

# Request for Proposals: How2Recycle Quantitative Test for Consumer Understanding of Including Compostability



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE

12/19/2014

## Expected Consultant Tasks

1. Finalize approach and specific survey questions
2. Conduct the survey
3. Summarize, interpret, and present results

## Purpose of Including Compostability in How2Recycle

- To incorporate compostability into the How2Recycle Label Program in a way that is most clear to the public and meets Federal Trade Commission (FTC) “Green Guides” requirements
- To contribute to clean compost streams and minimize contamination

## Goals of Testing

- Understand the role of the logo in determining consumer understanding
- Understand if, and what types, of qualifying language drives the correct consumer understanding and avoids deception
- Ascertain the best combination of instructions and qualifying language to drive correct consumer behavior
- Differentiate understanding between communities that have composting programs and those that do not
- Satisfy the FTC that the testing meets their requirements - will consult with FTC prior to kicking of the survey

## Timeline (2015)

- Response Due By: January 9
- Selection: January 13
- Draft Survey Approach and Questions: January 30
- One week for team to review, comment and edit
- Final Survey Approach and Questions: February 6
- Pre-launch Consultation with the FTC (led by Project Manager; consultant to present): February 9 - 20
- Initial Summary and Interpretation of Results: March 26
- One week for team to review, comment and edit
- Final Report: April 6

**Project Manager Contact: Anne Bedarf, Senior Manager**  
**GreenBlue's Sustainable Packaging Coalition**  
[anne.bedarf@greenblue.org](mailto:anne.bedarf@greenblue.org) - 434-817-1424, ext. 314

**Look for updates or answers to questions here:**

<http://www.sustainablepackaging.org/content/?type=5&id=labeling-for-recovery>

### **Considerations for Proposals**

1. Please include Summary of Qualifications and Timeline for Completion
2. Details on Proposed Survey Instrument
  - Needs to be statistically significant and represent the US population - please include information on sample size and type of survey (in-person vs. electronic, etc.)
  - Socioeconomic information as appropriate--gender, age, background, education level, etc.
  - Need to consider the audience being tested and understand their location and exposure to composting (geographical stratification). Want to include communities / regions that have had curbside composting experience (Boulder, CO; San Francisco, CA; Seattle, WA, especially King County; Portland, OR) to differentiate and to show what has been achieved through municipal participation in composting (can reference findacomposter.com for additional detail).
3. Need to test an alternative website within the label types (how2compost.info instead of how2recycle.info) to ascertain if it makes a difference in both behavior and understanding..

### **Survey Draft Content (to be refined in conjunction with the consumer testing firm)**

**Lead-in Statement: These are labels you might see on a package.**

**#1 Icon.** Open-ended question: What is the information this label is trying to convey?

**#2 - #8 Icons: Suggested survey questions (could have various sets of answers depending on actual access, which we would know from their geographic location. Also, would it be possible/better to have this be open-ended then categorize the answers):**

- What would you do with this package if you saw this label? (looking for recommendation: should we show them actual bins? also--could we change the answers depending on whether their community has a composting program?):
  - a. Place it in my curbside recycling program collection bin
  - b. Place it in my curbside compost program collection bin that includes compostable packaging
  - c. Place in my personal / backyard compost pile
  - d. Drop off at my local composting facility
  - e. Drop off at my local recycling facility

- f. Would do (b) or (d) but do not have access to a composting program that accepts this
  - g. Not sure - research my municipality's composting / recycling options
  - h. Place in trash because I can't compost it
  - i. Place in trash because it will break down in a landfill
  - j. Place in trash because it will get recycled that way
  - k. Leave on the ground because it will decompose
  - l. Other (fill in)
- What is the information this label is trying to convey?
    - a. I don't know
    - b. This is a recyclable package
    - c. This is a compostable package
    - d. I can safely throw this package away
    - e. I can place on the ground because it will decompose
    - f. Both a and b
    - g. Other (fill in)

**If you saw this label on a product, is your impression of the company that makes that product:**

- More positive
- Less positive
- The same
- Why, or why not? (Open ended, Optional)

**Additional Proposed Survey Questions (at end, so as not to be leading; may not need all if we can check ourselves):**

1. Where do you live (City + State)?
2. True or False: I consider composting to be the same as Organics or Food Waste Recycling (with an open-ended question after)
3. Do you currently have access to composting facilities? (answers: No, Yes--Municipal Government; Yes--Backyard; Yes--Other; Unsure) - also could compare their idea of access to actual access

**Reference for consumer testing firm:  
Current BPI compostable packaging logo**



**Proposed Testing Iterations**



Not in Backyard;  
Not all communities  
have composting  
programs for  
packaging



Not in Backyard;  
Not all communities  
have composting  
programs for  
packaging



\*Not in Backyard

