



Carton Council Community Education Award Program

The Carton Council Community Education Award Program is designed to incentivize increased resident education surrounding recycling, with a focus on food and beverage carton recycling. Over the next year, up to 25 communities from across the U.S. can sign up to participate and will be awarded \$2,000 after demonstrating their work in educating residents about recycling, with special attention to carton recycling.

Who is eligible?

- Any entity or organization that is authorized to educate residents about their local recycling program. This includes community or county recycling departments and solid waste authorities, haulers or materials recovery facilities (MRFs).
- Food and beverage cartons must be accepted in the local recycling program.
- SROs are not eligible to participate but still play an important role in helping to make their constituent communities aware of the opportunity.

Steps to Participate:

- 1) Confirm food and beverage cartons are accepted in your local program.
- 2) Fill out the Registration Form online [here](#) or email answers to Carton.recycling@hillandknowlton.com.
- 3) Within nine (9) months of registering, participants must complete education and communications activities, ensuring food and beverage cartons are promoted.
- 4) All participants must update their website using Carton Council [best practices](#) to include food and beverage cartons as a recyclable material in your program. Local websites are a top place residents look to determine recyclability of a package (along with the packaging itself). Websites should accurately and clearly convey that food and beverage cartons are accepted and should be recycled.
- 5) Complete and provide examples of at least two other communications activities from the list of activities below. Activities can promote all materials accepted, but food and beverage cartons must be prominently represented. Activities should take place within the participation year.

<p>Social Media – Examples of social media to engage with residents and educate them on what and how to recycle, including cartons.</p>	<p>Marketing Materials – Items such as direct mail, bill stuffers, bin stickers, refrigerator magnets, brochures or other marketing initiatives.</p>
<p>Events - Virtual or in-person events designed to educate and promote recycling to residents.</p>	<p>Advertising or Public Service Announcements – Paid or donated space or time that promotes recycling.</p>





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recyclecartons.com

Earned media – Articles in local media that promote recycling and accepted materials.

Other – Any other activity used to promote local recycling program not already described.

Carton Council Community Education Registration Form

Please complete [online here](#) or send answers to Carton.recycling@hillandknowlton.com

1. Contact information for person registering:
 - a. Name:
 - b. Title:
 - c. Email:
 - d. Phone number:
 - e. Mailing address:

2. Name of organization/government department, etc.:

3. Please provide the link or URL to your organization's web page on recycling:

4. Provide links to your social channels:
 - a. Facebook:
 - b. Twitter:
 - c. Instagram:
 - d. Other:

For any questions, please contact carton.recycling@hillandknowlton.com.

