



FOODSERVICE PACKAGING
INSTITUTE®

Foodservice Packaging Recovery: What We've Learned and How We're Using it

March 20, 2019



- Established in 1933
- Only trade association in North America focused solely on all single-use foodservice packaging products
 - Items used by foodservice establishments for prepared foods and beverages
- Membership includes:
 - Converters and their raw material and machinery suppliers (approximately 90% of the industry)
 - Foodservice distributors and operators

FPI's Recovery Groups

**Paper Recovery Alliance
(PRA)**

**Plastics Recovery Group
(PRG)**



**Foam Recycling Coalition
(FRC)**

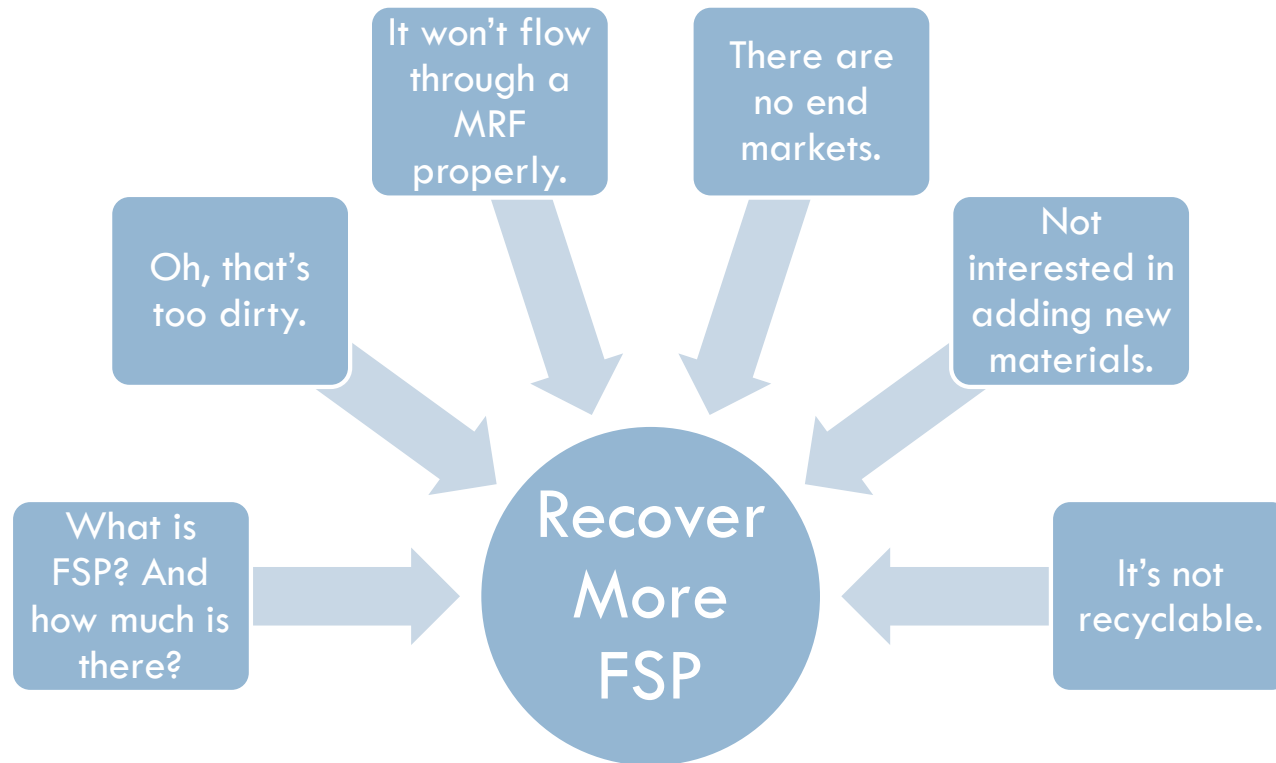
**Paper Cup Alliance
(PCA)**

PRA and PRG Goal

- Work collaboratively to develop and promote economically viable and sustainable recovery solutions for used foodservice packaging
- Show that voluntary, industry-based recovery initiatives work...and that new government-mandated solutions are not needed



FPI's Recovery Work - Barriers



Answering the Questions

How much material is available? Estimated material generation	Who's recycling FSP? Conducted MRF Benchmarking Study	Are there end markets for FSP? Published end markets map	What are the access rates for FSP? Co-sponsored SPC Centralized Study on the Availability of Recycling	Where are domestic end markets for Paper FSP? • Surveyed mills		
	Will the material flow to the right bale? Co-sponsored MRF Material Flow Study		How to expand end markets for FSP? Engaged in end market outreach, partnerships & development			
2012	2013	2014	2015	2016	2017	2018
Where is the material available to be collected? Learned curbside had greatest volume for collection	Is food residue a problem? • Food Residue Study (Boston) • Food Residue Study (Delaware) Found little to no difference between FSP versus other commonly recycled food packaging		How much FSP arises in bales? • Analyzed mixed paper bales in Seattle and NYC • Co-sponsored Rigid Plastics Bale Audit	What messaging is clearest for residents? Conducted National Resident Messaging Survey	How to add FSP to city's materials? Developed image library, flyers, ads, video, best practice language	How does compostable FSP contribute as a feedstock? Found compostable FSP provided the same benefit as traditional carbon / bulking materials
	How will FSP impact the bale? Estimated impact				Which cities and composters accept FSP? Co-sponsored BioCycle residential study and surveyed composters	

Creating Community Partnerships



MRF Buy-In

Operations



MRF Buy-In

End Markets (impact, options, location)



Haulers

Community contracts, Suite of materials collected



Community Buy-In

Director of Public Works,
Solid Waste Director, Solid
Waste/Recycling Staff



Market Assurances









Trade Association and Oversight
Organization support



End Market Buy-In

What can they handle? Volume,
quality, overall impact?

Community Partnerships

	Communities						
		Selection			Execution		
	 LOI	 Community Stakeholders	 MRF Buy-In (operations)	 End Market Buy-In	 Contract	 Communications Plan	 Launch
Chattanooga TN							Sept. 2017
Washington DC							Oct. 2017
Louisville KY							Oct. 2017
Denver CO							Nov. 2018
Sioux Falls SD							Feb. 2019

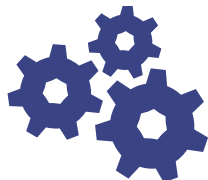
Community Partnerships

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, migration into existing media.



Community Kick-off Event

PR and publicity
kickoff event



Measurement & Benchmarking

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

Resident Education Kit



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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.



Personalize Your Flyer



Download FSP Images



View Survey Results



Best Practices

What is the Data Telling Us?

2017 Community Partners

- Audits conducted before and after launch of program
- Overall, the data shows that the addition of FSP has been a success
 - Residue numbers decreased in all 3 MRFs
 - Slight increase in contribution to the material stream
 - Recovered just over **1,200 tons** of cups and containers in the 3 cities (11/2018)

Partnership Results

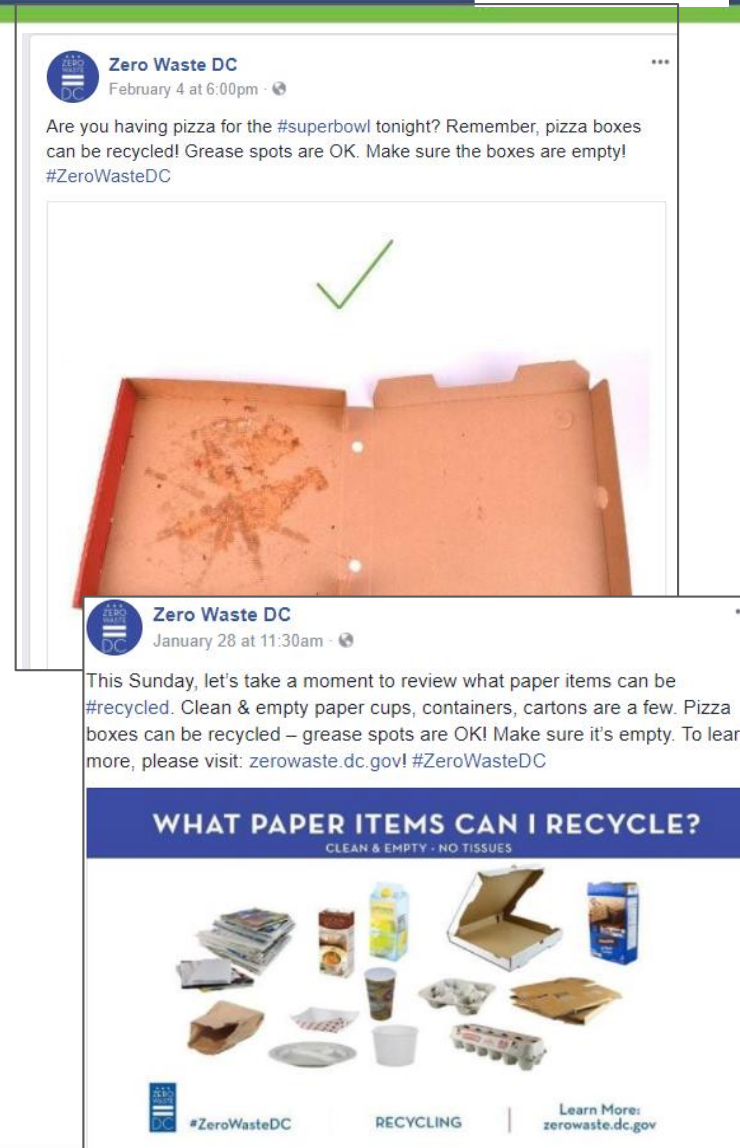
After the initial media roll out, 4-month digital and retargeting (display) ad campaigns drove traffic to the communities' recycling webpage and social media. Partners saw significant increases in traffic.

Ad Type	Chattanooga Sept-Dec 2017	Louisville Oct 2017- Jan 2018
Facebook ads appeared	189,531	192,610
Facebook Ads seen by	45,388	60,402
Clicked the FB ads to go to website	4,200	6,090
Facebook likes	206	180
Display ads shown	540,903	550,952
Display ads clicks	647	687

Partnership Results

Washington, DC campaign goals:

- Drive traffic to new Zero Waste DC site
- Increase new social media followers
- Increase awareness of new recyclables
- **Results since 10/2017 (to 02/2018):**
 - 30,312 website page views
 - 1,281 Facebook likes (up from 41)
 - 495 Twitter followers (up from 76)



Partnership Results

Program results exceeded partner expectations. Some initial success metrics from 2017 Community Partners:

Community Partner	Goals Set Through CP Program	Results Achieved
Louisville	Bin/Cart request increase by 10%	33% increase in recycling bins/carts avg.
Chattanooga	Bin/Cart request increase by 10%	46% increase in recycling bins/carts during campaign
DC	Video views: 200	142,000 views

Partnership Results

2017 Community Partners

- Communications refresh underway for 2017 community partners
 - Will provide additional data and hopefully, more successes!

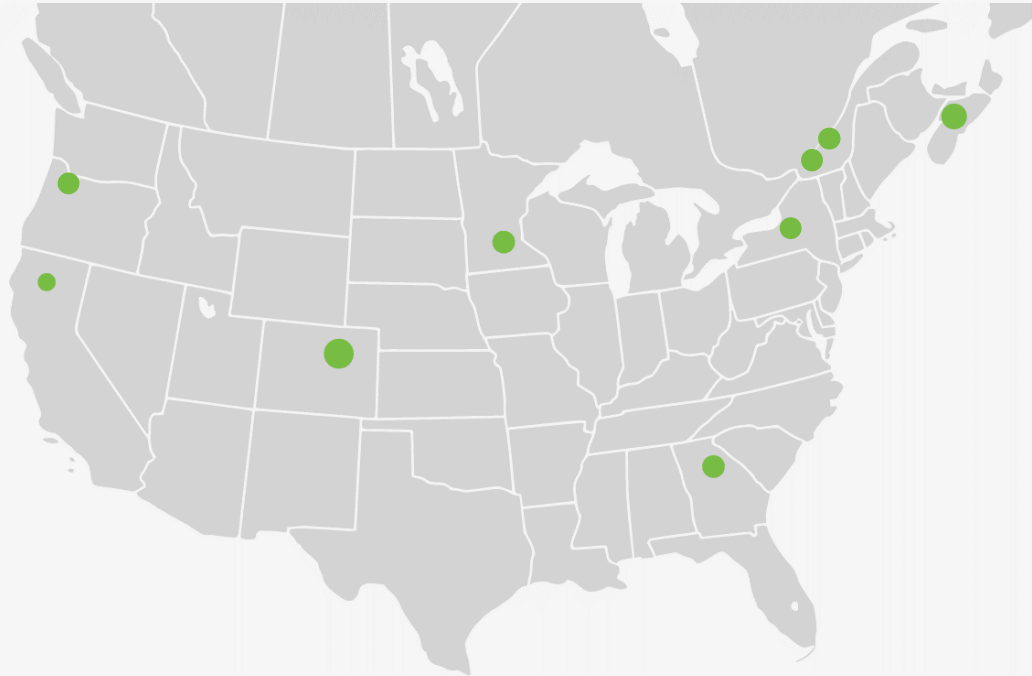
Foam Recycling Coalition

- Formed in 2014, began giving grants in 2015.
- Goal: To fund a proactive, multi-year grant program to...
 - Increase public access to post-consumer foam recycling through curbside and/or drop off programs
 - Drive actual recovery of foam (increased tons)
 - Generate success stories to document and leverage in communications to variety of stakeholders

FRC Grant Communities

FRC GRANT COMMUNITIES

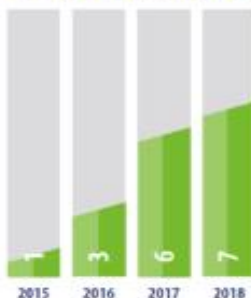
- Metro Denver, CO
- Colchester County, Nova Scotia
- Athens-Clarke County, GA
- McLeod County, MN
- Redding, CA
- Madison County, NY
- Agilyx – Tigard, OR
- Pyrowave – Valleyfield, Quebec, Canada
- Gaudreau Environment – Victoriaville, Quebec, Canada



As of October 2018

Using the Data to Tell the Story

ACTIVE GRANT PROJECTS



9 total grants have been awarded. Chart shows cumulative number of FRC grantees that have installed equipment and are operating foam PS recycling programs.



Impact of Foam PS Recycling Grants in North America

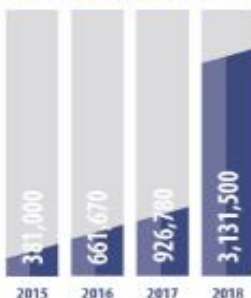
FPI's Foam Recycling Coalition has awarded grants across North America to increase the recycling of foam polystyrene. The data here summarizes the impact of the grants that have been implemented from Fall 2015 through June 2018. For more details, please visit www.RecycleFoam.org

VALUE OF FOAM RECYCLED PER YEAR (\$USD)



Market value of densified post-consumer foam PS packaging collected by grantees

INCREASE IN ACCESS TO FOAM RECYCLING PER YEAR



Additional population that have access to foam recycling based on active FRC grant projects.

LANDFILL SPACE SAVED PER YEAR (53FT TRAILER LOADS)



Volume of foam converted to an equivalent number of tractor trailer loads. 53 ft trailer = 3,816 cubic feet, non-densified foam = 1.30 lb./cubic ft.

TOTAL WEIGHT OF FOAM RECYCLED PER YEAR (LBS)



Reported weight collected for recycling from active grantees.

Continuing to Tell the Story

How to build on what successes of past 4 years

- Decision to award grants from Q4 2018 throughout 2019
 - Planned 7 grants to be awarded over 14 months
 - Will increase foam recycling access for approximately 2 million people
 - Including these 7 grants from 2018/2019, the program will have increased foam recycling access for over 5 million people

Visit RecycleFSP.org and Recyclefoam.org for more info:

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