

Extending Responsibility

Visits to Planet Ark's RecyclingNearYou website have demonstrated that when manufacturers and retailers take responsibility for the items they produce or sell, consumers will be ready to play their part in recycling them. When manufacturers (or importers) take this responsibility it is called 'extended producer responsibility' or 'product stewardship'. In short it means the manufacturer is taking care of a product when it reaches the end of its life.

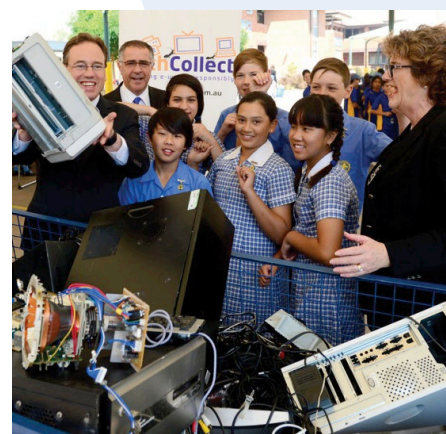
In the year from 1st May 2013 to 30th April 2014 there were 2,019,601 visits to RecyclingNearYou, representing an increase of 308,697 on the previous year. A further 3,967 enquiries were made though the hotline and via e-mail representing a 7% increase.

Since its launch in November 2006, the service has had more than 11.5 million visits and 32,053 hotline and email enquiries.

Industry Responsibility

For the fifth year in a row the combined e-waste category has topped the list of most searched materials. Computers and Accessories (182,961 visits), Televisions (65,572 visits), and Electrical Appliances (19,827 visits), which includes all other types of electronics received a cumulative total of 268,360 views, representing an increase of more than 32% over the year before. TVs saw the largest growth of any single category in the year with a 57% jump.

In part this is not surprising in light of the July 2012 launch of the Federal Government's Television and Computer



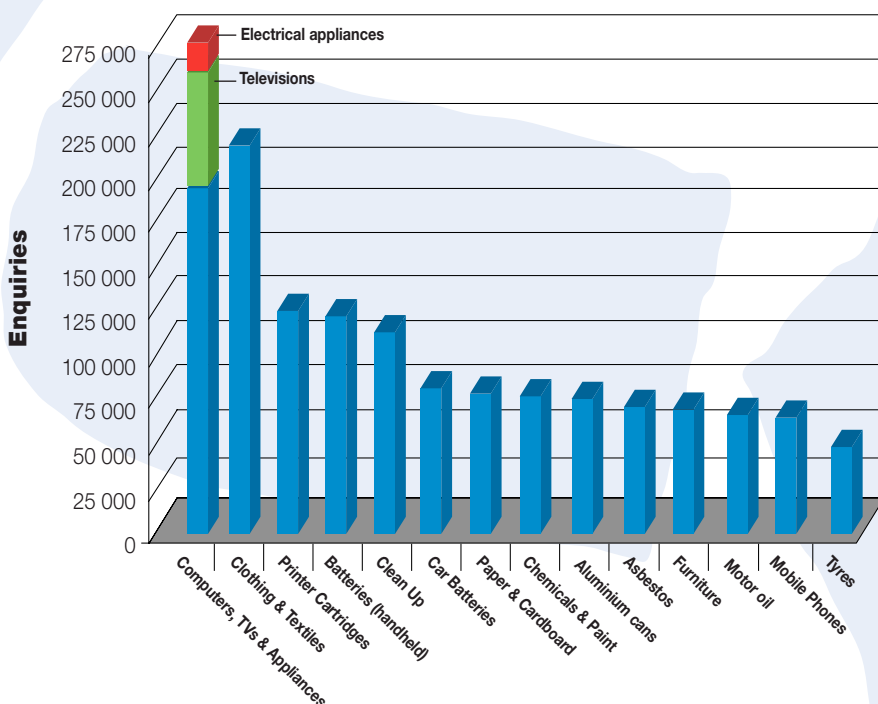
Minister for the Environment Greg Hunt and TechCollect CEO Carmel Dollisson, at 2013 National Recycling Week launch, St. Michael's School, Blacktown.

Recycling Scheme. That Scheme, the first legislated co-regulatory scheme under the Product Stewardship Act 2011, has resulted in the establishment of industry funded recycling programs around the country. Each of these programs brings together manufacturers and importers, in organisations called arrangements, to establish collection and recycling systems. In its first year the TVCRS saw more than 40,000 tonnes of material collected for recycling. There were more than 71,000 visits to the [Scheme information page](#).

RNY sponsor **TechCollect** is an example of one of these arrangements. It is a not-for-profit organisation made up of more than 60 leading technology companies. It has more than 150 drop off locations around the country.

Printer cartridges, batteries and mobile phones are other forms of e-waste that

Most popular material enquiries.



demonstrate other forms corporate responsibility programs. The 'Cartridges 4 Planet Ark' program has existed for almost 11 years. In that time it has diverted more than 25 million cartridges from landfill. It is a voluntary extended producer program with the participating manufacturers – **Brother, Canon, Epson, HP, Konica Minolta, Oce** and **Kyocera** – covering the cost of collecting and recycling their cartridges and promoting the program. There were 112,237 visits to the cartridges pages, representing a 15% increase.

MobileMuster, as the official recycling program of the Australian Mobile Telecommunications Association, also represents a voluntary responsibility program. It provides consumers with an extensive recycling network including all most mobile retailers, all Australia Post outlets, schools, workplaces and councils. There were 52,327 visits to the mobile pages, consistent with last year.



'Cartridges 4 Planet Ark' ambassador Layne Beachely.

Retail Responsibility

Unlike the manufacturer led programs outlined above, the recycling of handheld batteries is being led by retailers, and some governments. In the absence of government legislation or manufacturer interest, retailers in Australia have taken the lead in recycling handheld batteries. All **ALDI Supermarkets** have collection bins for recycling AA, AAA, C, D and 9V batteries. In their first year of operation they collected more than 44 tonnes of batteries. Other retailers like Battery World; government programs like Sustainability Victoria's BatteryBack and local council programs also provide a service. There were 110,202 visits to the battery pages, an increase of 23% over the previous year.

Car batteries have a high recycling rate, in part due to the valuable material they contain as well as the established collection programs run by retailers like **Century Yuasa**. There were 71,370 visits to the car battery pages, an increase of more than 45% over the year before.

Emerging Responsibility

The Australian Government has worked with the industry to establish **Tyre Stewardship Australia** (TSA), a voluntary scheme that aims to increase the number of tyres recycled in Australia and the use of products made with recycled material. TSA will accredit recyclers that commit to the sustainable management of used tyres. There were 41,104 visits to the tyre pages.

Council Responsibility

The majority of visits to RNY are residents looking at the site to see what services their councils provides. For the most part they go directly to the council's pages within the site – and every councils in Australia has a

page – to find their contact details, to find whether a particular item is accepted in the bin or to find out about services like hard waste or clean up services. There were 101,971 visits to the clean up pages this year, representing a jump of 48% over the previous year.

Personal Responsibility

Visitors to RNY continually demonstrate a strong sense of personal responsibility, which is evident by the high search rate for charity and re-use services. For the second year running the Clothes and Textiles category was the second most searched with 211,481 visits, an increase of 42% on last year. For the most part this category refers visitors to charity stores. This increase is, in part, explained by some internal promotion we ran on the site. Similarly, the Furniture category, which had 56,580 visits, sends people to various charity services.

Recycling Services

Planet Ark's **RecyclingNearYou** service, in collaboration with councils, provides Australians with a one- stop-shop for recycling information. It lists the recycling services provided by all councils in Australia, as well as information on 36 specific product categories that councils may not recycle.

The **BusinessRecycling.com.au** service provides similar information and resources for recycling at work. Of the 90 different materials types listed on the BusinessRecycling site the Electrical Equipment category is the most searched, mirroring Australian households.



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