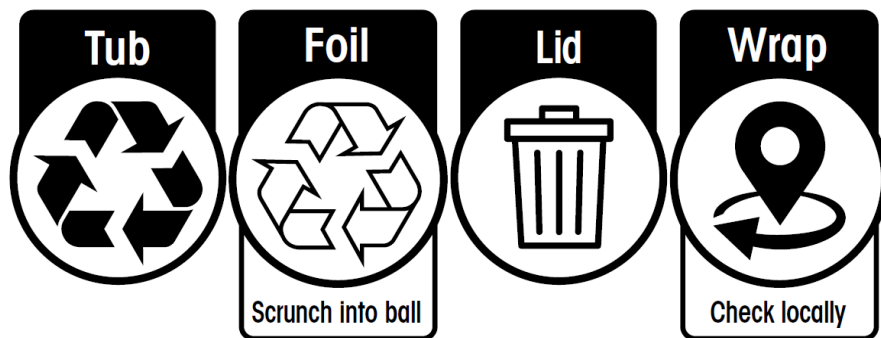


The Australasian Recycling Label Program



Get the latest recycling
advice at arl.org.au

Presenters:
Carly Arkinstall
ARL Program Officer

Katea Pushian
ARL Program Coordinator

What we will cover today



An Overview of the ARL Program



Real World Examples & How to Check Locally



ARL Impact & Growth

What's the problem?

- Current messaging is inconsistent
- Need for consumers to have confidence they are recycling correctly
- Cleaner waste streams will help drive the circular economy



The Australasian Recycling Label (ARL)

- The ARL is an evidence-based, standardised labelling system for consumer facing packaging for both Australian and New Zealand markets.
- Provides recycling or disposal options that are available at home or nearby.
- We work with local councils, government, packaging industry, waste & recycling sector, consumers.



Key elements of the ARL



How the ARL program works

The ARL is evidenced by an online tool called Packaging Recyclability Evaluation Portal that assesses the recyclability of a piece of household packaging in the New Zealand and Australian resource recovery systems.



Real World Examples



Packed by Nerada Tea,
Unit 1/47 Overland Place, Acacia Ridge,
Brisbane, Australia
PO Box 3020, Sunnybank Hills, QLD 4109
Telephone 075 5273 0444
Nerada is a registered trademark of Nerada
Tea Pty Ltd.
Product of Australia
STORE IN A COOL, DRY PLACE

Made in Australia
from 100% Australian
ingredients



NR100SC



artl.org.au

95%
RECYCLED
CARDBOARD



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210 MURDOCH ROAD
WENTWORTH BOULEVARD
100 GLEBE NSW 2151 AUSTRALIA
AU201000 1022 NEW ZEALAND



67693733

Best Before

14/04/24 1A
13:31

Store in a cool, dry place

Check Locally Demo

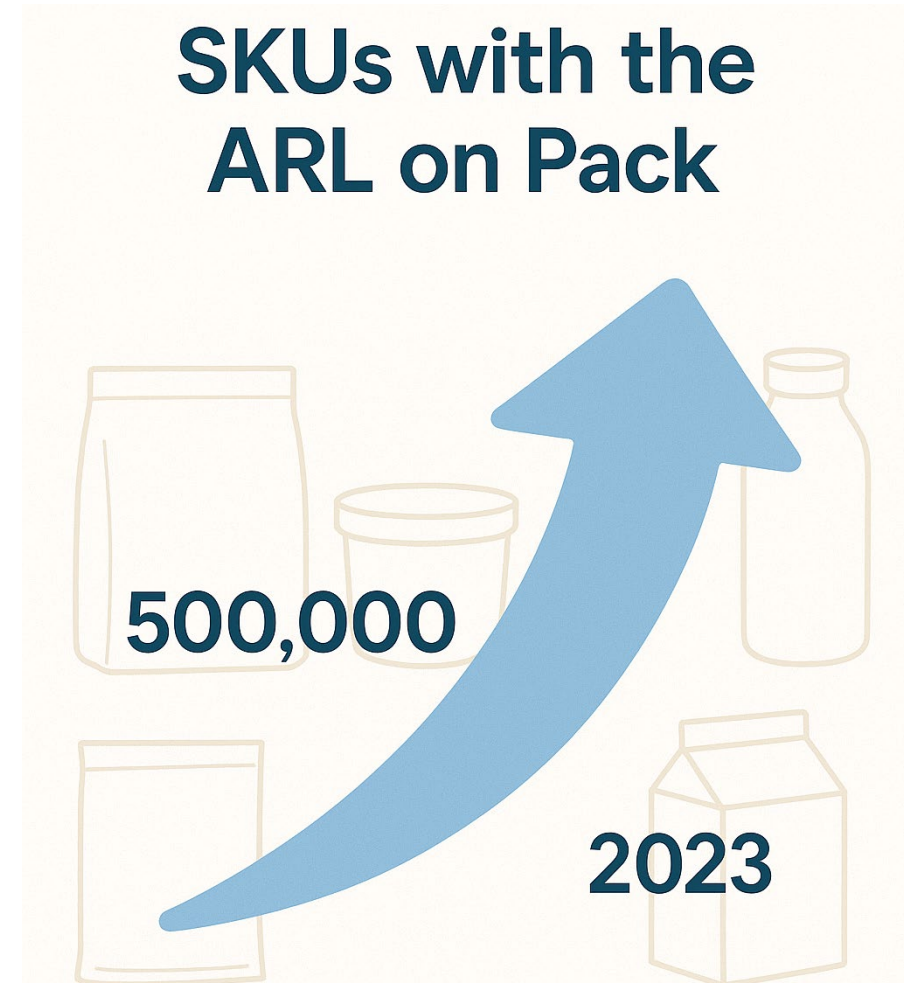


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[Website: Australasian Recycling Label](http://www.arl.org.au)

ARL Growth & Impact



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ARL ranked ‘world-leading’ in new UN report

by Waste Management Review — May 26, 2020 in News Reading Time: 3 mins read

Tub

Foil

Lid

Table 7: Labels for Recycling Guidance

Label	Name & Description	Geographic Relevance	Net Assessment	Rationale
	Australasian Recycling Label – on-pack labelling scheme that helps consumers understand how to recycle products correctly and assists brand owners to design packaging that is recyclable at end-of-life. Powered by the Packaging Recyclability Evaluation Portal (PREP), an online tool that assesses packaging recyclability in the Australian and New Zealand recovery systems (Organisation 2019).	Australia and New Zealand	 Positive	+ Clarity: Specific instructions + Accessibility: Easy to use + Reliability: Consistent

ARL's impact on consumer recycling practices



Awareness of the ARL is steadily growing.

The majority think the ARL is a great idea and want to see it on all packaging!



increased from

47%

2018

76%

2023



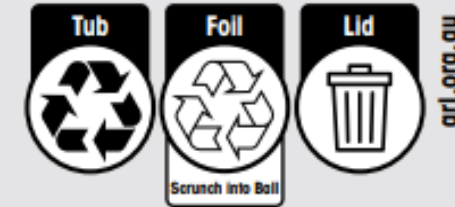
increased from

44%

2018

71%

2023





- Free educators toolkit
- Activity sheets, educational posters, factsheets, videos and lesson plans (that link to the curriculum)
- <https://recyclingnearyou.com.au/documents/doc-14053-educators-tool-kit---arl-.pdf> (link to be shared after this session)

**Get the latest recycling
advice at arl.org.au**

Thank you

Feel free to contact us at arl@apco.org.au

