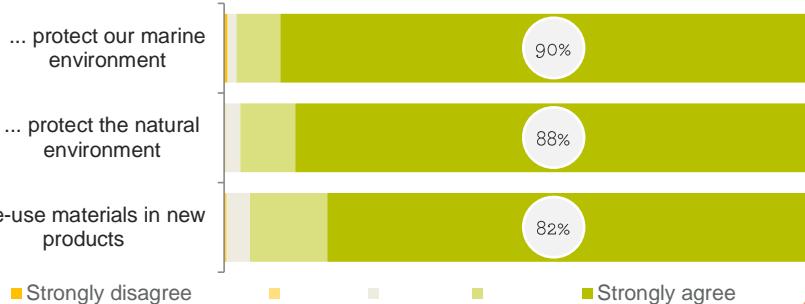




How Moreland thinks about recycling.

Recycling is important to ...



- Moreland residents are an environmentally-minded bunch.
- The importance of proper recycling practice is well-recognised.
- The most commonly held perceptions about recycling relate to its role in protecting the environment and the manufacture of new products.



Moreland's love for Food and Garden Organics (FOGO).

Love for FOGO, for those that have a FOGO bin 88%

Desire for FOGO, for those without a FOGO bin 49%

- FOGO is popular with Moreland residents.
- Nine in ten residents with a FOGO bin like or indeed love having it, and use it often.
- Five in ten residents without a FOGO bin would like to have one.

Quote " I like to compost using that bin. I've got nowhere else to put things like stalks and trimmings.



Diverting waste from landfill.

65%

Regular FOGO users

68%

Recycling masters

- Overall, Moreland residents are highly committed to diverting waste from landfill.
- Over six in ten residents have a FOGO bin and use it regularly.
- Nearly seven in ten show very high levels of knowledge about what should and should not go in their recycling bin.
- However, Council faces some challenges in promoting good recycling practices as a social norm and building trust in the recycling process.

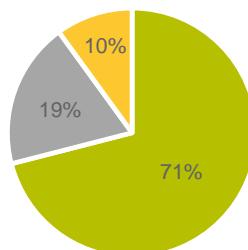
Quote " Whatever it takes to save something on this planet, give me the solution and I will do it'

Quote " I don't trust that things in the bins are going to be recycled ... I don't trust the system, I put things in the bin and feel it's going to end up in the ocean



Support for fourth bin

Is the 4th bin for glass a good idea?

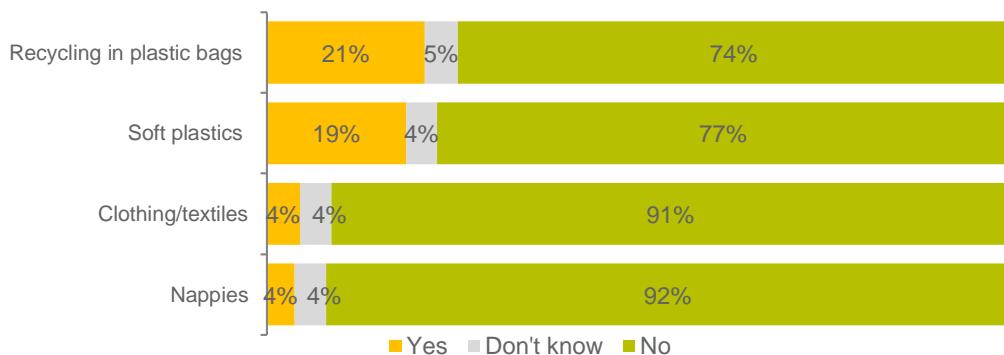


- Seven in ten residents think that the 4th glass recycling bin is a good idea. Only one in ten think it is a bad idea. The remainder are undecided.
- Common concerns relate to having enough space to store four bins at home, and confusion over what goes in which bin.
- Households that use little glass feel that the 4th bin is unnecessary and are unwilling to pay for it.



Common Contamination Conundrums.

Is it OK to recycle ...



- Moreland residents may be environmentally minded, but some still struggle to know what should and should not go in their recycling bins.
- By far the most common areas of confusion relate to soft plastics.
- Two in ten Moreland residents perceive that it is acceptable to put soft plastics in the recycling bin, including recycling contained in plastic bags.
- These findings align with other research done across the state. Surveys conducted for organisations such as Sustainability Victoria confirm that soft plastics are the biggest area of concern for recycling.

Quote " It's education, when I first moved to Australia I assumed that all waste went in the bin in a bag ... but someone pointed out to me that you don't recycle plastic bags.