



Pollinate Green Research Report
Conducted for Planet Ark National Recycling Week 2007
Proudly sponsored by Bartercard

Executive Summary

A range of key themes emerged from this research.

- Over 90% of research respondents stated that they currently recycle paper, glass, metal and tin cans and plastics in their home recycling. There are however a range of contaminants that up to 80% of people wrongly believe can be placed in their recycling bins at home, including plastic bags, ceramics and broken wine glasses. This supports the need for specific education to reduce contamination.
- There is considerable scope for reducing our carbon emissions, and therefore our impact on climate change, by instigating large scale organic waste collection and recycling schemes.
- Workplace recycling of paper is reasonably high but there is room for improvement, especially among medium sized workplaces. On the other hand recycling schemes for valuable materials such as plastics, metal and tin cans and glass exist in only about 50% of workplaces. There is considerable room for improvement.
- Electronic waste recycling has emerged as a new frontier in sustainable resource management. The vast majority of respondents believe they will have use of such a scheme in the next six months. 92% of respondents believe there is a need for a national electronic waste (e-waste) collection scheme for old computer and electronic items. Support for workplace based e-waste collection runs to 82%.

About Pollinate Green Research

Pollinate Green is an expert team focused on clients needs to develop products, strategies and communications in the 'green' space.

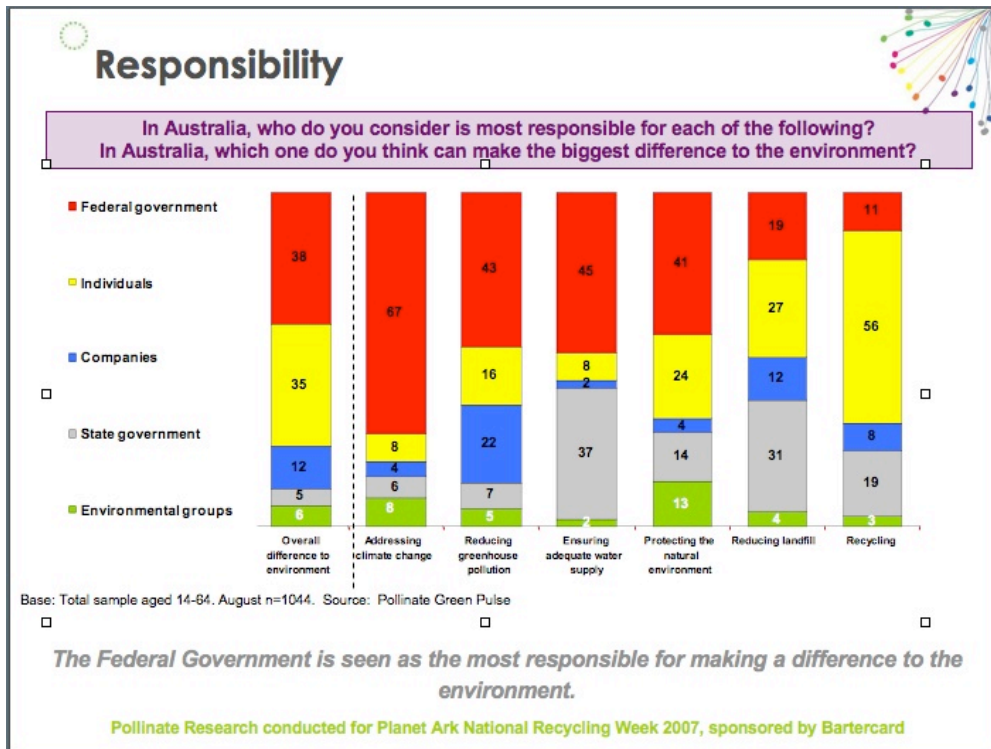
The Pollinate 'Green Pulse' is the only research omnibus in Australia dedicated exclusively to studying people's awareness, concerns, attitudes and behaviours to the environment.

'Green Pulse' is a representative monthly market monitor which uses the same research methodology and sampling frame as Australia's most widely used general research online omnibus (Newspoll).

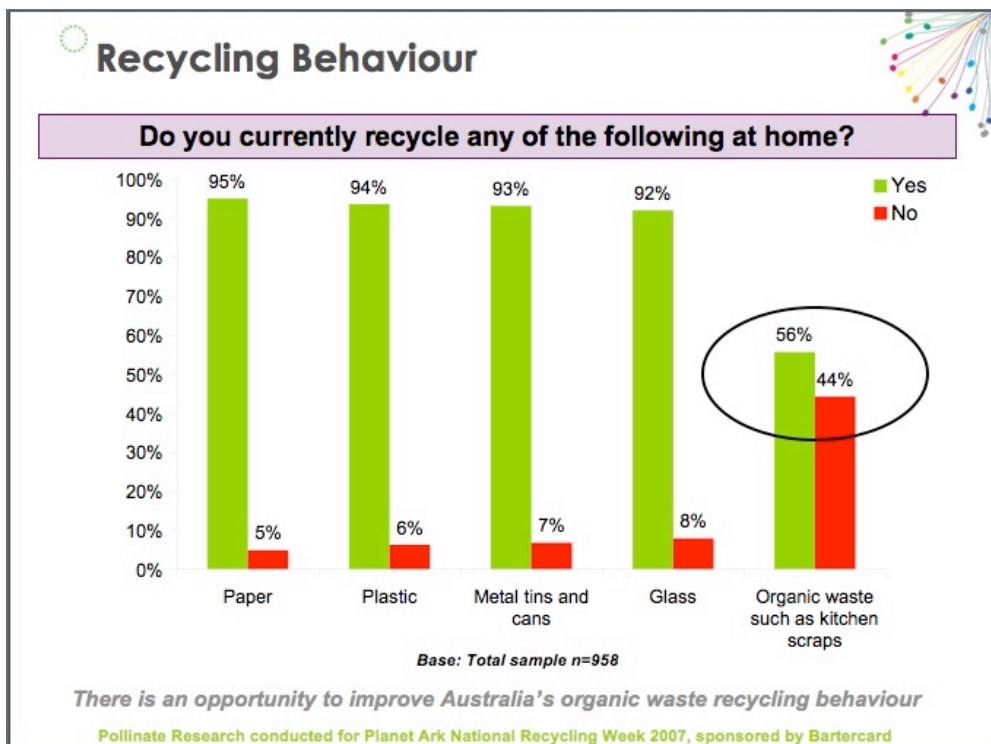
'Green Pulse' collects the opinions of 1000 randomly selected people (aged 14-64) across Australia every month via quantitative online surveys, 15-20 minutes in duration.

Householders Summary

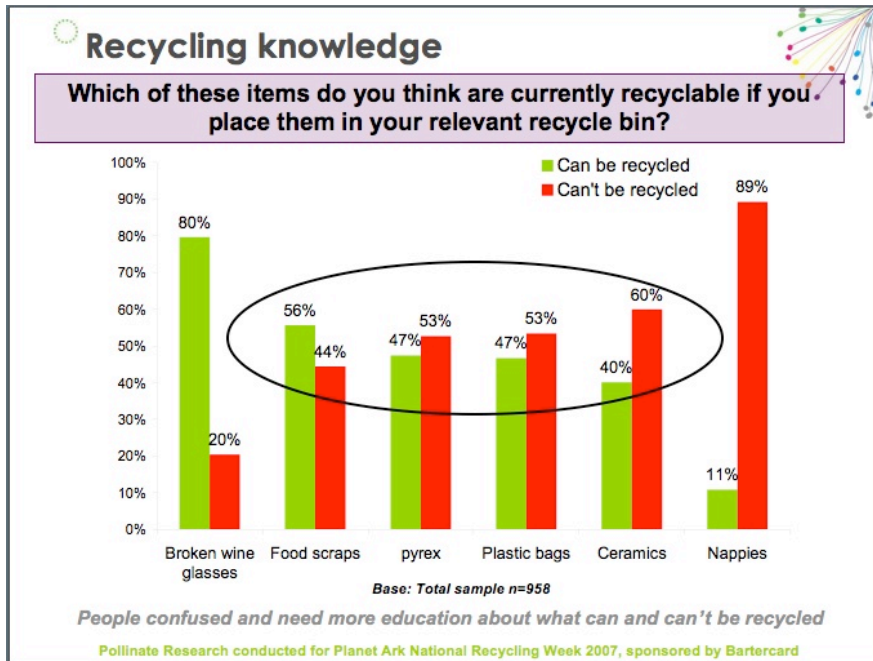
- 56% of respondents believe that recycling is the responsibility of the individual where as only 8% believe that 'addressing climate change' is a personal responsibility.



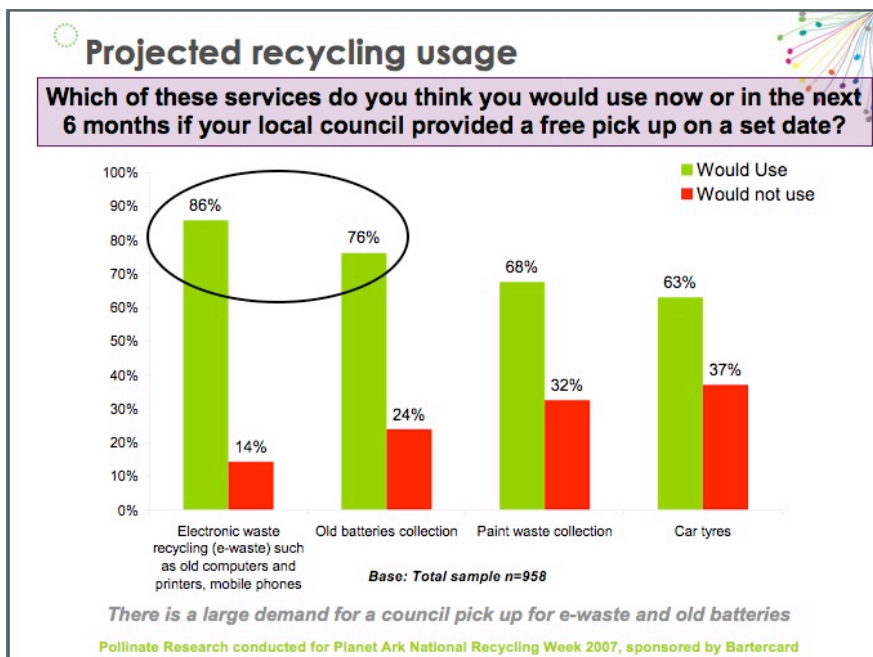
- Well over 90% of people recycle paper, plastic, metal tins and cans and glass in their home recycling collection.
- However only 56% of people recycle organic waste, which could include kitchen scraps and garden waste.



- There is still considerable confusion about what can be put into home recycling bins. Although just 5 grams of glass from a champagne flute (or tumbler) is enough to contaminate an entire ton of recyclable glass. 80% of people believe they can put broken drink ware in their home recycling bin.
- About 50% of people also believe they can put ceramic, Pyrex or plastic bags in their home recycling bins. All of these are contaminants and can mean valuable, recyclable resources may have to be sent to landfill.



- 92% of respondents believe there is a need for a national electronic waste recycling scheme to deal with equipment like mobile phones and computers. To demonstrate the growing importance of an e-waste scheme, 86% of respondents believe they will have a need for such a scheme in the next six months.
- 76% of respondents say they will require a battery collection scheme in the next six months.



Business Summary

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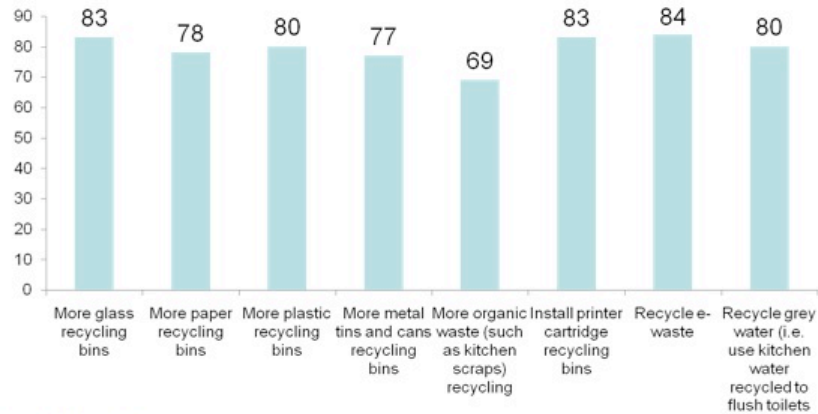
- Overall 80% of businesses have some form of paper recycling scheme. This rate varies depending upon the business size. 71% of companies with 3-20 employees recycle paper, increasing to 85% in companies with 200+ employees. The more employees, the more likely a business is to recycle paper.
- Recycling rates for plastic, metal/tin cans or glass do not vary across companies of 3 or more employees. Only about 52% of businesses recycle any of these materials. That means nearly half of all work places do not recycle plastic, metal/tin cans and glass.



- For all surveyed materials micro-businesses, those with one or two staff, have the highest recycling rate. This is probably because they use their home recycling services – and are more likely to be home-based businesses.
- The rate of organic waste recycling is negatively correlated with workplace size. Business with 1-2 employees have an organic waste recycling rate of 38%, decreasing to just 16% amongst those workplaces with 200+ employees.
- Employees, regardless of the size of their workplace, want their employers to help them to recycle more. 79% of employees would like to see more recycling bins for plastic in their workplace, 77% would to see more paper recycling bins and 66% would like to see more organic waste recycling bins.

Business recycling initiatives

What actions would you like to take or like to see taken at your workplace to increase recycling?



Base: Total sample n=958

Employees want their companies to help them to recycle more.

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- Employees of companies with 200+ employees demonstrate a significant skew to wanting more printer cartridge recycling facilities. 87% of those employed in workplaces of 200+ desire more cartridge recycling bins, decreasing to 77% amongst those in small and sole trading companies
- Employees in all size workplaces are united in their desire for electronic waste recycling with 82% wanting to see the establishment or expansion of such schemes.

Themes

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Household Recycling and Confusion

- Household recycling of plastic, metal and tin cans and glass are extremely high at over 90%. However there is considerable confusion about whether other materials can be placed in home recycling bins. 80% of respondents wrongly believe glassware can be placed in these bins.
- Similarly 47% and 40% wrongly believe Pyrex and ceramics respectively can be recycled in home recycling. Increased efficiency and therefore increased environmental outcomes can be achieved in the recycling sector by increasing educational opportunities for the general public about contamination.

Organic Waste Recycling

- Methane, a powerful greenhouse gas, is created when organic matter is broken down in landfill. By increasing the amount of organic matter we recycle, through household or commercial worm farming or composting we can effect a significant reduction in our carbon emissions.
- There is significant opportunity for councils to expand their organic waste collection programs to include food scraps, as happens in many other locations around the world including Seattle and San Francisco. There is also considerable support from employees for their workplaces to instigate organic waste recycling programs.

Workplace Recycling Programs

- The level of paper recycling in the workplace is reasonably high, especially in both very small and in large workplaces. There is room for increased paper recycling in medium sized workplaces. However, recycling programs for other valuable resources such as plastics, metal and tin cans and glass are absent from almost half of all workplaces. There is both considerable room for improvement and very strong employee support for such schemes.

Electronic Waste Recycling

- Electronic waste recycling is the new frontier in sustainable resource management and recycling. Both the general public and businesses are demanding a national recycling scheme. These figures are strongly supported by searches of Planet Ark's www.RecyclingNearYou.com.au website.
- In the time between November 2006 and September 2007 over 123,000 unique users searched the site for information on recycling printer cartridges. Over 121,000 searched for phone recycling and more than 106,000 searched for computer recycling. The wide range of both valuable and potentially dangerous materials that go into constructing electronic products makes the establishment of a national recycling scheme an imperative.
- Furthermore, with over 86% of respondents expressing the belief that they would have use of such a scheme in the next six months, the sooner a national e-waste recycling scheme is established, the better.



Bartercard is an Associate Sponsor of Planet Ark National Recycling Week 2007, and is the Principal Sponsor of this Pollinate Green Research Report.