



RECYCLE @WORK

Program Update Number Two

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June 2006

From the team

Thanks for opening up – or picking up – the June 2006 edition of the Recycle@Work newsletter. It has been a busy time for the Recycle@Work team – as you can see by the stories in this issue.

Hundreds of WA businesses are now recycling regularly and every day there seems to be new indicators that recycling and other ways of better using resources are becoming increasingly integrated into business life. I love reading about all the new products being produced using recycled materials and/or are being designed for better recycling when they are no longer needed.

One great piece of news recently is that the Treasurer has commissioned a wide-ranging study by the Australian Productivity Commission into waste in Australia. One recent statistic I was not happy to read was that Australians spend \$10.5 billion a year on goods and services we don't use – more than the total amount we spend as a nation on roads, universities and medicines combined. Another scary figure was that Australians dump almost twice as much material in landfill per person as New Zealanders.

But most of all I like to read about the real people whose businesses have been helped by waste-proofing. Businesses like Kleenmaid and Buttercup Bakery's Malaga factory, both of which feature in this issue.

If you recycle at work and have some tips to share or would like us to profile your business, do not hesitate to let us know.

And if you would like to improve your workplace recycling or would like to have input on anything we are doing, then please give our hotline a call on 1800 819 000 or visit our website,

We would love to hear from you.

Cheers

Jamie Young
Project Manager

www.recycleatwork.com.au



Web@Work

www.recycleatwork.com.au

The Recycle@Work website is now up and running and we want your ideas.

The website already has several cool features designed to make recycling at work easy. One of the most popular is our growing list of case studies of real people in real WA businesses who have switched to recycling (more nominations welcome). There are free signs you can download to use at your workplace.

The website also lets you find out about

what is worth knowing and what is worth doing for dozens of common workplace recyclables. You can book a free visit to your workplace as well as uncover straight-talk answers about the environmental issues and some surprising facts about workplace waste.

The website will be reviewed in the coming months and we are keen to hear

from WA businesses – especially small to medium sized workplaces. Tell us what you like, what you don't, what else would be useful.

Just email –
recycleatwork@amcor.com.au
or click on the Contact Us section of the website.



Recycle@Work is an industry leadership project coordinated by Amcor Recycling WA with the support of the State Government's Strategic Waste Initiative through the Waste Management Board of Western Australia.
To Find out more about WA's efforts to prevent waste go to www.zerowaste.com.au

go on...
you know you want to!

Recycling hits the road

June 6 saw the launch of Recycle@Work's Roadshow project at the Malaga and Districts Business Association's breakfast club.

Over the next year, the Roadshow will be visiting local business association meetings to answer questions about workplace recycling, provide information and hopefully, pick up even more ideas about how to support workplace recycling.

The first event was a breakfast on June 6 with the Malaga and Districts Business Association. Eight representatives of the Recycle@Work program were on hand to talk to more than 40 guests about workplace recycling and Amcor Recycling

State Manager Jamie Young spoke about the increasing trend towards recycling and other forms of waste prevention at work. Special guest, City of Swan Mayor, Charlie Gregorini OAM JP presented Zero Hero awards in recognition of the recycling efforts of three local businesses: Buttercup Bakery, TODAYTECH and Kleenmaid.

If you know of a business group that we should visit, please don't hesitate to contact Noela O'Keefe on 9434 0515.



Jamie Young, State Manager, Amcor Recycling and City of Swan Mayor, Councillor Charlie Gregorini OAM JP.



Ming Leung, General Manager Paper WA, Amcor Fibre Packaging and Roger Kemp, City of Swan.



Amcor Recycling's Robert Murray (second from the left) sharing ideas with local Malaga business people.



City of Swan Mayor, Councillor Charlie Gregorini OAM JP; Jacqueline Brown, President Malaga Business and Districts Association and Jamie Young, State Manager, Amcor Recycling.

Too cool...

How brilliant is this?

The Cerebral Palsy Association of WA is partnering with Clean Up Australia and the Aussie Recycling Program to raise funds for people with disabilities and help keep mobile phones out of our landfills. Every phone recycled through this program will raise money for Cerebral Palsy Association of WA.

All you need to do is pop your phone in the free, postage-paid envelope provided and put it in the postbox. Yes, it really is that easy.

Contact the Recycle@Work hotline on 1800 819 000 if you would like us to send you an envelope.

Clean Up Australia estimates that there are millions of unused phones left in drawers, or worse – dumped in the rubbish each year. The components can cause toxic pollution but if they are recycled instead they can become great new products including new batteries or even garden furniture.

For more information check out the Recycle@Work website (Mobile phones are in our Top 10).



I do it with everyone on my team

go on...
you know you want to!



The wrap on plastic

The world of plastics recycling has been undergoing a quiet revolution in the last few years and now many more types of plastic can be recycled – and recycled better – than ever before.

Plastics are produced directly from petrochemicals so manufacturing plastics from raw materials uses an important non-renewable resource. It also consumes larger amounts of energy and water than manufacturing using recycled plastics. In fact, making new plastics from recycled materials uses only 30% of the energy required to make plastic products from new materials.

Australia produces more than 1.3 million tonnes of plastics every year, including

50 000 tonnes of soft drink bottles, 30 000 tonnes of milk bottles and more than 10000 tonnes of detergent and shampoo bottles.

Different types of plastics can be recycled into different things. There are dozens of uses for recycled plastics - here are just a few: new plastic bottles, packaging film, carpets, fleecy linings, tiles, plumbing fittings, compost bins, storage crates, hosing, packaging and building products.

Ever wondered what happens once you put stuff in a recycling bin?

Well there are real people behind the scenes transforming your recyclables into new materials. Each edition of the Recycle@Work newsletter will introduce you to the businesses and people who make recycling really work.

Claw's plastic feat

Welshpool company Claw Environmental may not be a household name just yet but they are on their way.

Partners in the Recycle@Work program, Claw opened their doors in 2003 and have been busy ever since rescuing plastics from landfill.

Claw specialises in an ever-growing list of specialised equipment that can break down rigid types of plastics and compress the flexible ones. They can even process polystyrene ready for recycling – quite a feat considering that polystyrene has long been the 'problem child' of plastic recycling.

If you'd like to find out more about recycling plastic at your workplace, call the Recycle@Work hotline on 1800 819 000 or visit www.recycleatwork.com.au



Recycling gets cheeeeky!

Recycling makes good business sense, it's good for the community and good for the environment – we all know that, so why can't it be fun?

Sometimes the most serious of things need a sense of humour. And sometimes the best way to think differently is to have a laugh at ourselves.

So, after looking at recycling programs outside of WA, the Recycle @ Work team has chosen to take a very different approach. We have designed a very colourful new look as part of our light-hearted new campaign nicknamed "Go on you know you want to."

The campaign is designed to have fun with the fact that nearly all West Australians recycle regularly (and well) in the privacy of our own homes but few of us do it when we

go to work. There will soon be 'Go on you know you want to' materials you can use at your workplace, but for now, here are some of the one-liners used on our website.

- **We do it in the boardroom**
- **We do it on the factory floor.**
- **We do it in reception.**
- **I do it with my boss.**
- **We do it with suppliers.**
- **I do it under my desk – every day.**
- **We like doing it in the store room.**
- **Now we do it in the staff room, too.**
- **We get better at it every year.**
- **We do it every chance we get.**

We'd love to hear your feedback and suggestions about our campaign

Just call the Recycle@Work hotline on 1800 819 000 or visit the 'Contact us' section of our website

www.recycleatwork.com.au

Chat makes Dollars & Sense for Kleenmaid

Kleenmaid's WA warehouse was at the top of their game but they were still drowning in cardboard until a casual chat at a conference turned on the recycling lightbulb for Warehouse Operations Manager Steve Turley.

Kleenmaid products are imported from overseas in rather massive cardboard boxes which quickly take up large amounts of space in storage room or in rubbish bins. Several years ago at a national conference, a casual conversation about the staggering amount of cardboard in Kleenmaid warehouses led one distributor to share their solution – adding a recycling bin to their facilities.

Once back in Perth, the costings were done and the difference between sending cardboard to the tip compared to recycling it was only a mere \$4 per month. This led to the establishment of a longterm relationship with Amcor Recycling who installed a 4.5 cubic metre bin in the warehouse and empty it weekly.

Recycling has now caught on and once delivered to the outlets, the boxes are now taken apart and recycled. According to Steve Turley, Warehouse Operations Manager, "These days we are struggling to find much in the warehouse that can't be recycled." Recycling also fits well with Kleenmaid's progress on developing appliance products that take the lead on environmentally friendly performance.

Kleenmaid's WA warehouse is now recycling about 200 kg of cardboard each week – saving about 10 tonnes of cardboard a year from landfill.

Not a bad result from one chance conversation and a few quick sums.



Steve Turley



Buttercup's *HEROES*

When Debbie Ecclestone joined Buttercup Bakery's Malaga factory as a storeperson less than 2 years ago it didn't take long for her to suggest they explore other options to deal with what used to be a staggering amount of waste, especially cardboard and plastic.



Debbie Ecclestone

With her colleagues, Debbie has transformed the way Buttercup sees waste. From plastics and cardboard to scrap metal and waste oil, Debbie puts the labels on bins, 'growls' at those who don't read them and puts her personal energy into creating a recycling-friendly work environment. Now even their plant in Bunbury sends their plastics up to Perth for recycling (they simply load it into trucks that are already heading that way).

Recycling has made a big difference to the bottom line of Buttercup's waste costs, too. Instead seeing waste as something they need to pay to dispose of, they now see a resource that they can recoup some money on. "We were paying them, now they are paying us instead!" says Supply Chain Manager, Jan Davies.

Debbie has the support and encouragement of Buttercup's management who are now about to launch a new phase of environmentally friendly practices at their Malaga food processing site which will serve as a pilot program that can be implemented in their other locations.

Here are some ideas to borrow from Buttercup Bakery:

- When making breadcrumbs they take off the wrappers. These are now all recycled – along with those blue packing straps.
- They are introducing special 'Walks' focused on safe recycling practices into Buttercup's employee induction and ongoing training efforts.
- They turn over used paper in their printer and also make notepads simply by stapling together pieces of paper.



Getting started

Sometimes the beginning is the hardest bit so we've gathered some advice from other businesses on how to get started recycling at work:

Find out

Do a waste audit to figure out what is actually in your waste – most businesses are surprised to find out that much of the stuff they are paying to take away in their waste bin is actually recyclable.

Think sideways

Most people don't realize how much waste actually costs them – the bill from your waste company is only part of the story. (The Victorian Government recently did a study and found that waste was actually costing business between 5 and 10 times more than their waste collection fees.). Think about lost opportunities, storage, staff time, equipment depreciation, underused materials and other hidden costs.

Talk high

If you are the boss, or one of them, then talk to your colleagues about thinking differently about waste. If you are not the boss – then talk to someone who is.

Aim small (to start with)

Some businesses are ready to do a complete overhaul of their recycling and waste management systems but some aren't. If your business is a bit wary of recycling, don't worry, it can really help to choose just one recyclable at a time. Choose an easy one to start with, such as cardboard, office paper or a particular type of packaging. Then you can add a box for collecting used cartridges, one for collecting used mobile phones and before you know it, you have a diversified, multi-resource recycling program.

Keep tabs on how much is being recycled so you can report back. Once your colleagues are used to recycling it will become much easier to incorporate more recycling ideas into your operations.

Communicate, communicate, communicate

Put up signs everywhere you can (the website has some freebies for downloading), remind everyone, post results, include recycling information in everything you do. Talk to people individually to find out any worries they have and to get a commitment.

Relax...

Remind yourself that many people are wary of change – sometimes for good reasons.

The most long-lasting changes can sometimes take the longest to achieve. So don't worry – but don't give up, either!

Thinking Hats anyone?

If you work in or with a small to medium sized business, are full of good ideas and like a chat, we want to hear from you. The Recycle@Work Business Think Tank will begin operation later this year and we need volunteers who would like to lend us their brains over coffee and cake. It will only take an hour or so 3-4 times a year and is sure to be interesting and good fun. Just call Noela on 9434 0515 or visit the Contact Us page of our website. **Go on – you know you want to!**



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