



YES! Multi-unit dwellings can be great recyclers

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Welcome!

- Intro
- A word about RecycleSmart
- The Building Manager trial



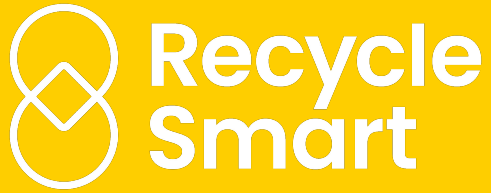
1. **The problem:** Good recycling habits and MUDs are not synonymous

Multi-Unit Dwellings are on the rise



**Over the past 25 years,
the number of occupied
apartments in Australia has
increased by 78%**

The current pressure in the housing market is likely to continue this trend



Multi-unit dwellings are notoriously bad recyclers:

- Physical barriers
- Social barriers
- Inconsistent and outdated infrastructure



2. The Building program **experiment**

4 KEY strategies



**Consistent
Blueprint**



**Educational
tools**

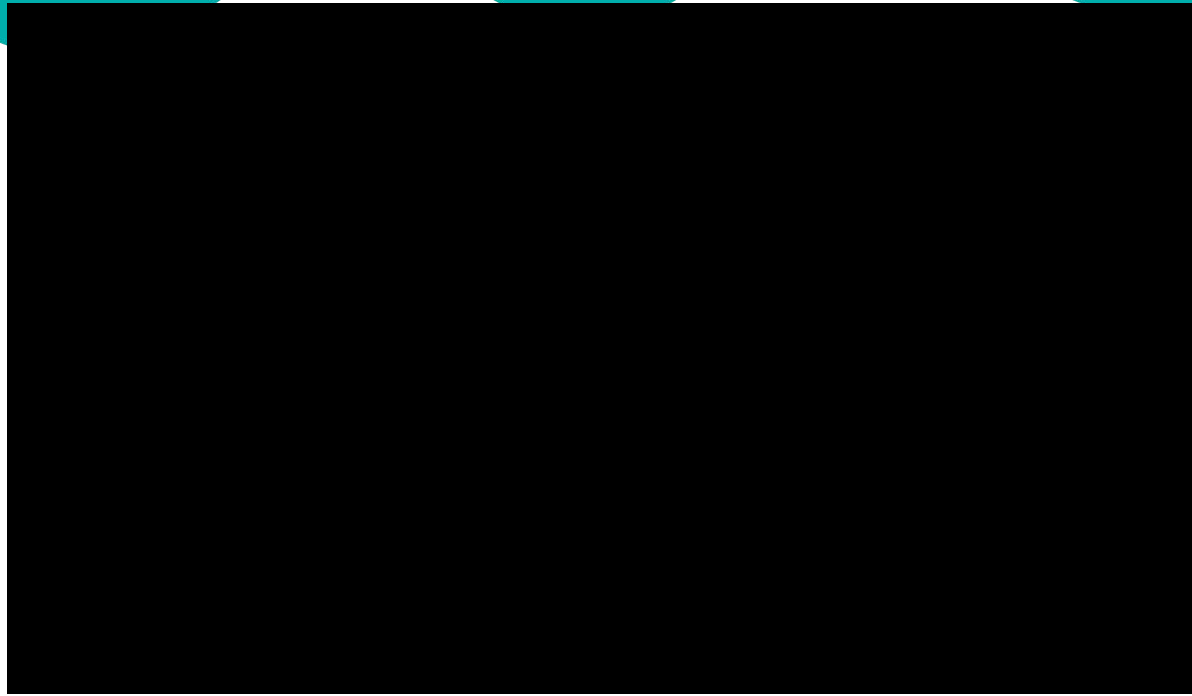


**Tailored
services**



**Data &
Reporting**

What we build



What we collect



Soft plastics



Clothes



E-waste



Misfits

A tailored solution

- Maximising building managers engagement
- Progressive, data-driven approach
- Quick implementation



Recycle Hero



Recycle Superhero



Recycle Legend

Soft plastics	✓	✓	✓
E-waste	✓	✓	✓
Clothes - wearable		✓	✓
Clothes - non wearable		✓	✓
Misfits			
Batteries	✓	✓	✓
Light bulbs	✓	✓	✓
Printer cartridges	✓	✓	✓
Polystyrene		✓	✓
Aluminum coffee capsules			✓
Books in sellable condition			✓
Empty beauty products			✓
Coffee cups			✓

How it works



1. SET UP THE ROOM

Bins, boxes etc.

Advice and signage provided.



2. SPREAD THE WORD

Posters, digital communication, starter kits and ongoing comms support included.



3. BOOK A PICKUP

Unlimited pickups to keep the room tidy and maximise diversion.

1. The recycling room




2. Ready-to-go communication pack



Recycle Superhero

Quick access to flyer [here](#).
Download your resources
[here](#).





Exciting news!


You can now recycle your soft plastics, e-waste, and lots of other items, such as batteries, light bulbs etc. directly from your building. Turn me over to see the full list!

RecycleSmart has partnered with your council and your building manager to make it happen.

3 super easy steps!

- 


1. Prepare your items
Once you come across a tricky item at home, put it in our pink bag or any shopping bag you have.
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2. Put items in the right bin
Bring everything to the room where the RecycleSmart station is set up and follow the signs on the bins. It's that easy!
- 

3. We'll do the rest
RecycleSmart will come and collect all these tricky items and recycle them for you!




Scan the QR code to receive recycling tips straight in your inbox or follow us on social media (@recyclesmartau)



What We Pickup

Keep me on your fridge!

 <p>Soft plastics</p>	 <p>E-waste</p>	 <p>Clothes</p>	 <p>Unwearable textiles</p>
 <p>Batteries</p>	 <p>Light bulbs</p>	 <p>Printer cartridges</p>	 <p>Polystyrene</p>

Any questions?
Contact your building manager or email us at hello@recyclesmart.com

3. Unlimited pickups and data

For \$50 per month, the building manager can:

- Book unlimited pickups
- Secure next day pickup for extra conveniency
- Access their data and share it with the residents

Totals by Building Manager

Name	Created on	Building	Council name	# Total Pickups done	# Total Bags collected	Kg collected
1. Wendy	Feb 23, 2021	[Redacted]	[Redacted] Council	92	2,009	844.18
2. Joleigh	Apr 22, 2021	[Redacted]	[Redacted] Council	43	711	935.03
3. Will	Apr 22, 2022	[Redacted]	[Redacted] Council	21	505	786.2
4. Simony	May 13, 2022	[Redacted]	[Redacted] Council	21	112	119.38
5. Carol	Apr 11, 2022	[Redacted]	[Redacted] Council	20	185	262.73
6. Paul	May 3, 2022	[Redacted]	[Redacted] Council	15	248	310.4
7. Kerry	Jun 19, 2022	[Redacted]	[Redacted] Council	2	4	8
Grand total				220	3,834	3,394.34

% Tot Volume picked up by category



Repeat. Repeat. Repeat.

We asked building managers **what is most challenging when it comes to teaching residents about recycling...**

1. Keeping **soft plastics out of the Council 'Yellow' bins**
2. Keeping **soft foam** out of Soft Plastic recycling
3. Keeping hard foam out of **polystyrene**

⇒ It shows the importance of repeated, educational messaging: signage, newsletter, social media

Case study

A reduction of 5 red bins per week



60,000+ litres of waste diverted from landfill annually

\$74,000 saved in council waste collection fees

Source: from a building manager, self-reported estimates, based on the use of our unlimited pickups during 12 months for 262 units.

Why we believe it works

- **Convenient:** “#noexcuse” for building managers & residents
- **Quick to implement:** up and running in 3 clicks.
- **Solution oriented:** more than just an “Educational poster”; turning “wish cycling” into recycling.
- **Disruptive:** bright pink signage, uplifting and engaging comms: directly reaching residents at different times
- **Data focused:** helps build momentum and encourage progress

Rolling out now in **16 councils**



Burwood
Inc. 1874





Thank you!

Want to know more?

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Visit recyclesmart.com