Carton Council Schools Presentation

June 2017
Has a recycling program in their cafeteria?

Recycles milk and juice cartons?

Waste Sorting Station?

Has a food sharing table?

Donates leftover food from the cafeteria?

Has none or some of these but is here to learn about them?
The Carton Council

- A group of carton manufacturers united to deliver long-term collaborative solutions in order to divert valuable food and beverage cartons from landfills.
Our Goal

To establish **sustainable recycling** of food and beverage cartons

- **INCREASE ACCESS**
- **INCREASE PARTICIPATION**
Why Cartons? Why Recycling?
Before We Start…
Introducing cartons

Made mainly from paper, a renewable resource, light weight and compact, cartons have a low carbon footprint and are recyclable.
Recycled Cartons: A Valuable Source of Materials
With 100% virgin fiber, contain some of the best fiber in the waste stream

**Refrigerated “gable top” cartons**

- On average the makeup is:
  - 80% paper
  - 20% polyethylene

**Shelf-stable “aseptic” cartons**

- On average the makeup is:
  - 74% paper,
  - 22% polyethylene
  - 4% aluminum

No wax or “waxy coating”
Reaching 60% Access Was Very Important

1. Food and beverage carton recycling is now recognized as **mainstream**
2. The standard recycling logo can be used on all food and beverage cartons (according to the FTC)
3. A broad, national call to action can be communicated
Adding School Cartons to the Equation
Schools are important to the equation

- Schools generate large amounts of solid waste every day
- Increasing waste costs are a burden to schools
- Recycling programs teach students valuable lessons
- MRFs (recycling processing facilities) need school cartons to move full truckloads of cartons to end markets
Schools generate cartons!

One elementary student generates 133 servings of milk/year

That's 2.5 pounds of cartons per student per year

One 400 student elementary school generates 1000 pounds of cartons/year
Implementing School Carton Recycling Programs
Is carton recycling available?

• Visit www.recyclecartons.com
Gain Approval and Support

- Top level support first – whether your district or individual school
  - Key administrators and staff
- Work with all key staffing levels within school
  - Principals, Teachers, custodians, cafeteria staff and volunteers
Collection of Cartons from Schools

- Current vendor and contract terms
- Adding cartons to the mix
- Collection arrangements and details
Setting up a Successful Program
Setting Up Your Program

- Recruit a committee
  - From principal to custodian and everyone in between—volunteers, students, teachers, cafeteria staff
- Determine program, establish goals, estimate impact, do a baseline waste audit
- Assess Resources
  - What tools are necessary for the program?
  - What is already available?
Disassemble Your Lunch
Put a screen in your bucket to catch straws and wrappers!

Draining liquid waste makes for a lighter and cleaner system. Plus, lighter weight garbage bags are a custodian’s best friend!
Plastic Liners go in the Trash

Why we don’t want cartons in plastic bags...
Recycling Station “Best Examples”

Finding the system that works for your school!
Simple Recycling Stations

New York City’s elementary school collection have kids participate in the process of emptying the milk from their cartons and then place the cartons in a separate container.
Your custodial staff are your champions
More Station Examples

Charlotte Mecklenburg County, NC created this carton recycling system after receiving a grant from Carton Council.

A school in Agawam, MA created their own branding for their program: “Got Milk Cartons?” The kids quickly caught on and correctly put cartons in the recycle bin.
Going Above and Beyond

Some schools have gone the extra mile and built their own stations! Rockland and Sullivan counties in NYS use these stations with great success. CC grant money helped pay for them.
Recycling Station in Arlington, MA
More station examples

Fancy Sorting Stations
Recycling Station in Sharon MA with CC grant
Milk Carton Bin in Boston school
Food Sharing and Food donating

Redistributing uneaten, intact items. Offer sharing/trading tables. Using sharing or trading tables to prevent foods from ending up in the trash.

Students may place on such tables unopened, prepackaged foods such as milk, or a food item such as a whole fruit that remains intact or prepackaged foods.

Know Local and State health codes and work with School Food Service.

Donate intact items to food banks.

☑️ Oakland School District Food donation guide - .org/greengloves.
Get students involved: Set up a Green Team!

This South Meadows Middle School student in Hillsboro, Oregon helps with the carton recycling system at his school.

Another student volunteers to help his carton recycling program at Rosedale Elementary in Hillsboro, Oregon.
Green team making it work in Camden NJ
Proud kids from Twin Lakes Elementary
Carton recycling posters have a greater impact when designed by your own students, teachers, and parents.
Salt Lake City Schools designed the “Drink it!, Drain it!, Dunk it!” campaign.
More ways to get kids involved - Contests

Milk and Juice Carton Recycling Contest
Charlotte Mecklenburg School District

- Over 15,000 lbs of cartons recycled in 4 weeks!
- Equal to almost 250,000 cartons.
- Coincided with same dates as RecycleBowl Competition
Monitoring and Sharing Your Success

• It really helps to visit the schools, see how the program is doing

• Create a testimony to showcase your success in the community and inspire others to follow your example

• Remember to report results to students and staff—they want to know how they are doing!

• Don’t forget to report back to Carton Council!
  • Report forms included in the guide.
Carton Council Resources
Guides

- Start-up Guide
- Best Practices Guide
- Custodial Guide
Signs and Posters

1. DRINK  2. EMPTY  3. RECYCLE

DRINK THEN RECYCLE!

MILK

LET THE CARTON LIVE ON

RECYCLE THE CARTON CONTAINER

CartonCouncil
recyclecartons.com
cartonopportunities.org
Lesson Plan

- Lesson Plan created in partnership with national curriculum specialists
- Targeted at Elementary age students
- Incorporates carton recycling at schools and at home
Monetary and Bin Grants

- Monetary grants up to $5,000 per district are available
- Milk Carton Bins
- Available to schools free of charge
Grants in Ohio

• Bins
  o Rumpke
  o Cayahoga County

• Monetary Grants
  o Keep Cincinnati Beautiful
  o Auglaise County
  o Coldwater Schools
Where to find resources

- www.CartonOpportunities.org
Stay in touch...

Have a question? Call the Carton Council at
1-855-7-CARTON
Visit RecycleCartons.com
CartonOpportunities.org
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THANK YOU!