

PLANET ARK'S NATIONAL RECYCLING WEEK

COUNCILS GUIDE



This guide provides a range of ideas, resources and suggested activities designed to make it easy for councils across the country to get involved in National Recycling Week.



**NATIONAL
RECYCLING WEEK**
PLANET ARK

MAJOR SPONSOR

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Planet Ark's National Recycling Week (NRW), takes place in mid - November every year. For 2024, Planet Ark's National Recycling Week (NRW) will be from the **11 - 17 of November**.

JOIN THE CYCLE

Our goal is to encourage all Australians to take part in a more sustainable future.

This guide will help you on your journey by:

- Giving you access to kerbside, industrial and community recycling initiatives.
- Providing shareable tools to minimise waste and manage material resources responsibly at home, work and school.
- Explore the waste hierarchy, alongside reduce, reuse, and composting initiatives, that are suitable to your needs.



DOWNLOAD OUR LOGO *

**The logo can be used by local councils and schools for free. Add it to your shareable assets!*

If you are a government agency, business or NGO, and want to use the logo for external communications, please contact us.



Get Involved!

Use and distribute NRW resources available in this guide and online.

You can also register your NRW events on our **[events page](#)**. We will promote all registered events in the lead up to NRW!

EVENTS

Connect with your community through presentations, in-person events or workshops. [Register with us](#) for promotion or use our events guide for inspiration.

We will be heavily promoting all of the events registered on our events page!

Event Ideas

Swap Event Guide

Workplace Trivia

Our recycling trivia pack is one such event to engage and have fun with your team!

It's a great way to teach your workplace about why recycling and resource management is so important.

Register for our highly popular recycling trivia pack by clicking [here](#)!



Recycling Presentations

We've prepared three ready-to-go presentations for you to use, plus a suggested script so that you know all the necessary information. Waste educators can use these presentations at a workplace, school or a community event.

Composting



Electronics



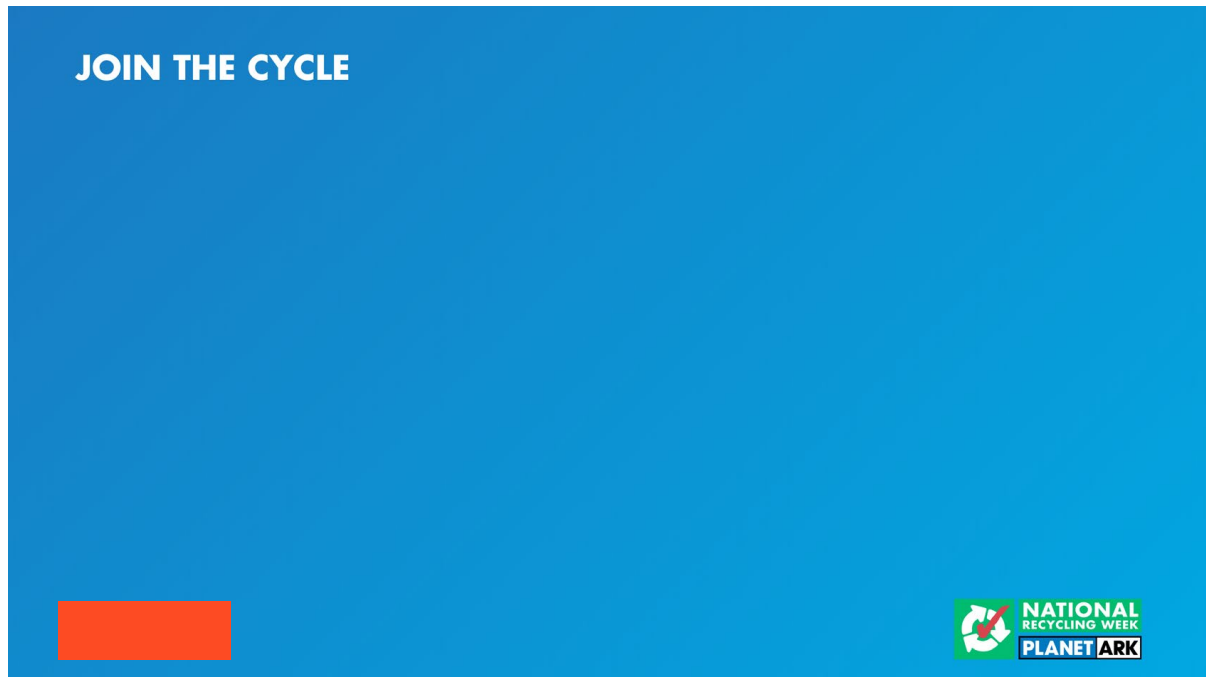
Packaging



RESOURCES

These resources are to use in conjunction with your council's activities for Planet Ark's National Recycling Week. Click on the images below or find more on our [RESOURCES](#) page.

Web meeting background



Your logo here

Email signature



Your logo here

When linking back to our website through your email signature or other resources, use:

recyclingnearyou.com.au/nationalrecyclingweek/

RESOURCES

Newsletter

This template may be copied and sent to your employees to promote your involvement and encourage activities within in the company.

Title: [Council Name] joins National Recycling Week 2024

Email body:

We are excited to share that we will be supporting Planet Ark's National Recycling Week, 11 - 17 November 2024.

Reducing waste not only keeps valuable materials out of landfill it also benefits the environment by reducing greenhouse gas emissions.

During National Recycling Week, Planet Ark provide resources for everyone to learn how to recycle right, reduce waste and contamination, and engage with positive sustainable actions at home, work, and in the community.

Simple ways to get involved:

- Host or join an event
- Set up a recycling system at home, work or school
- Visit recyclingnearyou.com.au/nationalrecyclingweek for more

At [council name] we are committed to reducing waste and are working with Planet Ark, one of Australia's most trusted non-profit environmental organisation, to pave the way to a circular economy in Australia.

Visit recyclingnearyou.com.au/nationalrecyclingweek for more!

Let's recycle and reduce waste together!

Share your NRW initiatives!

Let us know how you've celebrated NRW by connecting the resources you use with us!

Hashtags: [#NationalRecyclingWeek](#) [#PlanetArk](#)

Tag: [@PlanetArk](#)



START A RECYCLING STATION

Most community and council centres have recycling and general waste bins readily available, some even having organic waste services. But you can also create a communal recycling stations for more difficult items which make recycling much more accessible.



RecyclingNearYou

PLANET ARK

Search Australia's most comprehensive database that helps small to medium businesses find recycling collection and support services for the workplace.

Where to get started

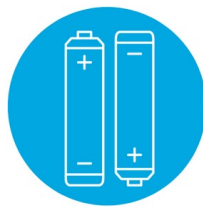
The important thing to remember is that this will be YOUR recycling station, so choose items that you are comfortable and capable of collecting. Planet Ark led schemes like Cartridges 4 Planet Ark and Batteries 4 Planet Ark are some examples, but there are similar such schemes for printer cartridges, batteries, mobile phones, small electronics, light bulbs, and more!

CARTRIDGES **4**
PLANET ARK



Cartridges 4 Planet Ark is a free printer cartridge recycling service Australia wide.

BATTERIES **4**
PLANET ARK



Purchasing a **Batteries 4 Planet Ark** box provides a fire-safe battery collection point.

 **mobile muster**



Mobile Muster provides free mobile phone recycling services across Australia.

HOT TIP:

Be smart about where you set your station up. Place them where the waste is generated. Or, create a recycling hub where all these items can be recycled together

Send the right signs

Use bin signage so colleagues know exactly which bin their waste should go in.

Using prompts can help colleagues remember and move them in the direction of the desirable action. The best location is near the bin opening.

Click [here](#) below to access them all.



GETTING INVOLVED

On top of the many responsibilities already held by councils, keeping up to date on waste management, recycling, and sustainability initiatives can seem like a big job. However, as many councils around Australia are realising, there are different ways to achieve your goal at becoming a more sustainable council.

One way to achieve your goals? Set them yourself!

No matter how you approach your path to sustainability, be sure you first consider what is realistic to your capacity and what will have a considerable impact on the wellbeing of your community and local environment. When it comes to waste and recycling, consulting with your waste contractor and conducting a waste audit can provide valuable insight into where your next sustainability target may come from.

Planet Ark's Recycling Near You

provides details on how these schemes benefit local communities and can help you find a program manager in your state or territory should you wish to introduce a collection site in your area.

Other actions councils take in their local areas:

- Providing education resources for adults and schools so they know how to behave sustainably.
- Planting and protecting trees and caring for native environments.
- Promoting renewable energy solutions such as solar power.

When initiating a new sustainability plan, first consider and prepare for the following:

- Open up discussion with your processors, secondary processors, and remanufacturers to understand the impact both on capacity and capabilities.
- Complete a life cycle assessment on the material(s) you're looking to address.
- Don't forget to include the impact their emissions may have on the environment when changing how they are addressed versus leaving the situation as is.
- Ensure adequate research has also gone into resourcing and budget needed to create education and behaviour change programs around the project you're introducing.
- Part of your education program may be engaging with the community firsthand to find ways they may best receive this new information. Not all residents may engage in your media and communications the same way.
- Keep Councilors and Executive members informed along the journey to help them understand the impact of your efforts and what it will take to become a leader among constituents and other councils.

When it comes to improving your waste recovery and recycling goals, your conversations should not only include waste contractors but also remanufacturers who can keep resources in circulation and the people providing the waste, your constituents.

Approaching and engaging your communities with waste education may take the form of:

- A formal Council letter, postcard reminder, and newsletter sent directly to every house in the impacted areas.
- Social media campaigns.
- Posters, either print or digital, in service centres, libraries, and aquatics centres.
- Street furniture and retail advertising.
- Radio advertising



Another consideration with council wide messaging is whether all needs of your community are being met, particularly if they are from Culturally and Linguistically Diverse (CALD) communities. Language barriers can hinder behaviour change strategies and can isolate sections of your community should they be punished or made to feel excluded due to incorrect uptake of new initiatives.

Planet Ark used such a strategy with their Australasian Recycling Label campaign, attempting to break down these barriers through the creation of targeted flyers, school outreach, and digital advertisements aimed at CALD communities.

Other councils may find direct community engagement useful to fulfilling their goals. Providing in person workshops, community support networks, and specialised community 'champions' to provide ongoing support outside of advertising campaigns periods.

By working collaboratively with community groups, schools, or other social networks, direct engagement can allow people to fully realise the benefits of proposed changes and create long lasting connections to these behaviours.

However, you **JOIN THE CYCLE** this National Recycling Week, remember that any step towards making positive environmental change is a good one! Connecting with local communities, organisations, and recyclers can provide you with the support you need to become a more sustainable council.

SCHOOL RESOURCES

Get schools in your LGA involved in **Schools Recycle Right** as part of your NRW initiatives! Schools Recycle Right runs from **7th October to 17th November 2024** and offers a wide range of recycling themed activities, lesson plans, and events that have been developed specifically for Australian schools.

Distribute our [Involving Students booklet](#) as a free resource to involve schools in your area.

Each year, **more than 300,000** students across Australia become students that recycle right!



Want to know more?

Contact Planet Ark

Email: recycling@planetark.org

Post: Suite 3.18, Level 3 22-36 Mountain St, Ultimo NSW 2007