

February 2024

# recycle right newsletter

A publication helping Western Australians to reduce their household waste, recycle right and live more sustainably.



## BIN TAGGED BEFORE?

Don't kerb... Your enthusiasm! Bin tagging is now starting to occur across many different councils and Recycle Right have put together a (no more puns, we promise) little article on why councils bin tag and just exactly what bin tagging is!

Visit [recyclerright.wa.gov.au/bin-tagging-explained/](https://recyclerright.wa.gov.au/bin-tagging-explained/), read our article, watch our video and enjoy our 'Inception' meme and be prepared for some happy faces on your bin.

Not sure where to put your waste? Use our free app for everything you need to know about kerbside recycling (and more) and make sure you get a smiley face!

Play Store: [ow.ly/nBZx50Q2SGR](https://ow.ly/nBZx50Q2SGR)

Apple Store: [ow.ly/9ahi50Q2SGS](https://ow.ly/9ahi50Q2SGS)



## 5 AMAZING FACTS ABOUT BIN TAGGING

So, your council is sending out their dedicated Community Waste Education Officers to bin tag? Well, here are five reasons to celebrate bin tagging.

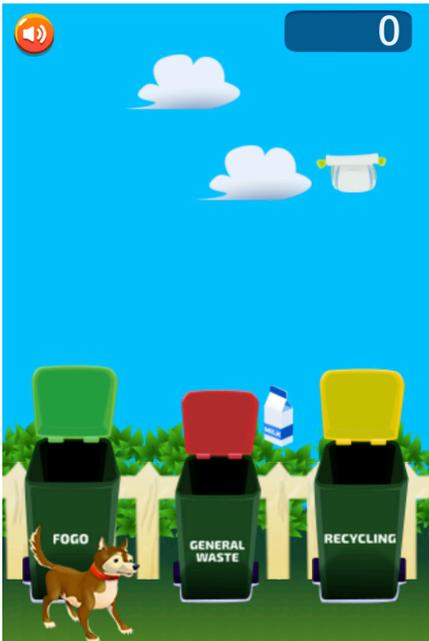
1. Bin tagging is non-punitive. There are no punishments, and the tag just gives a resident feedback on how to sort their waste better (congratulate them for doing a great job!).
2. Bin tagging will give data to your local council about contamination in bins. From there a council can roll-out marketing, education and community awareness programs to decrease contamination in bins.
3. One of the items that Community Waste Education Officers will be focusing on are batteries. Batteries are extremely dangerous in bins and by giving feedback to residents to keep batteries out of their bins, it will protect community infrastructure and decrease the danger in collecting and recycling waste.
4. In 2020–21, local governments in WA collected 1.47 million tonnes of domestic waste from their residents, 35 per cent of which was recovered. If bin tagging increases recovery of waste by just one percent, Western Australia could divert 14,700 tonnes of waste from landfill (half the weight of the Statue of Liberty). Of course, every council will need to bin tag to accomplish this.
5. Bin tagging is not only about protecting the environment, it is about saving community money. Correctly sorted waste means less waste going to landfill. Landfill is far more expensive than recycling.



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TRY YOUR HAND AT  
THE **RECYCLING GAME**  
ON OUR WEBSITE



We have recently added the old Recycling game back onto our website and it is a hoot. Not only does the game test your Recycling know-how, it is also tests you under timed conditions. Get it wrong, and Recycler the Dog will give you an adorable bark.

Write into [hello@recycleright.wa.gov.au](mailto:hello@recycleright.wa.gov.au) and tell us your score and you get the chance to win some reuse items to up your green-game even more.

Recycle Right are now building a new game with some updated tunes and rules.



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## MARCH BAN FOR PLASTICS

**Good news for Western Australians**

**New plastic bans will take effect on the 1st of March, 2024!**

What will be banned?

- Banned:** plastic lined hot beverage cups (including coffee cups), with or without lids. **What is not included in the ban:** compostable paperboard cups certified to Australian Standards for industrial (AS 4736:2006) or home (AS 5810:2010) composting. Durable plastic cups designed for reuse.
- Banned:** the sale and supply of plastic lids for cups made wholly or partly from plastic. The ban includes bioplastic lids and plastic lined paperboard lids. **What is not included in the ban:** cup lids made from plastic designed for washing and reuse, for example as part of a 'keep' cup. Uncoated all fibre lids.
- Banned:** The sale and supply of disposable plastic trays. Examples include disposable sushi trays and bento boxes. **What is not included in the ban:** Compostable lined paperboard trays certified to Australian Standards for industrial (AS 4736:2006) or home (AS 5810:2010) composting. Plastic trays designed for reuse. Plastic trays for raw meat and seafood (e.g. from butchers and supermarket meat sections).

If you suspect a prohibited plastic item is being supplied or sold, you can make a report to the Pollution Watch hotline number (1300 784 782) or Senior Compliance Officer for plastic via email to [complianceforplastics@dwer.wa.gov.au](mailto:complianceforplastics@dwer.wa.gov.au)

# A GREENWASHING GLUT

The term Greenwashing is becoming an almost ubiquitous term to explain the use of marketing ploys by companies to persuade consumers to jump on a product/service's bandwagon in the name of the planet. However, many residents are not aware of the lengths, subterfuge and marketing genius that companies will go to in order for consumers to spend their hard-earned green in hopes of *being green*.

The appellation of the greenwashing is owed to the environmentalist Jay Westervelt, who published an essay concerning why the hotel industry was promoting 'environmental' towel use via signs found in the bathroom. The text on these signs implored hotel guests to reconsider disposing of their towels after its first use under the guise of environmental protection rather than the actual reason for its implementation- to reduce laundering costs for the hotel.

Greenwashing, at its basic, is similar to gaslighting. Altering the consumer's perception of reality in order to feel positive about changing one's behaviour (whilst helping the hip pocket or the 'green' perception of a company). What makes greenwashing even more sophisticated, is not when it is employed to loosen your purse strings, but when it is used to pull the wool over eyes about hidden bad practises. The most famous example? The emission falsifications of Volkswagen cars.

Volkswagen postured to the public that their cars were greener on emissions than they actually were. A customer purchasing one of their motor vehicles, may have purchased a Volkswagen because it was a green choice. However, the car manufacturer was hiding behind its robust marketing and hoodwinking the world. It turned out that buying Volkswagen cars may be worse for the environment than many of their competitors.

In Australia, the Australian Competition and Consumer Commission (ACCC) released preliminary guidance designed to enhance the credibility of environmental and sustainability assertions by businesses, with a focus on shielding consumers from deceptive practices known as 'greenwashing.'

The purpose of this draft guidance is to confront the troubling behaviours uncovered in the ACCC's



recent online sweep targeting greenwashing. The sweep revealed that 57% of the businesses scrutinised were potentially engaging in misleading environmental claims.

Whilst there is nothing as egregious as Volkswagen's emission scandal, what we see more and more in Australia is a vagueness in language. A, perhaps, deliberate concoction of words to imply that a product/service is "green", "sustainable" or "environmentally friendly" without defining how the product or service lives up to these labels. This is where green marketing is failing the Australian public and the environment. This is where greenwashing is impacting our choices, our reality and how we perceive our consumer choices. There is an overall statement that a product is 'green' with a deliberate lack of specificity or accuracy. But yet, customers **are** buying products and services because they think they are green. Customers **are** choosing companies because their slick marketing constructs a reality where the company is concerned about the environment but under the surface, there is core of mistruth, creative adjustments and sometimes outright fabrications.

The question we must all ask each when making a green choice, is whether it **is** a green choice. And the action we need, is to ensure companies that employ greenwashing are punished accordingly.



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# CITY OF MELVILLE

Luke from Recycle Right took Oliver, City of Melville’s Sustainable Resource Recovery Education Officer, on an up-close tour of Resource Recovery Group’s Material Recovery Facility and FOGO Processing Facility. Oliver recorded some great point of view shots, and we look forward to seeing his educational videos in the future.

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### RECYCLING TOURS **WITH LUKE**



Luke tells us that is quite the privilege to go on a tour with him. Want to test your waste knowledge (and whether it truly is a privilege to go on a tour with Luke?) book here: [tinyurl.com/236pvyfb](https://tinyurl.com/236pvyfb)

## RECYCLE RIGHT **WEBSITE & APP**

All West Australian residents have access to the Recycle Right website or smartphone App to help them identify what to do with residential waste and recycling, no matter which kerbside bin-system your local council uses.

Check it out today, by visiting [recycleright.wa.gov.au/](https://recycleright.wa.gov.au/) or download the App here: [recycleright.wa.gov.au/download-the-free-app/](https://recycleright.wa.gov.au/download-the-free-app/)



**LIKE US ON [FACEBOOK](#) AND [INSTAGRAM](#) OR VISIT OUR [YOUTUBE CHANNEL](#) FOR MORE NEWS, TIPS AND TRICKS ON ALL THINGS WASTE, RECYCLING AND SUSTAINABILITY!**

