



Carton Council National Campaign 2019 Partner Toolkit Materials

Dear Community Partner,

Thank you for making recycling a priority for your organization and your residents. We're excited to be partnering with you to help rally your followers around carton recycling and raise your organization's visibility as a recycling champion through our national campaign.

This toolkit contains fun and engaging content that you could easily plug into your own website, emails, Facebook, Twitter and Instagram channels to promote carton recycling and raise your organization's visibility at the same time. Here's a list of what's in the toolkit and how to use it:

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- Digital content:
 - [What kind of environmental champion are you?](#): This online quiz encourages consumers to assess if their lifestyle is as green as can be or if there is room for improvement.
 - [How to Recycle Your Cartons](#): This educational video shows you how to recycle your cartons and the different types of paper products that cartons are transformed into.
 - [Impact of Carton Recycling](#): This educational video explains how carton recycling has a positive impact on the Earth.
 - [Video gallery](#): Explore the many videos Carton Council has with social media influencers and recycling leaders sharing why they recycle and their tips for making it easy.
- Top videos and blogs from Carton Council and our influencers:
 - [A Peek Behind-The-Scenes From Inside Recycling Facilities](#): This blog explores what happens after consumers recycle their cartons and where their recyclables go. The blog features a tour of Dem-Con, a materials recovery facility, and Sustana's Fox River Fiber Mill, a fiber recycling facility.
 - [Why Recycling Remains Essential to a Sustainable American Future](#): China was never a home for post-consumer food and beverage cartons (a.k.a. used cartons) when sorted separately from other recycled paper. This blog explains why recycling is essential to a sustainable future and why it's important now more than ever to recycle your cartons.
 - [Green smoothie waffles](#): This IGTV episode produced in partnership with Kelly Pfeiffer from @noshandnourish showcases one of her favorite waffle recipes and encourages viewers to recycle their cartons when they're done cooking.
 - [Creamy Cajun Shrimp Pasta recipe video](#) produced in partnership with the popular food blog My Healthy Dish.
 - [Guilt-Free Chocolate Pudding recipe video](#) produced in partnership with Rachel of the popular food blog Bakerita.
- Content you can use in your own communications efforts, including:
 - [Website copy](#)
 - [Newsletter copy](#)
 - [Social media posts](#)
 - [FAQ sheet](#)
 - [Myth vs Fact one pager](#)
 - Recycling badges:





CARTON COUNCIL

recyclecartons.com

- [Green You can recycle our cartons](#)
- [B&W You can recycle our cartons](#)
- [Green square You can recycle our cartons](#)
- [B&W square You can recycle our cartons](#)
- [Large Carton Council logo](#)
- [Small Carton Council icon](#)
- [Large Carton Council icon](#)
- [Vertical Carton Council logo](#)
- [Recycling logo to place on your brand's products](#)
- [Recycle logo guidelines](#)

Thank you for helping us get the word out to your customers and followers,
Your Friends at the Carton Council

