



**MEDIA RELEASE**

**21 April 2021**

**Households not the biggest waste generator in Australia**  
Australians underestimating waste generation in the workplace

Half of Australians incorrectly think households create more waste than the business sector according to new research commissioned by Planet Ark.

The research also found 47% want to make changes to increase recycling rates at work but only a third reportedly know where to find accurate information on how to do so.

Planet Ark is taking steps to address the findings by releasing a new guide to empower Australian workers to reduce waste and improve recycling at work through simple actions. *A Simple Guide to Workplace Recycling Stardom* is the latest offering from Planet Ark's Business Recycling platform, a free service providing recycling and reuse information for Australian businesses since 2010.

"Our latest research clearly shows Australians want to do the right thing for the environment when at work, but need simple advice that makes it easy and accessible," said Planet Ark Deputy CEO Rebecca Gilling.

"By releasing this guide we hope to help workers around the country take action on recycling at work, whether they are baristas, bookkeepers or barristers."

The guide aims to empower people regardless of their job title to make impactful changes that reduce waste at work, covering easy wins as well as more advanced workplace initiatives based on the latest in recycling research and behaviour change science.

Only 16% of those surveyed correctly identified the construction industry as the sector generating the most waste in Australia. According to the 2020 National Waste Report, construction and demolition created 27 million tonnes of waste and the commercial and industrial sector produced 21.9 million tonnes in 2018-19, compared to just 12.6 million tonnes of municipal waste from households.

Business Recycling enables Australian businesses to address their waste, increase efficiency and improve their reputation while reducing unnecessary costs. The information provided on Business Recycling and Recycling Near You is representative of available recycling services in Australia.



The Business Recycling program is made possible through the support of Foundation Partner, the NSW EPA. To find out more, visit [BusinessRecycling.com.au](https://www.businessrecycling.com.au).

– ENDS –

**Key research findings:**

- 49% of Australians believe that households generate the most waste, compared to 33% believing businesses generate the most waste and just 16% correctly identifying the construction and demolition sector as generating the most waste.\*
- 47% of Australians want to make changes to increase recycling rates at work.\*
- 43% agree simple advice is required to help them implement recycling solutions at work.\*
- Only 32% of Australians know where to find information on how to improve recycling rates at work.\*
- Over 1 million Australians have used Business Recycling since it was launched, with over 3 million page views.

\* Research conducted by Pollinate. Sample: n=1,000, Australians 14-64, Mar'21

**About Planet Ark**

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.

**For more information, case studies or interviews, please contact:**

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