews
- Improved equipment availability
- New fleet
Recycling Volumes by Month

11.7% increase since FY 17
## Broad Material Categories

### 2018 vs 2017 Sorts

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residue (Including Plastic Film)</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>Fiber</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Bottles and Cans</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Cups and Containers</td>
<td>1.3%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>
### Detailed Foodservice Packaging Recycling Sort Results

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
<th>Percentage Point Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed Paper</td>
<td>9.4%</td>
<td>19.9%</td>
<td>10.50%</td>
</tr>
<tr>
<td>Paper Cups</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Paper Containers &amp; Trays</td>
<td>0.1%</td>
<td>3.4%</td>
<td>0.30%</td>
</tr>
<tr>
<td>Paper Bags</td>
<td>0.0%</td>
<td>1.4%</td>
<td>1.40%</td>
</tr>
<tr>
<td>PET Cups and Containers</td>
<td>0.4%</td>
<td>1.6%</td>
<td>0.40%</td>
</tr>
<tr>
<td>PP Cups &amp; Containers</td>
<td>0.4%</td>
<td>0.8%</td>
<td>0.40%</td>
</tr>
<tr>
<td>PS Cups &amp; Containers</td>
<td>0.4%</td>
<td>0.5%</td>
<td>0.10%</td>
</tr>
</tbody>
</table>
Foodservice Packaging Outreach Next steps

• Refresh Campaign
• Promote Video
  • Drive traffic to *What Goes Where* Tool to search for recyclable take-out packaging
Goals and Next Steps

- Decrease to 12% Decrease in volume of Plastic bags.
- Increase in participation
- Increase in quality tons recovered
THANK YOU

Email: Zero.Waste@dc.gov
Website: zerowaste.dc.gov

@dczerowaste #ZeroWasteDC

DISTRICT DEPARTMENT OF PUBLIC WORKS
Partnering Through the Recycling Value Chain

Karen Maynard
Public Education Coordinator
Metro Solid Waste Management
Louisville, Kentucky
Community Partnership Program

- Add a suite of foodservice packaging to curbside recycling programs
- Provide model programs for other communities
Communications Goals

› Support ongoing communication around curbside recycling programs
› Inspire residents to engage in recycling messages and practices through earned media and digital media campaigns
› Work with MRF to communicate new featured recyclables
Communications Measures

› Website traffic increase by 15% for Recycling web page from Nov 2017 – Feb 2018
› Social Media Engagements about recycling posts increase by 20%
› Reach more than 10% of residents through digital ads
› Increase cart/bin request by 10%
MOU signed
Communications Plan developed
Website updated
Press conference planned
2017

August

Before and after screenshots of webpage

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
- 3rd 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 9 a.m.-5 p.m. and Unstaffed centers are available at any time.
2017

August

- New Acceptable Items flyer
  - Used as a model to update Bulky Waste flyer
2017

October

- Press Conference at 2017 MWMA Fall Summit in Louisville
2017

Partnering with FPI

- Engaging residents: Digital Ad Campaign

![Digital Ad Campaign Image]
2017

- Engaging residents: America Recycles Day video
Partnering with FPI 2018

- Engaging residents: Recycle Coach app!

- More metrics
  - Over 2,000 new subscribers since May launch
  - Content page views – What Goes Where search tool
Partnering with FPI 2018

Recycling Webpage Data

Average Louisvilleky.gov/Recycling Unique Pageviews

- BEFORE CAMPAIGN (JAN. 2016 - SEP. 2017): 2036.545455
- DURING CAMPAIGN (OCT. 2017 - FEB. 2018): 2762
- AFTER CAMPAIGN (MAR. 2018 - PRESENT): 2851.857143
Before Campaign (Jan. 2016 - Sep. 2017): 357.7727273
During Campaign (Oct. 2017 - Feb. 2018): 393.6
After Campaign (Mar. 2018 - Present): 471.2857143
## Inbound Stream Comparisons 2016 & 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>July 2016</th>
<th>June 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residue</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Fiber (OCC, mixed, news)</td>
<td>61%</td>
<td>65%</td>
</tr>
<tr>
<td>Containers (plastic, glass, metal)</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Cups and clamshells (paper &amp; plastic)</td>
<td>1.4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Plastic Film</td>
<td>1.2%</td>
<td>.5%</td>
</tr>
</tbody>
</table>
### Recycle Coach Search

<table>
<thead>
<tr>
<th></th>
<th>Pizza Boxes</th>
<th>Clear plastic food containers</th>
<th>Paper coffee cups</th>
<th>Plastic cups</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>June</td>
<td>12</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>July</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Aug.</td>
<td>12</td>
<td>6</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Sept.</td>
<td>9</td>
<td>3</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Oct.</td>
<td>10</td>
<td>4</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Total May-Nov</td>
<td>63</td>
<td>26</td>
<td>9</td>
<td>14</td>
</tr>
</tbody>
</table>
Communications Goals met...

Website traffic increase by 15% for Recycling web page from Nov 2017 – Feb 2018
  • 45% increase over same period 2016-2017
Social Media Engagements about recycling posts increase by 20%
  • 234% increase in Facebook likes
Increase cart/bin request by 10%
  • 33% increase in recycling bins/carts avg.
Reach more than 10% of residents through digital ads
  • Ads reached more than 130K Louisville homeowners

Strengthened relationships

Communications Specialist
Local MRF
IT Department
2017
- Campaign Refresh
- Launch video
- Drive traffic to Recycle Coach app for foodservice packaging items
- Encourage ongoing communications for recycling

Partnering with FPI
2018
December
Thank you!

Karen Maynard
Public Education Coordinator
Metro Solid Waste Management
Louisville, Kentucky
QUESTIONS?
Contact: Lynn Dyer ldyer@fpi.org

Visit RecycleFSP.org for more info:

Foodservice Packaging Recovery Toolkit

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 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!