



Cartons: Recycling Success

*The Carton Council's Commitment
CalRecycle Manufacturers Challenge*

Derric Brown

January 5, 2016



Carton Council

CartonOpportunities.org

Our Point of View

The Challenges Ahead

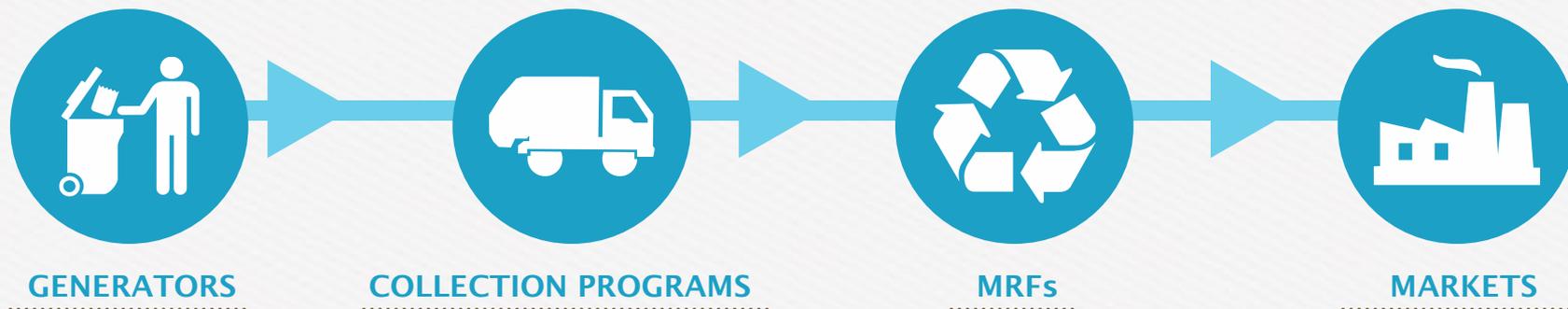


Carton Council Lessons Learned

OUR POINT OF VIEW



Question: How to Increase Recycling of Cartons and Other Materials?



Answer: Strengthen Existing Local Infrastructure!

The Carton Council Commitment and How We Achieve our Goals



Who is the Carton Council?



Carton Council
RecycleCartons.com

A group of carton manufacturers united to deliver long-term, collaborative solutions to divert valuable cartons from the landfill.



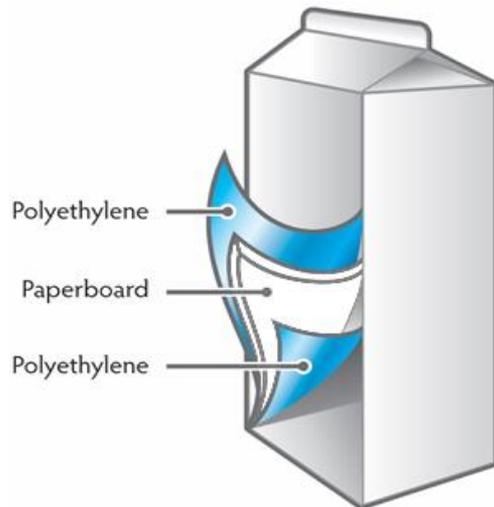
Cartons Contain Valuable Materials



Made with 100% virgin fibers, cartons contain some of the best fiber still in the waste stream.

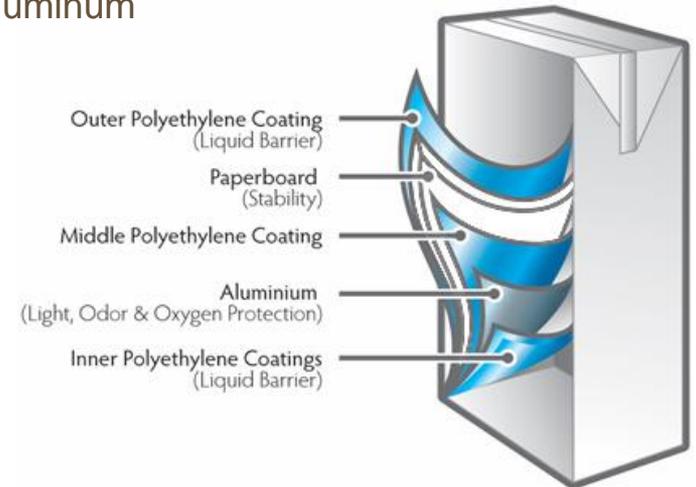
Refrigerated “gable top” cartons

80% paper
20% polyethylene



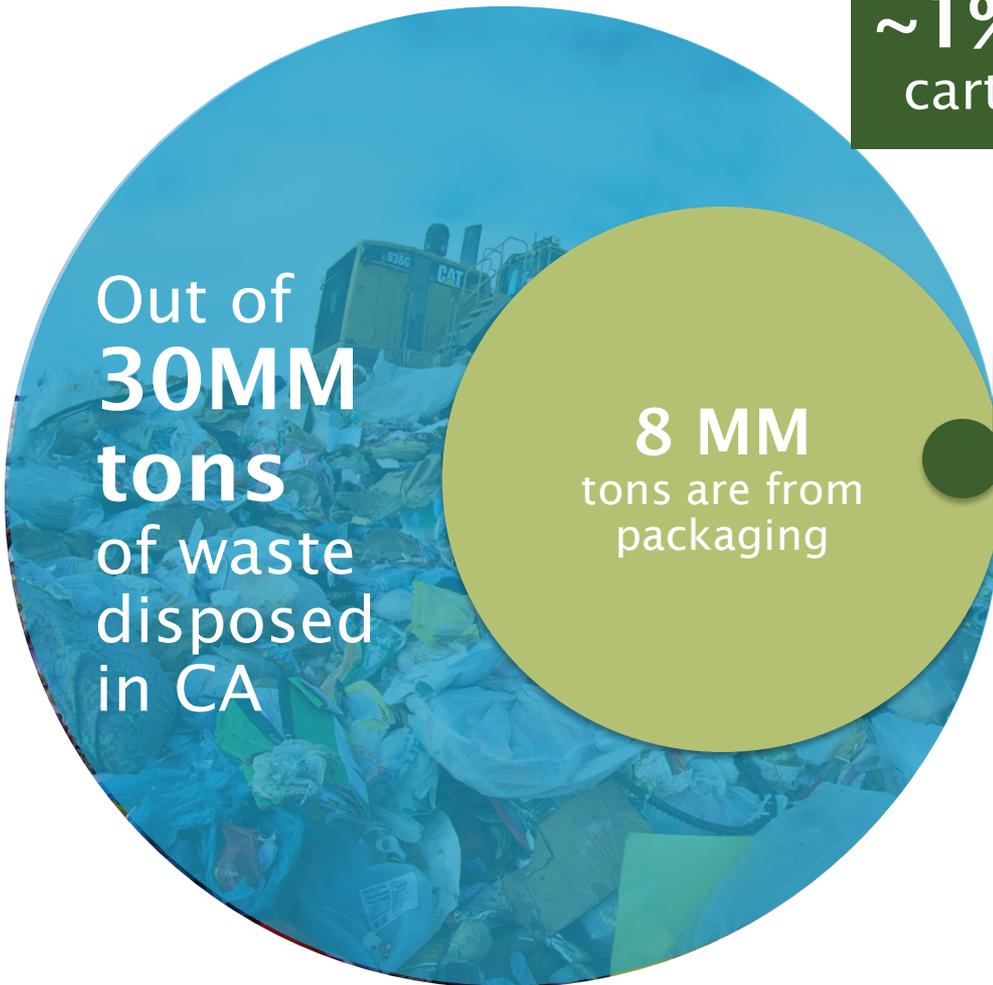
Shelf-stable “aseptic” cartons

74% paper
22% polyethylene
4% aluminum



Cartons are **not** wax coated

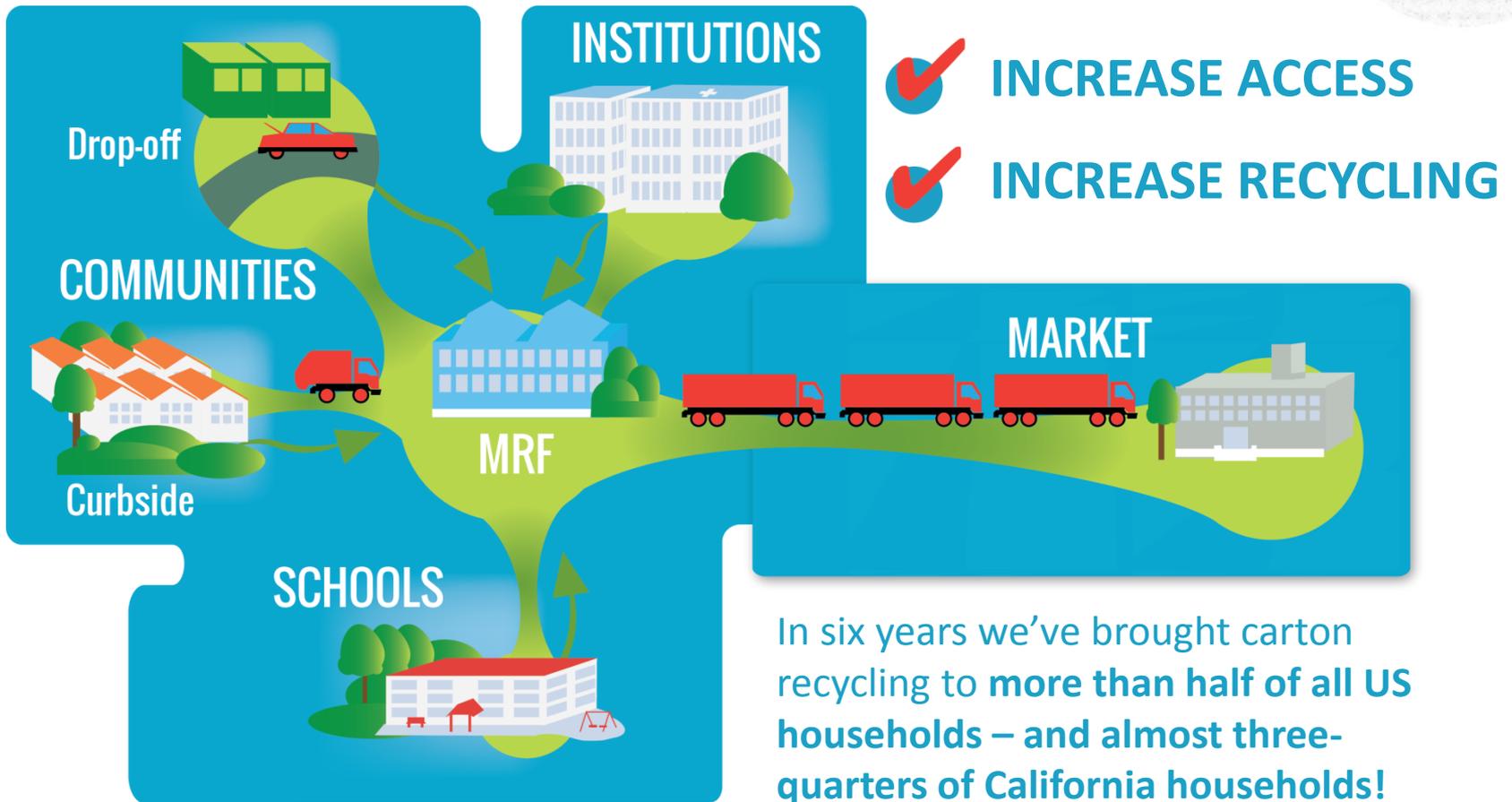
Cartons in California



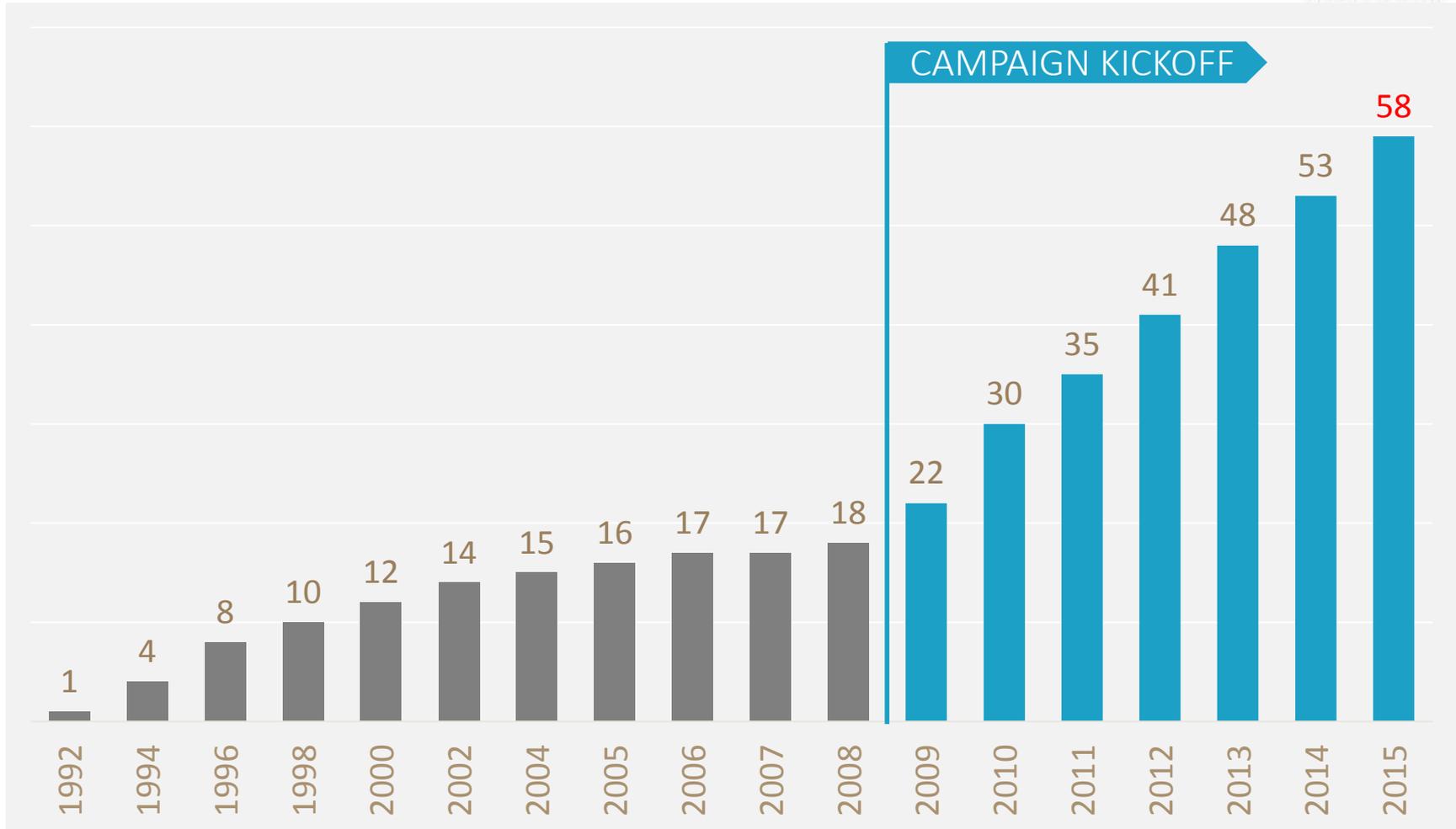
EPA estimates 550,000 tons of cartons are generated nationally which equates to ~65,000 tons of cartons in California

**EVERY
CARTON
COUNTS!**

Our US Goals & Outcomes



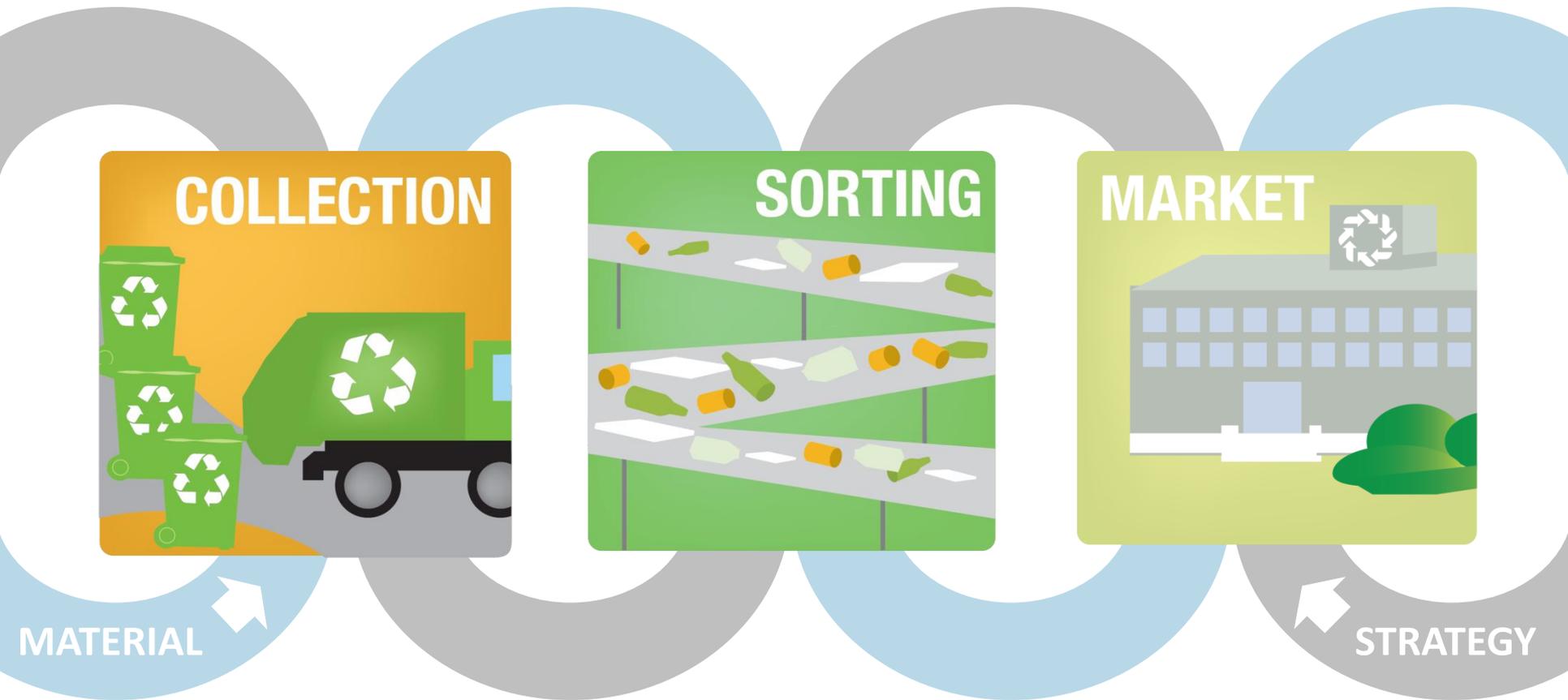
Steady National Access Progress since 2009



We Target the Recycling Supply Chain



Our goal: Build carton access, recovery and markets



COLLECTION

SORTING

MARKET

MATERIAL

STRATEGY

Carton Council “Boots on the Ground” in CA



We are here – we are involved!

- Two field team members in CA
- Access and school focus
- Infrastructure expansion with MRFs
- Outreach with communities
- Communication/awareness campaigns
- Tracking access growth continuously
- Tracking school carton recycling
- Support CRRA – K-12 Lead, CRRC, KCB, CSNA, NCRA

Carton Council “Boots on the Ground” in CA



We have results!

- Increased access from 20% in 2008 to 74% in 2015
- Provided equipment grants over 10 MRFs
- Supported and funded:
 - Communication/awareness campaigns
 - Los Angeles
 - San Diego
 - Regional Southern CA
 - School campaigns
 - Secondary processing of MRF residuals to further increase recycling rate
- We track results - curbside research in large CA city documents 50% capture of cartons, both dairy and non-dairy, comparable to other packaging materials

MRF Material Flow Study

Final Report | July 2015

COMMISSIONED BY



PREPARED BY



We Worked Together on this Study



FOODSERVICE PACKAGING
INSTITUTE®

PREPARED BY



MRF Opportunities



2D/3D Separation is Key to High Recovery

Material preparation had a strong effect

- Minimize compaction of material by residents and collection trucks
- Keep material dry

Avoid overloading screens beyond their design throughput

Screen maintenance is key to consistent performance

- Clean screens of material that are wrapped around the shafts
- Replace worn and damaged discs

More screens produced better separation

- Large MRFs had 1 extra screen than medium sized MRFs and as a result had lower loss rates of plastics to the fiber stream

Don't flatten recyclable containers!

Our Point of View

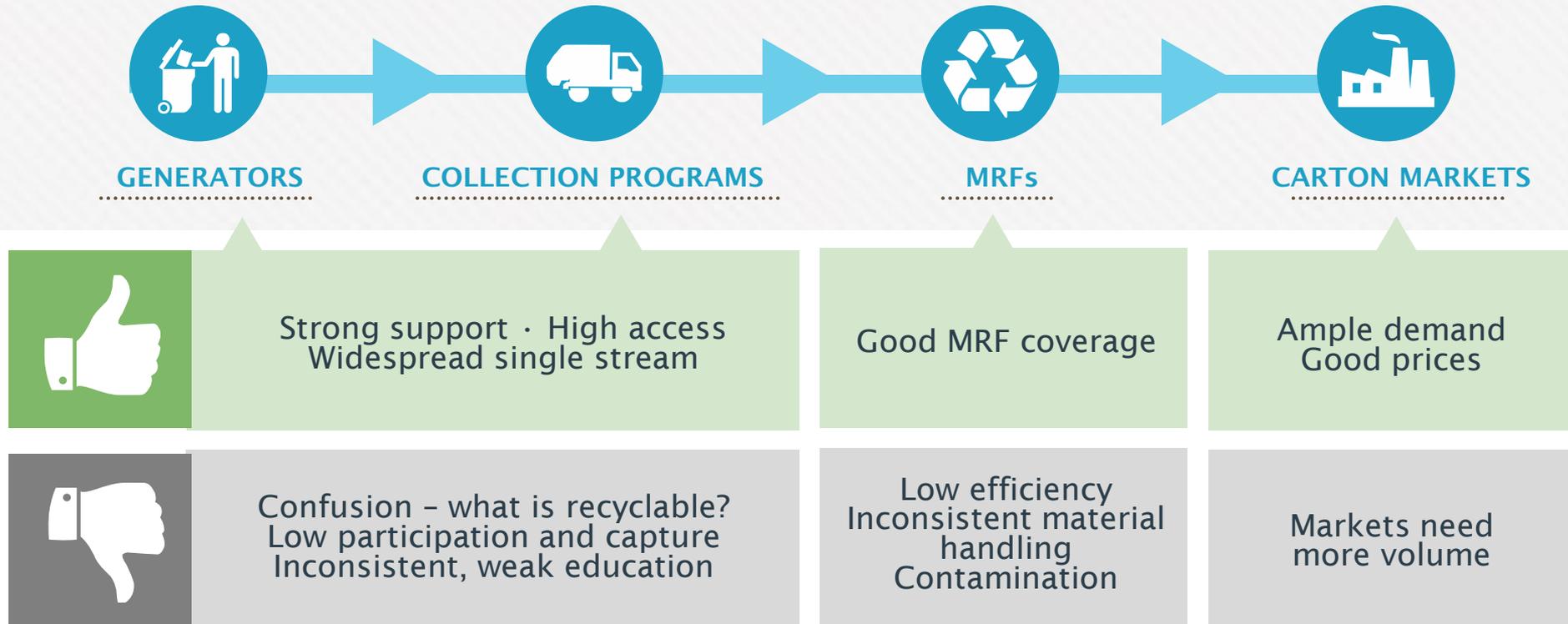
The Challenges Ahead



Carton Council Lessons Learned



Question: How to Increase Recycling of Cartons and Other Materials?



Answer: Strengthen Existing Infrastructure and Programs!

Our Guidance on the Manufacturers Challenge



The Triple Play

Aligning to Drive High Recovery



Support voluntary industry collaboration through public/private partnerships with performance tracking and strong public leadership

BMPs/POLICY

- Widespread access/quality materials
- Participation incentives/PAYT
- Harmonize programs/education/outreach

ENGAGEMENT

- Support public/private partnerships
- Support innovation and provide technical assistance
- Support The Recycling Partnership

FUNDING

- Increase disposal fee to \$4/ton
- Consider a generator fee

...a rising tide lifts **ALL BOATS!**

Aim at the Right Target

Why 75%? Why 50% on Packaging?



BASELINE

Measure From Zero & Acknowledge Success

- Build on strong infrastructure already in place
- Need foundational information on local program performance

BEST METRICS

Focus on Maximizing Real Performance Factors

- Access
- Capture rates
- BMP Uptake – key performance indicator both at local level and statewide
- Sector and community specific measurement
- Processing effectiveness/efficiency
- MRF residual rates – secondary processing potential

Focus on Steady Progress



MONITOR & TRACK

Leverage AB901 to track progress program by program

- Establish new dashboard of real performance measures

GOALS

- Reasonable short-term targets by sector (largest cities, counties, etc.)
- Focus on BMP uptake – building system capacity for high performance

ENGAGEMENT

Align industry around shared purpose

- Stakeholder engagement – create environment that fosters innovation in public/private partnerships for both short and long-term success

Our Commitment Will Continue!



We are here – and will continue to be involved!

- California communities, schools, institutions, MRFs and markets
- The Recycling Partnership
- Innovation in public/private partnerships
- Building on the MRF study
- Engaged in the conversation
- Continued commitment to funding projects, education and outreach

We are committed to ongoing collaboration to strengthen California's recycling infrastructure

Stay in touch....

Have a question, call the Carton Council
at **1-855-7-CARTON**

or

Derric Brown
at **1-828-646-2318**

visit **RecycleCartons.com**

CartonOpportunities.org



Recycle Cartons



Recycle Cartons



TOOLS . RESOURCES . GRAPHICS

FACTS . WHITE PAPERS . SUPPORT