



## CARDBOARD RECYCLING in the City of Yarra

### A case study for the business and precinct shopping recycling projects - City of Yarra

#### Background

This recycling project targeted businesses in six shopping strips in the City of Yarra. Successive audits have shown that businesses in these shopping strips have not typically recycled well or have had issues with allocating space for recycling bins.

Maria's Pasta in Nicholson St Carlton is located in the project area and has successful business making pasta and pasta sauces, which is sold to the general public and local businesses. The size of their business means at times there are large quantities of cardboard packaging for waste disposal. The cardboard piles up in the carpark next door when it doesn't fit into their recycling bin. Due to limited space in the area, the carpark and lane that runs behind the shops have also gradually become a dumping spot for local businesses and residents.

#### Response

As part of Yarra's one-on-one engagement to boost recycling within local shopping strips, council provided educational recycling information to local businesses. They also set up a large cardboard recycling bin in the Maria's Pasta carpark and businesses were invited to use this communal bin.

To break the habit of dumping, council arranged for hard waste in the laneway to be cleared and the laneway cleaned. Residents whose houses backed on to the laneway and residents in the local area received one-on-one engagement about correct recycling practices and councils hard waste service. Recycling stickers were placed on residential bins and communal cardboard bin (as shown left), and the bins were cleaned.

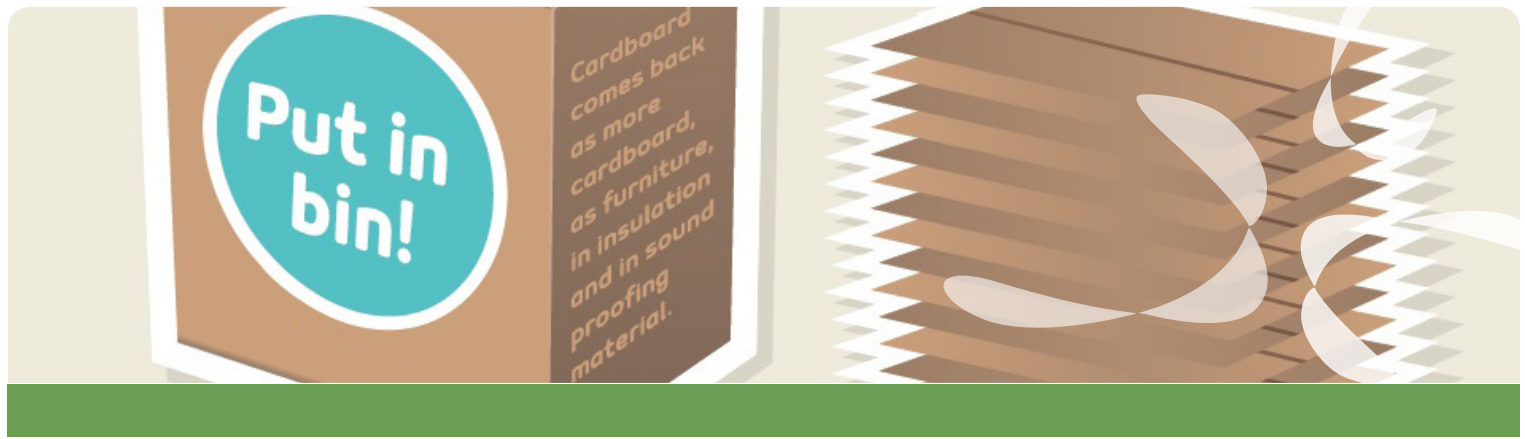
Council followed up with a targeted education campaign for businesses and residents, and further removal of hard waste from the carpark and laneway. The council staff on duty were sure to let Nat at Maria's Pasta know that his pasta was 'really good'.

#### Benefits

One-on-one engagement and hard waste removal helped to spread involvement in recycling along the shopping strip. On the other side of Maria's Pasta's carpark is The Two Tall Chefs Cheese Shop. The owners were keen to learn about the details of recycling right, especially the difference between hard and soft plastics. They were delighted with the new council-supplied yellow corflute bins for in-store recycling and with the communal cardboard bin. "Like the recycling bins," said one Tall Chef. "Handy as!"



Recycling with Two Tall Chefs



Velo Folding and Electric is a bicycle shop further up in Nicholson Street past Maria's Pasta who joined the shopping strip recycling push with vigour.

Velo's is a strong believer in recycling and recycle all they can including paper, cardboard, aluminium, steel, soft plastics and other materials such as foam packaging, rubber, non-metallic bike parts and even cable ties. The corflute boxes have assisted Velo's in sorting their recyclables more easily.

Velo's generate enough material to fill a 1.5m<sup>3</sup> skip each week, but only use two 120L waste and recycling bins as the rest of the material is recycled. Velo's good recycling practices mean they don't pay \$100 per week to clear the 1.5m<sup>3</sup> skip – a saving of approximately \$5,200 per year.

The area that is used for managing recycling takes up part of an unused car parking area behind the shop, and the recycling sits on shelving units that would otherwise be used for stock. The savings from the recycling program mean that this system, and the space used, is a greater financial benefit to the business than greater stock management.

## Conclusion

The new cardboard bin has resulted in cardboard collection from the shopping strip increasing by approximately 660kg each week.

Recycling of all materials has increased with the recovery of resources from landfill bins and reduction of contamination in recycling bins.

Hard waste dumping in the carpark and laneway has stopped, and with that, the space is more attractive to shoppers, benefitting the businesses, and the costs of collecting hard waste reduced, benefitting the council.

Education and engagement on recycling and making better spaces will be repeated to keep the messages fresh and ringing home with both business and residents in this area.

For more information about this project contact Recycling and Waste Services at the City of Yarra on (03) 9205 5555.

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