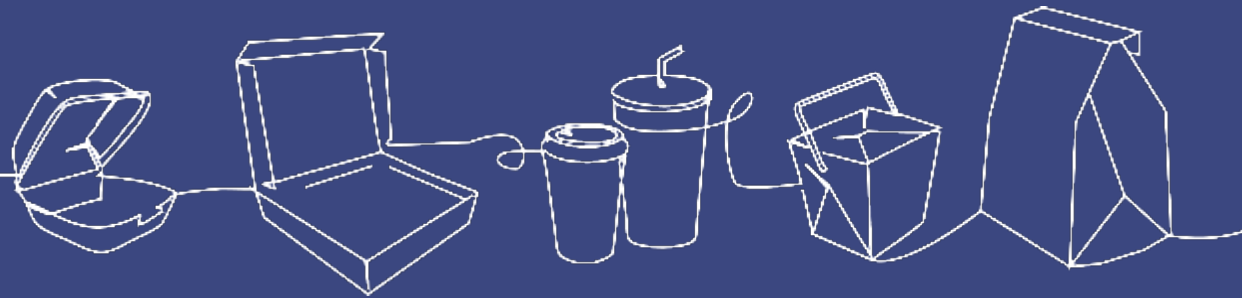


# Community Partnerships



## GOALS

FPI's overall goal is to develop and promote economically viable and sustainable recovery solutions for foodservice packaging.

The purpose of FPI's Community Partnership program is to add a suite of foodservice packaging to **curbside recycling programs.**

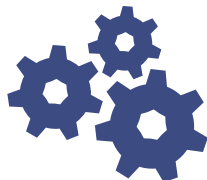
# Overview of Community Partnerships

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.

# Sample Educational Flyer

## RECYCLE MORE!

RecycleAnyTown.com



### 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.
-  Include only listed items. Check with your local government or recycling service provider if unsure.

**TIP:** Return grocery bags to participating stores for recycling.

# Customizable Video



[https://www.youtube.com/watch?v=TuDqyA609xU&ab\\_channel=ZeroWasteDCDCDepartmentofPublicWorks](https://www.youtube.com/watch?v=TuDqyA609xU&ab_channel=ZeroWasteDCDCDepartmentofPublicWorks)

# Athens-Clarke County



**ACC Recycling celebrates becoming the first county to accept paper cups**

7 PHOTOS

10:10 a.m. EST Jan. 22, 2021



**#Recycle  
RightAthens**





## RECYCLE THANK YOU FOR RECYCLING THESE:



**Bottles and Jars**  
empty and dry



**Aluminum and Steel Cans**  
empty and dry



**Cartons, Mixed Paper, Cardboard, Newspaper, and Magazines**  
flatten cardboard



**Bottles and Containers**  
empty and replace cap

**NO!**



**Do Not Bag Recyclables**  
no garbage



**No Plastic Bags**  
return to retail



**No Textiles or Clothing**



**No Tangles, Cords, Hoses or Chains**



**No Food or Liquid**  
empty all containers



[www.atlantaga.gov/recycling](http://www.atlantaga.gov/recycling)

**Need a cart?** You may be eligible for a replacement at no extra charge.

CONTACT

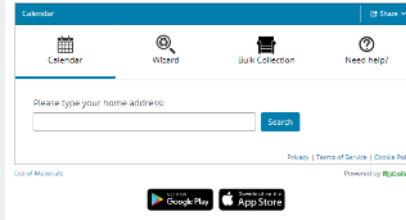


Funded in part by



### Recycling Information

Print Size [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)





# Sample Communications Materials





# Community Partnerships Success

	Chattanooga, TN	Louisville, KY	Washington, DC
 <b>MRF Audits</b>	<ul style="list-style-type: none"><li>• Contamination decreased from 14% to 8%</li><li>• Increase in proportion of fiber collected from 62% to 73%</li></ul>	<ul style="list-style-type: none"><li>• Contamination decreased from 17% to 5-8%</li><li>• Fiber (cardboard, mixed paper, newspaper) increased from 61% to 65%</li></ul>	<ul style="list-style-type: none"><li>• Contamination decreased from 33.2% to 25.8%.</li><li>• Mixed paper increased from 9.4% to 19.9%.</li></ul>
 <b>Engagement</b>	<ul style="list-style-type: none"><li>• 116% increase, to recycling webpage post-launch</li><li>• 46% increase in cart or bin requests</li></ul>	<ul style="list-style-type: none"><li>• Increased web traffic by 45%</li><li>• Increased cart requests by 33%</li><li>• Social media engagements increased by 234%</li></ul>	<ul style="list-style-type: none"><li>• 140k more views of “How to Prepare Recyclables Video” than expected.</li><li>• 8.7 to 10 million impressions using Bus/Rail Ads</li></ul>