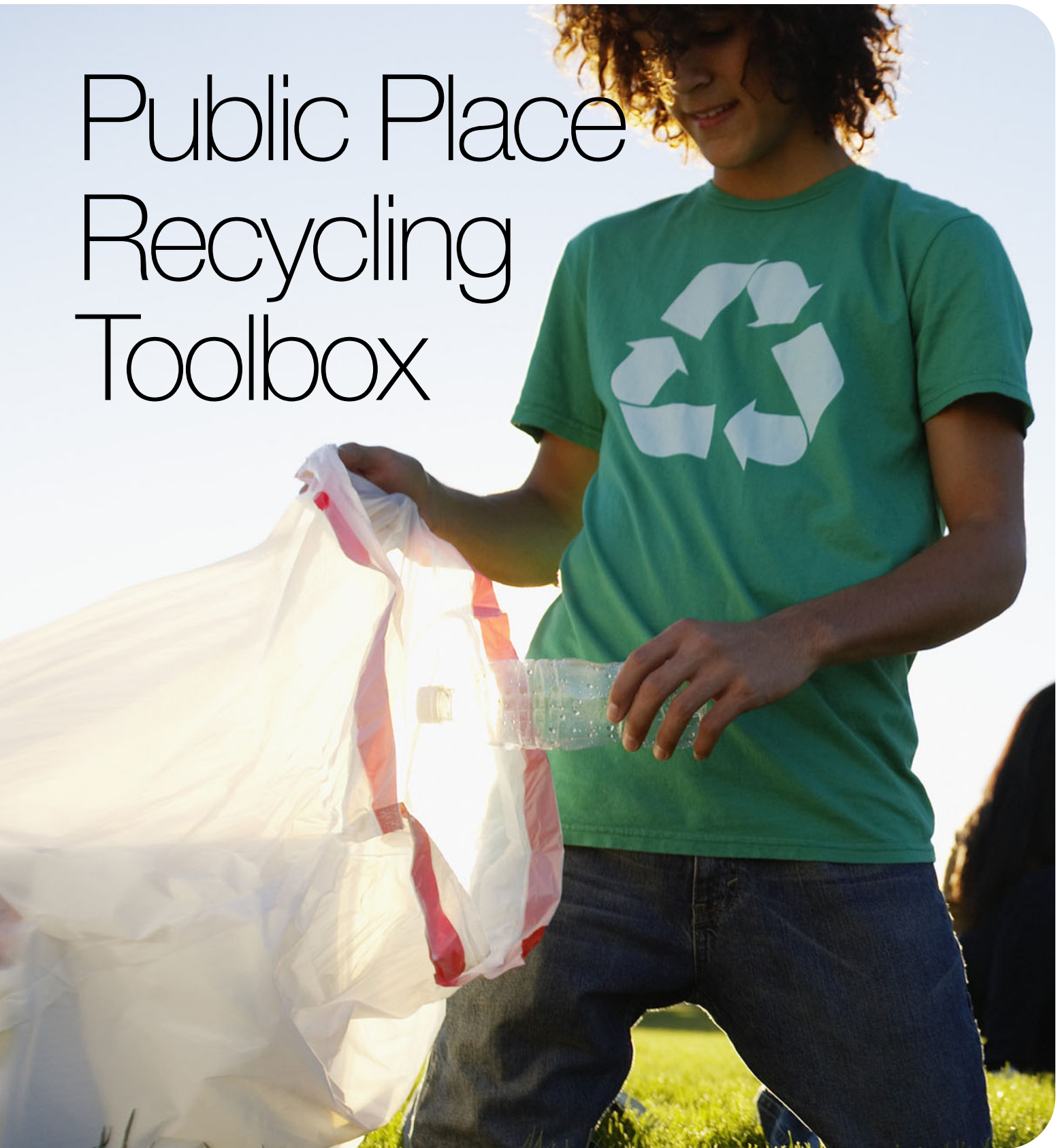


Public Place Recycling Toolbox



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Table of Contents

Glossary of Terms	3
Introduction	5
Setting Up Venue Recycling Systems That Work	6
Stage 1 – Understanding where your waste comes from	6
How do you do it?.....	7
Waste at venues – who makes it?	7
Stage 1 – Understanding where your waste comes from	9
Checklist.....	9
Resources	10
Stage 2 – Implementing a PPR system	11
General tips on setting up a recycling system	11
Working with your contractor checklist	12
More tips on choosing bins and bin sizes	13
How many bins will I need?	13
Where do I put the bins in the venue?	13
Checklist.....	14
Resources	15
Stage 3 - Communication and education	16
General tips on communication and education.....	16
Checklist.....	17
Tips to get you started.....	17
Resources	17
Stage 4 – Promotion	18
Tips to get you started	18
Checklist.....	19
Resources	19
Stage 5 – Maintenance and monitoring	20
Tips to keep things going	20
Checklist.....	21
Resources	21

Glossary of Terms

Back of House

Staff or contractor access areas, including canteen/kitchen and waste compound.

Commingle Recycling

Term used for waste stream where more than one type of recycled items can be mixed together, e.g. plastic bottles, paper, coffee cups.

Front of House

General public areas, e.g. areas used by spectators/participants.

Waste Collector

The contracted company that collects waste from the venue in registered waste transport vehicles and delivers it to a landfill site (in the case of general waste) or a materials recovery facility (MRF- in the case of commingled recyclables).

Waste Collector/Processor

The contracted company that performs waste collection and processing services.

Waste Processor

The contracted company that accepts the waste from a registered waste transport vehicle at a landfill site (in the case of general waste) or a materials recovery facility (MRF - in the case of commingled recyclables).

Introduction

Sustainability Victoria and the Alcoa Foundation have worked together to support the development of the Public Place Recycling (PPR) Toolbox for Venues. This toolbox has been specifically designed to assist major community venues to effectively tackle waste in public spaces.

Did you know?

Recycling in 2005-06 saved more than 91 million gigajoules of energy and 56 thousand megalitres of water. This prevented more than 4.6 million tonnes of greenhouse gases from being generated.

Source: Sustainability Victoria

‘Approximately half of ready-to-drink beverage containers are consumed in non-residential locations.’

Source: Beverage Industry Environment Council (2002) Joint Action Plan for the National Packaging Covenant.

This toolbox is primarily intended for managers and staff of community venues such as clubs, sporting centres, and other indoor facilities. They are supported by a number of other Sustainability Victoria resources, including:

- Away from Home Waste Signage Guidelines
- Public Place Recycling Best Practice Guidelines
- Waste Wise Catering Toolkit

Setting Up Venue Recycling Systems That Work

Here are the five stages for the successful implementation of a Venue PPR program.

Stage 1 – Understanding where your waste comes from

- Looking at the key areas to target
- Deciding what to recycle

Stage 2 - Implementing a PPR system

- Bin placement, size and type
- Setting up contracts
- Staff training

Stage 3 - Communication and education

- Communication/signage

Stage 4 – Promotion

- Developing key messages

Stage 5 - Maintenance and monitoring

- Cleanliness, further improvements, security
-

Stage 1 – Understanding where your waste comes from

It is estimated that up to 90% of the waste generated by the general public within venues will be from food and beverage packaging sold by catering contractors.

Source: Encompass Sustainability (2006)

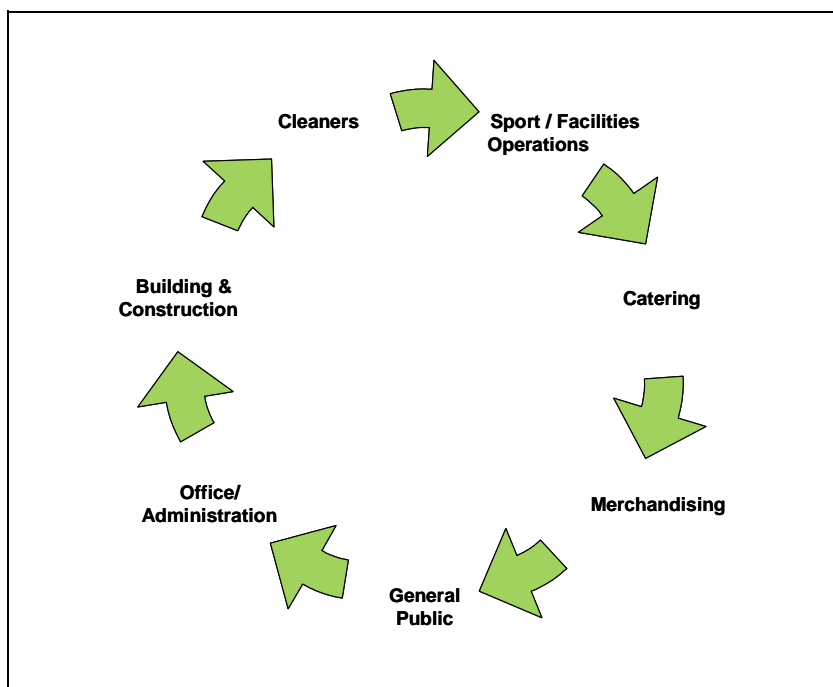
Before setting up a public recycling system you need to understand where your waste is coming from. While most waste comes from catering operations, there are a number of other areas where you might be able to stop rubbish being created in the first place; especially by working with your suppliers and sponsors. This may even lead to saving money because you no longer have to pay for waste to be taken away!

How do you do it?

- Review the waste at your venue. Ask how it is generated in order to understand where waste can be reduced across the venue.
- Assess the packaging from your merchandising products and catering to determine if this can be reduced.
- Undertake a waste assessment to help you identify the main types of waste. This will tell you what can and can not be recycled. Endeavour to undertake assessments in both peak and off peak times.
- Talk to your waste contractor to review your waste removal contract. Look at the costs and the type of recycling streams.

Waste at venues – who makes it?

Here are some of the key areas you may need to focus on when investigating your venue's waste. Talking to the key staff involved in these areas will be vital to setting up an effective venue recycling system.



Sport/Facilities Operations

- Packaging from equipment
- Medical and sharps
- Green waste
- Animal waste
- Fertiliser, chlorine, chemical containers
- Team generated waste (packaging)
- Signage - temporary bunting and hoardings

Catering

- Cardboard and paper
- Food scraps (organics)
- Commingled (glass/plastics/metals)
- Pellets (used for transporting stock - plastic, wood, cardboard)
- Chemical drums and oil drums/containers
- Outer packaging materials (crates etc.)
- Incorrect recycling

Merchandising

- Packaging from equipment
- Sponsor giveaways
- Signage as above (e.g. temporary bunting used for a one-off event)

General Public

- All types of packaging (incl. polystyrene)
- Plastic bags
- Food scraps (organics)
- Nappies
- Damaged items (e.g. umbrellas)

Office Administration

- E-waste
- Paper and stationery items
- CDs, toners and software by-products
- Kitchen waste
- Batteries
- Outer packaging materials (e.g. crates)

Building and construction

- Plumbing waste
- Bricks
- Timber
- Metals
- Electrical
- Ground and green wastes
- Outer packaging materials (plastics and cardboard)
- Demolition wastes

Cleaners

- Plastic containers
- Chemicals (excess use of)
- Wash cloths
- Recycling incorrectly

Stage 1 – Understanding where your waste comes from

Checklist

- Identify who uses the site and how often - daily, weekly, seasons, holidays and/or events.
- Identify the core activities taking place at your venue (e.g. sporting matches, dining functions, sponsor giveaways).
- Find out if you undertake regular one-off events that create large amounts of bump-in and bump-out waste.
- Find out how much dealing with your venue waste costs you per year.
- Involve staff to identify where waste comes from.
- Identified which of your waste is catering, merchandise or sports specific.
- Conduct a waste assessment to identify the components in the waste, volume and weight on a daily or weekly basis.
- Identify ways to avoid creating waste in the first place (e.g. prevent it coming onto the site or reuse products rather than recycle).
- Find out if all packaging sold on site is recyclable (e.g. merchandising, catering).
- Ensure catering activities, special events and conditions of site use are consistent with your waste objectives.
- Come to an agreement with your sponsors regarding giveaways/merchandise (e.g. recyclable products).

Did you know?

Recycled aluminium is identical to smelted aluminium, except for one thing: it takes only 1/20 of the energy to make it. Less energy means reduced greenhouse emissions - and aluminium recycles over and over again.

Source: Alcoa

Resources

- 1.1 Waste Assessments for Venues: Overview
- 1.2 Waste Assessments for Venues: Checklist
- 1.3 Waste Assessments for Venues: Waste Recording Sheet
- 2.3 Waste Contractor Clauses for Agreements
- 2.6 Preferable Food Packaging Product Suppliers and Guidelines

Know where you stand before you step out

Waste assessments conducted at Sunshine Leisure Centre prior to implementing the PPR initiative revealed that at least 790 litres of waste were being generated by the public every week. Twenty per cent of the rubbish collected in public areas consisted of recyclables - mainly disposable plastic beverage bottles, cans and newspapers. There was also a significant number of foam coffee cups in the rubbish which were subsequently replaced by recyclable paper cups.

Audit results can be quite a surprise

Waste audits at Skilled Stadium, Geelong, found that an average of 7.2 tonnes of waste was being produced front of house at Geelong Football Club home games!

Stage 2 – Implementing a PPR system

Before purchasing bin infrastructure it is recommended that you involve relevant staff to determine what is needed, where the best areas will be to place your PPR infrastructure (e.g. bins and signage) and how your existing contracts will support the implementation of a waste diversion system.

General tips on setting up a recycling system

- Determining the type/s of recyclables to collect will primarily depend on:
 - the results of the waste assessment
 - the ability of the waste contractor to handle the material
 - the ability of key venues user groups to deal with the recycling stream.
- The easiest way to begin is to add one recycling stream. In most instances, this is likely to be a commingled recyclables stream to collect containers, such as PET and HDPE plastic bottles (numbers 1 & 2), glass bottles, paperboard liquid cartons and aluminium cans.
- Set a target for how much waste you are aiming to recycle.
- Some PPR systems collect paper, newspapers and cardboard, or food and paper for compost.
- Compatible bin systems and recycling messages between indoor and outdoor spaces encourages consistent disposal behaviour across the site.
- To achieve consistency at sites with public dining and takeaway facilities, introduce specifications in the catering contract to implement front and back of house recycling in line with the whole location. Back of house can usually cater for more recycling streams (e.g. commingled, glass, cardboard and food organics).
- Different bins are generally required for wet areas to address OH&S concerns.
- Different bins may be required where bins are located courtside (e.g. basketball), or where there is a likelihood that they may be bumped into on a frequent basis.

Working with your contractor checklist

- Determine what scope exists with current cleaning, cleansing or collection arrangements to incorporate recycled streams.
- Determine if you are satisfied that the current waste collector is able to provide a recycling service, or find a separate or new contract.
- Identify if the current waste contract has scope to vary collection frequency based on results.
- Identify if the contract has scope to vary collection frequency based on seasonal variation, public holidays, weekends and events.
- Find out if the performance standard is identified in the service specifications
- Find out ways the collector can work with you to develop the system
- Find out what levels of contamination the waste collector accepts.
- Determine how you will be assured that recyclables are collected and delivered separately from waste.
- Decide if the waste collector is required to provide data and confirmation of delivery and yield to the waste processor.
- Identify options that exist to integrate collector education with your own education processes, including actions to reduce contamination.
- Identify options that exist to reduce contamination through changes to collection systems or processes.

Q: Why do bins need to be placed side by side?

A: When a waste bin and a recycling bin are placed apart, people will deposit their waste in the closest bin, regardless of whether the waste is recyclable or not. This can lead to increased levels of contamination.

Thinking it through

At Dandenong Basketball Stadium, courtside bins where spectators sat to view the games were in close proximity to the playing courts themselves. This made it necessary to select a bin constructed with a material which would not cause injury to players in the event of a collision. It was also important that the bins were not too big, as this would enhance the collision factor and block spectator thoroughfares.

More tips on choosing bins and bin sizes

- Consider how the weight of different recyclables will affect the type of bin (e.g. glass weighs more than plastic and will require a sturdier bin type).
- If your recycling stream varies at different times, consider how these peak periods will affect bin size and collection frequency.
- The introduction of recycling may impact on the size of rubbish bin required.
- To 'close the loop', where possible purchase bins that are made from recycled content.
- Choose UV-coated mobile garbage bins (MGBs) for outdoor use.
- Determine if a 2-bin or 3-bin unit is suitable.

How many bins will I need?

- Your waste assessment and littering information, combined with your collection schedules and site layout, will help you to determine the number of bins required.
- Researching the distance people are prepared to go to use a waste bin can also be helpful. Based on Community Change research, it is recommended that 3 to 14 metres between bins is best, as beyond those distances more littering than binning may occur.

Where do I put the bins in the venue?

- Place rubbish and recycling bins side by side, not back to back, either in separate enclosures or as free standing bins, to avoid confusing people who will approach the bin nearest them.
- Consider the direction from which the bins are approached (face on, side on, from all directions).
- Place the recycling bin as close as possible to the rubbish bin (no more than 30 cms apart).
- Use colour, signage and shape to make sure the recycling bin is distinguishable from the rubbish bin.
- Present a choice, but make it harder to use the recycling bin (e.g. with a smaller opening such as a rubber rosette) so people have to stop and think about what they are putting into it. This should reduce contamination in the recycling stream.
- Provide for safe disposal of cigarette butts within or beside the rubbish bin (where relevant at the venue).

Checklist

- Engage key stakeholders, staff and contractors (landscape, cleaning, waste) and key user groups in the planning.
- Ensure the indoor and outdoor systems can be integrated to create consistency.
- Review packaging to identify recyclable and non recyclable products.
- Remove non recyclables from the waste stream where possible (e.g. removing foam cups).
- Train staff and contractors in the new process.

Usage and frequency

- Determine if the system should be permanent and fixed, or if there is some flexibility required to cater for special events.
- Determine if the infrastructure should be portable for changing patterns of use - seasonal, events or over time.
- Identify the likely peak periods and if the composition of the waste and recycling stream vary over the seasons.
- Determine how the volume and weight of waste and recyclables impact on size and number of waste and recycling bins required.

Bin placement and number

- Identify the patterns of movement across the site.
- Determine if there are sufficient bins for the site.
- Place bins in accessible points that coincide with movement of people and catch their attention.
- Locate bins at points of consumption and disposal, rather than at the place/s of purchase.
- Place bins for the convenience of the user, rather than the collector.
- Ensure bins be effectively emptied and serviced.
- Determine if some bins consistently underused, indicating placement issues.
- Include provisions for disposal of cigarette butts.
- Ensure mobile bin caps are locked/snapped together to reduce the possibility of lids blowing off bins.

Which way to go?

Skilled Stadium, Geelong, decided on a combination of permanent and moveable PPR stations. The moveable stations allow for a level of flexibility in bin placement, which is of benefit when servicing the diversity of functions and events that occur at the stadium.

Finding alternative solutions

Three Western Border league football grounds introduced reusable mugs carrying the message 'please return to the canteen' when they implemented PPR at Portland, Casterton and Heywood. The canteens were selling instant coffees for 50 cents, but paper cups were costing more than 50 cents each. The answer proved to be an even more friendly recycling option, and reusable crockery mugs were purchased instead.

Resources

- 1.4 Setting Targets – Best and Good Practice.
- 2.1 Catering and Contractor Packaging Policy and Guidelines
- 2.2 Guidelines for Packaging and Food Ware Materials
- 2.3 Waste Contractor Clauses for Agreements
- 2.4 Recycling Facility Clauses for Agreements
- 2.5 Guidelines for Venue Hire
- 2.6 Preferable Food Packaging Product Suppliers and Guidelines
- 3.2 Bin Types, Sizes and Manufacturers

Stage 3 - Communication and education

Ensuring your contractors and staff are aware of the new system and what is expected of them is a vital step in setting up an effective system.

General tips on communication and education

- To ensure continued high standards at the site, first develop a policy and guidelines on the maintenance and security of the system.
- It is then important to thoroughly train the staff and contractors involved in the operation and maintenance of the system, and to reinforce this training with written instructions.
- Knowledge and understanding of how the recycling system works will give operations staff confidence when dealing with other personnel and stakeholders.
- Key areas to highlight in staff training:
 - The importance of recycling
 - The bin set up, including locations and the importance of maintaining these locations
 - Why it is important that the bins remain side by side (especially relevant when bins are mobile)
 - The importance of using the correct packaging
 - The use of signage and the correct waste diversion streams
 - Bins are to be emptied regularly to avoid overflow, congestion and contamination of the recyclables
 - Bins are to be kept clean and in good condition
 - Any nearby litter is to be cleaned up promptly to minimise more litter accumulating
 - The routine for the removal of bins to collection and/or storage areas when necessary.
- To assist in communicating clearly with staff and contractors, Sustainability Victoria has developed a number of resources. These include elements for best practise, signage, detailed bin information and an induction checklist.

Checklist

- Information for staff to provide customers on the location, use and performance of the bins.
- Use the Sustainability Victoria, Away from Home Recycling Guidelines to develop consistent, standard PPR signage.
- Use the correct signage to assist positive and accurate recycling choices (e.g. If you have a logo of a paper coffee cup on the recycling bins, confirm that your waste provider will take them).
- Ensure outdoor and indoor (including back of house) infrastructure signage is consistent.
- Use the 10 Key Elements of Best Practice PPR Communication and Education to produce the simplest and clearest message (See Resources below).
- Ensure the signage is durable enough to withstand marks and appropriate cleaning.
- Identify who will take the lead in communicating the system's introduction.
- Alert staff, cleaning, catering and contractors to your plans and ensure they understand their role.
- Ensure staff and contractors know who to go to if they see a problem with the system operations.

Did you know?

A study conducted by Community Change identified that the consistent use of colour to represent recycling and rubbish streams, both in public places and in kerbside recycling, helps enhance recognition of away from home disposal facilities.

Source: Community Change (2004)

Tips to get you started

Resources

- 3.1 The 10 Key Elements of Best Practice PPR Communication and Education
- 3.2 Bin Types, Sizes and Manufacturers
- 3.3 Developing Signage
- 4.1 PPR Induction Checklist for Staff and Contractors

Stage 4 – Promotion

With your new PPR system in place, it is now time to actively promote it to members of the public regularly using your venue.

Tips to get you started

Suggested ways of promoting your new PPR system include:

- Distribute media releases to local media.
- Hold a launch event.
- Place advertisements in newsletters, local newspapers and relevant magazines.
- Liaise with local council to have the information placed in their community newsletter.
- Place posters in information areas around the venue.
- Create a temporary display in the foyer, such as an information stand or notice board.
- Print information on tickets or spectator guides distributed at the venue.
- Include information on the venue's website.
- Involve the club's mascot in promotions.
- Use your company logo on bin infrastructure. This can assist in identifying the ownership of the infrastructure and highlight positive corporate citizenship.
- Include scrolling message on electronic scoreboard.
- Print messages on re-useable cups and T shirts and other giveaways.

Tailoring your message to your audience

As well as using Sustainability Victoria's guidelines to produce consistent signage, the Sunshine Leisure Centre used recycling messages on posters created by local school children in a competition run by Brimbank City Council. To reach culturally and linguistically diverse target groups, the slogans were translated into four different languages; Vietnamese, Italian, Greek and Cantonese.

Put the message where your mouth is!

Aprons printed with the key PPR message were provided for volunteers working in the canteens at three Western Border League football grounds: Portland, Casterton and Heywood. Even the pie bags carry the recycling message.

Checklist

- Identify the stakeholders and key user groups associated with this venue.
- Identify the best way to reach your target audience.
- Identify the opportunities that exist, or can be devised, to introduce and educate site users.
- Determine the information tools or media (on and off site) that are available to you.
- Find out if there a public figure who will champion the initiative.
- Determine how users can be informed of the progress of public recycling so that everyone can strive for continuous improvement.

Make a game of it

Entertainers 'Madame Muffin Bag' and 'Kerbside Kev' captivated children at a Waste Wise event held at the Dandenong Basketball Stadium. Activities included a game where the children were asked to select something from a bin full of items and shoot it into one of two basketball rings marked 'rubbish' or 'recycling'.

Make the most of team spirit

'Half Cat', the Geelong Football Club's mascot, was enlisted as the public face of the Skilled Stadium's community engagement and education program. A 40 second advertisement was filmed with Half Cat staring at a litter policeman catching a litterbug red handed at the stadium. The ad is displayed on the super screen during and after all home games, and Half Cat also parades around brandishing a large flag printed with the campaign slogan before the game and at half time.

Resources

5 Major Venue PPR Case Studies

- 5.1 Sunshine Leisure Centre
- 5.2 Dandenong Basketball Stadium
- 5.3 Skilled Stadium, Geelong
- 5.4 Western Border Australian Football League

Stage 5 – Maintenance and monitoring

To control litter and keep a public place recycling system working, it is essential to implement a program for ongoing maintenance of the site and the waste bins.

Tips to keep things going

- Ongoing staff/contractor induction and/or training will help continue high standards at your venue.
- Knowledge and understanding of how the recycling system works will give operations staff confidence when dealing with other personnel and stakeholders.
- Your recycling contractor may be the best person to provide information about the new system to staff.
- People are reluctant to use bins that are dirty or in disrepair, so it is important to keep the bins in good order. Bins should be made of durable, easily-maintained material that will resist corrosion due to rain, sunlight or salty air.
- Clear full bins as quickly as practicably possible.
- Clean up food and drink spills promptly.

Checklist

Security, safety and maintenance

- Ensure bins are secure and are lockable.
- Ensure bins can be removed easily in the event of threat or risk.
- Identify any OH&S issues.
- Identify any opportunities to review the infrastructure, including public recycling, to achieve more effective bin placement while reducing OH&S risks.
- Ensure the bins (including the stickers/signage) are easy to maintain and keep clean.
- Determine how the performance of the PPR program will be monitored.

Celebrating achievements and success

- Develop feedback monitoring resources to inform staff and other key stakeholders of the quantities of recyclables collected.
- Actively promote the PPR's successes and key lessons for improvement to key stakeholders.

Resources

- 1.1 Waste Assessments for Venues: Overview
- 1.2 Waste Assessments for Venues: Checklist
- 1.3 Waste Assessments for Venues: Waste Recording Sheet
- 1.4 Setting Targets – Best and Good Practice.
- 4.1 PPR Induction Checklist for Staff and Contractors.
- 6.1 Measuring your PPR Program