



## Friday File Fling 2009 - Evaluation Report

### About Friday File Fling

**Friday File Fling** was a new National Recycling Week initiative in 2009. Workplaces around the country were encouraged to host a 'Friday File Fling' and use the opportunity to re-use or recycle good quality office paper.

The Friday File Fling proved to be a great success in terms of the total amount of paper re-used or recycled, the media coverage generated, the number of participating workplaces and the positive, enthusiastic feedback from these workplaces.



### Who took part?

**Over 100** registered Friday File Fling events were hosted during National Recycling Week 2009, by businesses, councils, State and Federal government agencies, TAFEs and universities, schools and other organisations.



### Environmental benefits

If all of the paper retrieved during Friday File Fling 2009 was recycled to make more paper, we collectively saved at least

**126,931 litres of water**

&

**2,235 kg of CO<sub>2</sub>**

compared to making the same amount of paper from virgin materials.





## Friday File Fling Resources

A suite of online resources were developed to support Friday File Fling workplace organisers. These included a Step-by-Step Guide and promotional material such as a workplace poster, adaptable email and notebook cover.



Guide



Poster

## Feedback from Participating Workplaces

Survey responses from 50 workplaces that hosted a Friday File Fling during National Recycling Week 2009 returned very positive feedback about the event:

- **84%** would do a Friday File Fling again and another 12% would consider doing it again
- **89%** agreed that it was an easy event to organise,
- **81%** agreed that it was a positive engagement activity,
- **83%** agreed that it helped them promote existing programs,
- **61%** added another sustainability initiative to their Fling including promoting the Recycle Right Quiz, promoting an existing sustainability/recycling program or launching a new program, collecting un-used stationery for re-use and holding a Swap Party, and
- **39%** added a social event such as morning or afternoon tea, drinks and nibbles during or after the event, 'mufti day', BBQ lunch and prizes for participation.

## Ongoing Impact

The benefits of the Friday File Fling promotion have extended well beyond the National Recycling Week 2009 campaign period. One large, Brisbane-based company sent us this message in June 2010:

“ We did the Friday File Fling for 4 months before we moved out of our old office and we got the following stats for paper recycling:

February: 0.35 tonnes, March: 1.025 tonnes, April: 0.6 tonnes, May: 2.76 tonnes.

There was flinging aplenty! ”

