



DIARY NOTE FOR PUBLICATION

NATIONAL RECYCLING WEEK

12 – 18 November 2018

Planet Ark is encouraging everyone to reboot their perspective on recycling in the lead up to the most important National Recycling Week since it was founded 22 years ago!

Concern for the environment in 2018 has been dominated by discussion about the impact of China's new waste policies and how Australian businesses and consumers can adapt, single-use plastic pollution and the ABC's War On Waste series. In light of these developments, it is important for Australia to reboot the narrative around recycling and part of that is dispelling myths to ensure Australians can take control of their own recycling journeys.

This year's theme, **From Waste War to Recycling Reboot**, aims to resolve confusion surrounding how to recycle right and what happens to our recycling, following a range of materials on their journey through the emerging circular economy.

Now in its 23rd year, Planet Ark's National Recycling Week was founded to put **national focus** on the environmental benefits of recycling. While around 98% of Australians recycle, many don't know what goes on behind the scenes. Part of the reboot will therefore entail providing information on what goes on beyond the bin.

National Recycling Week activities such as **Buy It Back Day**, **Friday File Fling**, **Big Aussie Swap** and the **Schools Recycle Right Challenge** are designed to bring recycling to schools, social or community groups and businesses, in addition to the recycling actions people take at home.

Visit recyclingweek.planetark.org or call the **National Recycling Hotline on 1300 733 712** for further information about any of Planet Ark's National Recycling Week initiatives.

For more information, interviews, images or logos, please contact Planet Ark's media team on 02 8484 7202 or pr@planetark.org



Big Aussie Swap



Don't want it? Swap it! The Big Aussie Swap is a fun and free way to help the environment.

Bring along quality items you no longer want, exchange each item for a token, then swap the token for items brought by others. It's that easy!

Visit recyclingweek.planetark.org to find details of your nearest Big Aussie Swap or how to host your own.



Want to close the loop? Buy it back! Visit your local op shop, tip shop or other second-hand store.

Buy It Back Day, on **Saturday 17 November**, is a great time for stores or recycled product makers to host special offers and for shoppers to share their second-hand or recycled hauls on social media with the hashtag **#buyitbackday**.

Visit recyclingweek.planetark.org/athome to find out where to attend a Buy It Back Day event.

Friday File Fling



The Friday File Fling brings an opportunity to give your unwanted files the flick.

Planet Ark is encouraging workers to set aside time on **Friday 16 November** to de-clutter their filing cabinets, give used paper another life and raise office paper recycling rates.

A guide to getting involved is available at recyclingweek.planetark.org.

Schools Recycle Right



Schools around the country are invited to join the Schools Recycle Right Challenge, a National Recycling Week initiative.

The Challenge, which is held from **8 October to 16 November**, offers a wide range of recycling-themed activities, lesson plans and event ideas.

A Getting Started Guide is available at schoolsrecycle.planetark.org.

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