

DEMAND FOR PUBLIC PLACE RECYCLING ON THE RISE

While good recycling rates are being achieved through kerbside collections, there is still much to be done in collecting recyclable materials in public places.

Public place recycling has become a focus for the Federal Government as it strives to meet our greenhouse gas reduction targets and the growing public demand for access to recycling facilities wherever they go.

A staggering 50% of a household's recyclable material is generated in public places¹, and under 1/4 of this is recycled compared to more than triple the amount at home². With public surveys all saying that people want to recycle when they are out and about, the message is clear - provide more public recycling bins.

The National Packaging Covenant (NPC) provides a framework for private sector companies and government agencies to roll out the Public Place Recycling (PPR) program. The goal of this program is to increase the level of recycling in public places through installing recycling bins at key retail, recreational, sporting, tourist and transport sites. Currently, through industry bodies such as the Packaging Stewardship Forum (PSF), the NPC co-funds over 38 projects with a total value of approximately \$38 million.

RUD is one company that is working with the PSF on Public Place Recycling projects. They nationally distribute an extensive range of indoor and outdoor recycling bins that encourage efficient waste collection and are designed specifically to help prevent cross-contamination of recyclable materials. And because they are created for public place use, RUD also offers anti-vandalism and fire-resistance options.

RUD Product Specialist Mark Williams explains that "for publicly placed bins to be effective in encouraging recycling with no-cross-contamination, you need to tailor waste bin options to the needs of each particular site and make it visually obvious which materials are to go into which bin. You also need to design the bin lid so that it not only prevents the dumping of general waste, but also encourages the sorting of recyclables." Options such as RUD's C-Thru range, which have a clear body to allow an instant visual cue on the appropriate contents, can be combined with signage and shaped lids - round holes for cans, wide slits for paper - to help public users recycle responsibly.

Since it began in January 2008, Public Place Recycling has installed 3,500 recycling bins in 90 public venues in Queensland alone.

Companies such as Queensland Rail and Virgin Blue have successfully implemented PPR programs, each estimating a diversion of 50 tonnes of recyclable material from landfill per month. With audits showing less than 5% contamination and the volume of recycling increasing since implementation, it is clear that these well planned PPR programs are working.

To enquire about the RUD C-Thru bins and other recycling systems, call Mark Williams on (07) 3712 8000.

¹ SOURCE: ABS 2007 REPORT ON SOCIAL TRENDS.

² SOURCE: HYDER CONSULTING AUSTRALIAN BEVERAGE PACKAGING CONSUMPTION, RECOVERY AND RECYCLING QUANTIFICATION STUDY.

