**From Waste War to Recycling Reboot Report**

**Key Findings**

**National Recycling Week 2018 Research** (conducted by Pollinate for Planet Ark)

Key findings:

* Over 90% of Australians believe recycling is the right thing to do and trust in recycling programs is high across the board.
* Trust in kerbside recycling is relatively high at 59% and only 11% of people have **low trust** in kerbside recycling (remainder ambivalent).
* Older Australians have less trust in kerbside recycling than younger.
* Awareness of long running product stewardship programs like Cartridges 4 Planet Ark and MobileMuster has increased in the past 5 years.
* Over 35s are more likely to have heard of Cartridges 4 Planet Ark and MobileMuster than under 35s BUT under 35s are more likely to have heard of Nespresso coffee capsule recycling than over 35s.
* Understanding of what happens to kerbside recycling is very mixed.
	+ 42% believe most of it is recycled while 21% believe most of it goes to landfill.
	+ 27% of people responded they are unsure what happens to their recycling.
* Over half of us (54%) dispose of kitchen waste in a more environmentally friendly way than landfill, feeding them to animals, composting them or using a food recycling bin.
* Two thirds of Australians are willing (i.e. ranging from slightly willing to completely willing) to pay either $1 or $2 per week extra in council rates to help cover the cost of kerbside recycling.

**Australasian Recycling Label 2018 Research** (conducted by Pollinate for Planet Ark)

Key findings:

* Recycling at home is common behaviour and over 90% of people believe it is the right thing to do.
* 85% of Australians think recycling at home is easy and 81% think recycling at home is convenient.
* 71% are confident in knowing what can and can’t be recycled, yet 61% still want more information about what can or can’t be recycled.
* 86% of respondents agree it is important to reduce the amount of contamination in home/kerbside recycling.
* Almost 50% of Australians and New Zealanders claim to have seen the Australasian Recycling Label on packaging.
* Over 75% of respondents see the Australasian Recycling Label as a great idea, easy to understand and can see the label making them more likely to recycle.

**Council issues** (Planet Ark 2018 survey of 180 local councils)

* Top recycling mistakes
	+ Soft plastics in the recycling bin (46%)
	+ Bagged recyclables in the recycling bin (41%)
	+ Food/organic waste in the recycling bin (22%)
	+ Non-recyclable plastics (16%)
	+ Polystyrene (15%)
	+ Clothing (11%)
	+ Nappies (11%)
* Next big waste issue
	+ Food and organic waste and how to deal with it (25%)
	+ Developing markets for recyclables and recycled materials in Australia (24%)
	+ Improving the current kerbside recycling system (19%)
* Almost 76% of councils listed ‘reducing resident confusion’ as a high priority, with over 90% seeing it as a mid to high priority
* Since the airing of the ABC's *War on Waste* in 2017 and 2018, as well as the issues arising out of China’s National Sword policy, councils identified the following as the most in demand waste/recycling services:
	+ Food and organic waste (26%)
	+ Soft plastics (23%)
	+ E-waste (15%)
* Since the airing of the ABC's *War on Waste* in 2017 and 2018, as well as the issues arising out of China’s National Sword policy, councils received the most enquiries from residents about the following waste issues:
	+ What actually happens to the recyclables put in kerbside bins (40%)
	+ Food and organic waste (over 30%)
	+ Soft plastics (27%)
	+ General recycling enquiries (22%)
	+ Other plastics (18%)

The full report will be available at [www.recyclingweek.planetark.org](http://www.recyclingweek.planetark.org)