

A decorative graphic on the right side of the page, consisting of a cluster of green hexagons of varying sizes and orientations, arranged in a pattern that resembles a stylized tree or a natural structure. The hexagons are set against a white background with a diagonal white line separating them from the rest of the page.

***NSW Waste Less, Recycle  
More Education Action Plan  
2016–17***

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## Overview

### The *Waste Less, Recycle More* initiative

The NSW Environment Protection Authority (EPA) is delivering *Waste Less, Recycle More*, an \$802.7-million package to transform waste and recycling in New South Wales over nine years (2012–21). This initiative aims to:

- boost recycling and resource recovery in both households and businesses
- support major and enhanced waste and recycling infrastructure
- establish a network of Community Recycling Centres (CRCs)
- encourage innovation in recycling
- target illegal dumping and littering
- build strong partnerships with councils and other stakeholders.

Education is a key part of the *Waste Less, Recycle More* initiative.

### Education under *Waste Less, Recycle More*

Education is crucial to meeting the goals of *Waste Less, Recycle More* and the *Waste Avoidance and Resource Recovery Strategy 2014–21* (WARR Strategy). In partnership with key stakeholders, the EPA has developed *Changing Behaviour Together: NSW Waste Less, Recycle More Education Strategy 2016–21* ([www.epa.nsw.gov.au/wastestrategy/education.htm](http://www.epa.nsw.gov.au/wastestrategy/education.htm)). *Changing Behaviour Together* provides a framework for us, our partners and stakeholders to change community behaviour through targeted education.

#### What we want to achieve

Our vision is to optimise the use and quality of education in all *Waste Less, Recycle More* programs so that they:

- increase knowledge and skills
- build positive attitudes
- promote positive behaviour change so the whole NSW community can improve the environment and community wellbeing.

#### What we will do

The EPA's role is twofold, with both direct and indirect actions: we aim to teach people about waste and help others to do so. We will work on our own and with councils, businesses, community organisations and other agencies.

This action plan lists current and planned activities for 2016–17 arranged according to the *Changing Behaviour Together* strategic directions, which are:

- develop and use consistent messaging
- integrate education
- build capacity
- promote excellence
- provide resources and tools
- work with and support stakeholders.

See section 2 of *Changing Behaviour Together* for more information ([www.epa.nsw.gov.au/wastestrategy/education.htm](http://www.epa.nsw.gov.au/wastestrategy/education.htm)).

An updated *Waste Less, Recycle More* education action plan will be developed for 2017–21.

### **How we will evaluate success**

We will evaluate our success against individual program goals and the six strategic directions of *Changing Behaviour Together*. The EPA will publish a progress report on the implementation of the strategy in 2017–18. See the ‘How will we evaluate our education activities?’ section for more information.

### **Who is this action plan for?**

*Changing Behaviour Together* and this action plan are relevant for all organisations implementing programs under *Waste Less, Recycle More*.

The EPA will take responsibility for delivering and supporting this action plan.

## How will we educate?

### Our approach

The EPA will work with internal teams and external stakeholders to deliver this action plan developed under the *Changing Behaviour Together: NSW Waste Less, Recycle More Education Strategy 2016–21* ([www.epa.nsw.gov.au/wastestrategy/education.htm](http://www.epa.nsw.gov.au/wastestrategy/education.htm)).

To be successful, we know that we need various approaches, particularly for those actions involving education campaigns.

We will:

- develop campaigns with stakeholders, particularly local councils, that will help deliver outcomes
- ensure campaigns can be adapted locally and regionally
- work to ensure materials are culturally appropriate and are in community languages.

### Strategic directions

Six strategic directions show where we will focus our efforts to make a difference. Each action that aims to change behaviour links to at least one strategic direction.

<b>1. Develop and use consistent messaging</b>	Better coordinate waste education messages and programs in New South Wales so they are consistent
<b>2. Integrate education</b>	Use education to support waste infrastructure, compliance, and resource reuse and recovery programs, in line with the waste hierarchy
<b>3. Build capacity</b>	Give councils, businesses, community partners, stakeholders and state government agencies the tools and skills to design, run and evaluate effective education programs through <i>Waste Less, Recycle More</i>
<b>4. Provide resources and tools</b>	Identify and promote best practice and innovation
<b>5. Provide resources and tools</b>	Improve access to education resources and tools for waste avoidance and resource recovery
<b>6. Work with and support stakeholders</b>	Create strong partnerships with and between relevant organisations to deliver effective education programs

See section 2 of *Changing Behaviour Together* for more information ([www.epa.nsw.gov.au/wastestrategy/education.htm](http://www.epa.nsw.gov.au/wastestrategy/education.htm)).

## The action plan

The following action plan lists current and planned activities for 2016–17 arranged according to our strategic directions. The action plan includes priorities that the EPA can resource either directly or indirectly, as a facilitator, stakeholder or funding source.

The crosses mark the key *Waste Avoidance and Resource Recovery Strategy 2014–21* (WARR Strategy) ([www.epa.nsw.gov.au/wastestrategy/warr.htm](http://www.epa.nsw.gov.au/wastestrategy/warr.htm)) result area that each action fulfils.

## 1. Develop and use consistent messaging

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
1.1	Carry out and publish (where possible) social research on community attitudes, behaviour and knowledge about waste avoidance, reuse and recycling, litter, illegal dumping and problem wastes.	Community	Regional waste groups, councils, contractors, not-for-profit environment groups	Ongoing	X	X	X	X	X	X	Supporting Local Communities, Tackling Litter, Combating Illegal Dumping, Problem Waste, Organics, Container Deposit Scheme
1.2	Run a statewide kerbside recycling campaign, with local government partners, focusing on key household behaviours.	Community with kerbside services	Regional waste groups, councils, contractors, not-for-profit environment groups, environmental education providers	Under development	X	X	X				Supporting Local Communities
1.3	Integrate this strategy's principles into: <ul style="list-style-type: none"> <li>grant guidelines where education is a key delivery mechanism</li> <li>regional waste strategies and action plans</li> <li>relevant EPA programs</li> <li>relevant EPA waste and recycling strategies.</li> </ul>	Waste Less, Recycle More grant recipients, community	Councils, regional waste groups, not-for-profit environment groups, environmental education providers, relevant state government agencies, industry, businesses	Ongoing	X	X	X	X	X	X	All
1.4	Continue to adapt and deliver the Hey Tosser! litter prevention campaign.	Community	Councils, regional waste groups, not-for-profit environment groups	Ongoing					X		Tackling Litter
1.5	Deliver an online illegal dumping kit for public land managers. ( <a href="http://www.epa.nsw.gov.au/resources/illegaldumping/140293-illegal-dump-strategy.pdf">www.epa.nsw.gov.au/resources/illegaldumping/140293-illegal-dump-strategy.pdf</a> )	Community	Councils, regional waste groups, RID squads/programs	Ongoing						X	Combating Illegal Dumping

(Continued)

NSW *Waste Less, Recycle More* Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						<i>Waste Less, Recycle More</i> program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
1.6	Continue the Problem Waste Program and resources (Household Chemical CleanOut and Community Recycling Centres) with local government for clear and consistent messaging.	Community	Councils, regional waste groups	Ongoing				X			Problem Waste
1.7	Trial litter prevention messages in discrete Aboriginal communities.	Discrete Aboriginal communities	Non-government organisations, councils, regional waste groups	Trial Jul–Dec 2016					X		Tackling litter
1.8	Develop a statewide campaign to introduce the Container Deposit Scheme.	Community	Councils, regional waste groups, waste industry, beverage industry	Under development		X			X		Container Deposit Scheme

## 2. Intergrate education

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
2.1	Review the Model Waste and Recycling Collection Contract to help councils work with waste contractors to deliver high-quality education and services.	Waste managers at councils and contractors, council waste education staff, local contractors	Councils, regional waste groups, waste contractors	Under development	X	X	X	X	X	X	Supporting Local Communities
2.2	Develop clear guidelines to explain the resource recovery criteria requirements of the NSW Energy from Waste Policy Statement (2015).	Local government, waste contractors, consultants	Local government, waste contractors, consultants	Under development	X	X	X	X			Innovation
2.3	Continue to manage and facilitate training for the Circulate, NSW EPA Industrial Ecology Program.	Business and industry sectors	Council waste managers and waste education staff, regional waste groups, waste and resource recovery facilities	Ongoing	X	X	X			X	Waste and Recycling Infrastructure
2.4	Continue to deliver: <ul style="list-style-type: none"> <li>Waste and Resource Recovery Facilities training program</li> <li>Technical workshops, e.g. guidance on establishing regional glass crushing infrastructure.</li> </ul>	Business and industry sectors	Council waste managers and waste education staff, regional waste groups, waste and resource recovery industry staff	Ongoing		X	X			X	Waste and Recycling Infrastructure
2.5	Carry out and publish social research on industry attitudes, behaviour and knowledge about waste avoidance, reuse and recycling	Business and industry sector (including culturally and linguistically diverse businesses)	Council waste managers and waste education staff, trade waste associations, key industry groups, commercial waste and recycling service providers, Planet Ark	Completed	X	X	X				Waste and Recycling Infrastructure, Business Recycling

(Continued)

NSW Waste Less, Recycle More Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
2.6	Continue to deliver litter and illegal dumping enforcement programs supported by education, including new public reporting platforms for: <ul style="list-style-type: none"> <li>littering from motor vehicles</li> <li>illegal dumping: RIDonline.</li> </ul>	Community	Council compliance staff	Ongoing					X	X	Tackling Litter, Combating Illegal Dumping, Compliance
2.7	Continue to include education in the Community Litter Grants and the Council Litter Prevention Grants programs.	Community	Councils	Ongoing					X		Tackling Litter
2.8	Continue the education aspects of the Illegal Dumping Grants Program.	Community	Not-for-profits, councils	Ongoing						X	Combating Illegal Dumping
2.9	Continue to improve the knowledge and skills of environmental regulators by running presentations and training on illegal dumping prevention, enforcement and investigation.	Compliance staff in local and state government, EPA-certified contaminated site auditors	Australasian Environmental Law Enforcement and Regulators Network, Local Government NSW, RID squads/ programs	Ongoing			X			X	Compliance, Combating Illegal Dumping
2.10	Continue the education aspects of the Illegal Dumping Strategy 2016–20, such as the work of the RID squads/programs and programs with public land managers.	Community	Public land managers in councils, national parks, state forests	Ongoing						X	Combating Illegal Dumping
2.11	Continue to educate the community about illegal dumping and littering offences and penalties through strong communication, including when fines are issued, to increase the perceived risk of getting caught.	Community	Councils, managers and compliance staff, land managers	Ongoing			X	X	X		Combating Illegal Dumping, Tackling Litter, Compliance
2.12	Continue to provide education and communication support (resources, tools, funding) to Community Recycling Centre grantees and Household Chemical CleanOut host councils.	Community	Councils	Ongoing			X				Problem Waste
2.13	Continue to provide education and communication support through organics grants and programs, such as Local Government Collection grants and Love Food Hate Waste program.	Community	Councils, regional waste groups, businesses, not-for-profits, community groups	Ongoing	X	X	X				Organics

(Continued)

NSW *Waste Less, Recycle More* Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
2.14	Develop online training to improve the knowledge and skills of organics processing staff around regulatory obligations and reducing environmental impacts.	Compost industry	Councils, compost industry, community, compost users	Under development		X	X				Organics
2.15	Deliver education programs targeted at waste generators, transporters and landowners to increase understanding of lawful waste management.	Community, landowners, waste industry	Councils, RID squads/ programs, public land managers	Under development						X	Combating Illegal Dumping

### 3. Build capacity

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
3.1	Develop, promote and run training on education and behaviour change campaign design, delivery and evaluation to help councils roll out EPA-led campaigns.	Council waste managers, environmental communication staff, environmental education staff	Councils, regional waste groups, not-for-profits, grant recipients	Ongoing	X	X	X	X	X	X	Supporting Local Communities, Tackling Litter
3.2	Identify, develop and deliver training on key topics for local councils and other EPA stakeholders, such as: <ul style="list-style-type: none"> <li>making behaviour change happen</li> <li>applying for grants and developing business cases</li> <li>project management for effective waste programs</li> <li>evaluating programs.</li> </ul>	Councils, regional waste groups, EPA staff, not-for-profits	Councils, regional waste groups, grant recipients	Ongoing	X	X	X	X	X	X	Supporting Local Communities
3.3	Set up an annual education and social research forum in a central location to highlight recent research findings and share best-practice case studies.	Council waste and waste education staff, not-for-profits, environmental education providers, waste contractors	Regional waste groups, council waste managers	Under development	X	X	X	X	X	X	Supporting Local Communities
3.4	Identify, develop and deliver training modules on key topics for waste professionals, such as: <ul style="list-style-type: none"> <li>introduction to the sector</li> <li>regulatory reform.</li> </ul>	Not-for-profits, contractors, EPA staff, grant recipients	Vocational education and training sector, Australian Centre of Excellence for Local Government, Local Government NSW, Waste Management Association of Australia	Under development	X	X	X	X	X	X	Recycling Innovation, Compliance

(Continued)

NSW Waste Less, Recycle More Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
3.5	Continue to participate in and support the NSW Litter Congress and Local Government Environment Awards.	Councils, regional waste groups, not-for-profits	Councils, not-for-profits, Local Government NSW	Annually	X	X	X	X	X	X	Tackling Litter, Supporting Local Communities
3.6	Continue mentoring program for Litter Grants recipients.	Grant recipients	Councils, regional waste groups	Ongoing					X		Tackling Litter
3.7	Deliver new training workshop(s) as part of the Bin Trim business recycling program to build the capacity of stakeholders who help small-to-medium enterprises.	Non-government organisations, consultants, waste service providers, recycling equipment suppliers, industry associations, local government, businesses, Small Biz Connect	Business associations, Waste Contractors and Recyclers Association, Small Biz Connect, NSW Office of Environment and Heritage, councils, NSW Business Chambers	Ongoing	X	X	X				Business Recycling
3.8	Trial resources and engagement methods to encourage food waste avoidance in food retail businesses.	Businesses	Businesses, Bin Trim Assessors, Councils	Trial May–Aug 2016	X						Organics, Business Recycling
3.9	Develop an illegal dumping multi-unit dwelling strategy and communication package based on social research for councils and land managers.	Community, Councils, RID squads/programs, public land managers	Councils, RID squads/programs, public land managers	Under development						X	Combating Illegal dumping

## 4. Promote excellence

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/ reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
4.1	Develop guidance material so people better understand how to motivate behaviour change, focusing on designing, delivering and evaluating education programs.	Council waste managers and waste education staff, waste contractors	Regional waste groups, councils	Under development	X	X	X	X	X	X	Supporting Local Communities
4.2	Create and circulate case studies on best-practice education, engagement and empowerment of households, communities, Bin Trim businesses (including culturally and linguistically diverse businesses).	Council waste managers and educators, businesses, business and industry groups	Regional waste groups, councils, Bin Trim businesses, Ethnic Communities' Council of NSW, industry associations, small business peak bodies	Ongoing	X	X	X	X	X	X	Supporting Local Communities, Business Recycling, Tackling Litter
4.3	Develop clear guidelines to explain the technical requirements of the NSW Energy from Waste Policy Statement (2015).	Council waste managers, waste contractors, consultants	Council waste managers, waste contractors, consultants	Under development			X				Recycling Innovation
4.4	Through the Better Waste and Recycling Fund's dissemination program, find and promote examples of behaviour change excellence.	Council waste managers and educators	Councils, regional waste groups	Under development	X	X	X	X	X	X	Supporting Local Communities

(Continued)

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
4.5	Create and circulate case studies and guidelines on best-practice waste avoidance and resource recovery with input from stakeholders, including the Circulate, NSW EPA Industrial Ecology Program.	Council waste managers and educators, businesses, business and industry groups, waste and resource recovery industry staff	Key industry groups, businesses	Ongoing	X	X	X				Waste and Recycling Infrastructure
4.6	Evaluate all funded illegal dumping projects and share the challenges and success stories each year.	Councils, Public Land Managers, Local Aboriginal Land Councils	Councils, Public Land Managers, Local Aboriginal Land Councils	Ongoing						X	Combating Illegal Dumping

## 5. Provide resources and tools

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
5.1	Develop new information and reporting databases as necessary, and promote existing tools like the: <ul style="list-style-type: none"> <li>• illegal dumping database: RIDonline</li> <li>• Circulate, NSW EPA Industrial Ecology SYNERGie database</li> <li>• Infrastructure Advisory Services Information Repository</li> <li>• Litter Information Management System</li> <li>• Bin Trim tool online</li> <li>• Interactive Bin Trim data report.</li> </ul>	Community, business and industry, council staff	Councils, RID squads/ programs, industry, Bin Trim businesses	Ongoing	X	X	X	X	X	X	Combating Illegal Dumping, Business Recycling, Waste and Recycling Infrastructure, Tackling Litter
5.2	Develop an easy-to-use online reporting system for household problem waste data.	Community Recycling Centres and CleanOut host councils	Councils	Completed				X			Problem Waste
5.3	Provide shop front, charity donation bin and vehicle fleet resources for charitable recyclers to raise awareness about impacts of illegal dumping on charities.	Community	Charities, Councils	Ongoing						X	Combating Illegal Dumping
5.4	Develop and promote education guidance material on land-use planning and related issues for waste and recycling in multi-unit dwellings.	Council and state government planning staff, council waste managers, architects, developers, private certifiers	Councils regional waste groups, professional associations, relevant state government agencies	Under development	X	X	X	X		X	Supporting Local Communities

(Continued)

NSW Waste Less, Recycle More Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
5.5	Develop best-practice community consultation guidelines to help industry and councils engage with the community on energy from waste projects.	Council waste managers, waste contractors, consultants	Council waste managers, waste contractors, consultants	Under development			X				Recycling Innovation
5.6	Continue to provide resources and tools such as the following for small-to-medium enterprises under the Bin Trim program: <ul style="list-style-type: none"> <li>• search for a Bin Trim assessor online</li> <li>• Bin Trim rebate calculator and equipment guide</li> <li>• BusinessRecycling.com.au, including the new equipment catalogue</li> <li>• practical resources such as bin labels</li> </ul>	Business and industry	Regional waste groups, business associations, Bin Trim grantees and assessors, recycling equipment suppliers, Planet Ark, Ethnic Communities' Council of NSW	Ongoing	X	X	X				Business Recycling
5.7	Continue to provide resources and tools for the community and councils under the Love Food Hate Waste program in line with its education plan and related documents.	Community	Councils, regional groups	Ongoing	X	X	X				Organics
5.8	Continue to provide resources and tools through the Hey Tosser! litter prevention campaign, the online digital asset library and other litter reduction projects.	Community	Councils	Ongoing					X		Tackling Litter
5.9	Continue to provide resources and tools through the Illegal Dumping Strategy.	Community	Councils	Ongoing						X	Combating Illegal Dumping
5.10	Continue to provide resources, tools and funding to support waste and recycling infrastructure programs: <ul style="list-style-type: none"> <li>• Waste and Resource Recovery Facilities Training Program</li> <li>• Infrastructure Advisory Services</li> <li>• Business Case Advisory Service.</li> </ul>	Industry and business	Waste Contractors and Recyclers Association, industry	Ongoing		X	X				Waste and Recycling Infrastructure, Supporting Local Communities, Recycling Innovation
5.11	Continue to provide resources, tools and funding to help people better manage organics, including: <ul style="list-style-type: none"> <li>• avoidance</li> <li>• recycling</li> <li>• processing</li> <li>• use of processed organics.</li> </ul>	Community	Councils, businesses, not-for-profits, processors, land managers	Ongoing	X	X	X				Organics

(Continued)

NSW *Waste Less, Recycle More* Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
5.12	Continue to provide resources, tools, funding to Community Recycling Centre grantees and Household Chemical CleanOut host councils for education and communication initiatives.	Community	Councils, regional waste groups	Ongoing		X	X	X			Problem Waste
5.13	Continue to provide resources and tools to help councils improve their waste and resource recovery services and education initiatives.	Councils	Councils, regional waste groups	Ongoing		X	X				Supporting Local Communities

## 6. Work with and support stakeholders

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
6.1	Continue to support education initiatives by regional waste groups through funding, tools, resources, regular communication and networking, including: <ul style="list-style-type: none"> <li>identifying key initiatives (see Appendix A)</li> <li>encouraging partnerships, sharing and delivery across regions.</li> </ul>	Community	Regional waste groups, councils	Ongoing	X	X	X	X	X	X	Supporting Local Communities
6.2	Work with small to medium enterprises' first point of contact for waste and recycling.	Businesses and their customers, waste and recycling service providers	Businesses, regional waste groups, councils, waste service providers, consultants, contractors, professional and industry associations, recycling equipment suppliers, Ethnic Communities' Council of NSW	Ongoing	X	X	X	X			Business Recycling
6.3	Continue to partner with waste-management associations and networks to update and deliver the Waste and Resource Recovery Facilities training program.	Industry, business	Waste education and waste management professional associations and networks	Ongoing	X	X	X	X	X	X	Waste and Recycling Infrastructure
6.4	Review and possibly extend the level of partnership with not-for-profit organisations for delivering initiatives.	Community, not-for-profits	Peak not-for-profits	Under development	X	X	X		X	X	Tackling Litter
6.5	Set up and support an expert panel of contractors to give infrastructure advice on procurement, planning, licensing, technical, engineering and compliance.	Councils, industry, businesses	Contractors	Ongoing		X	X				Waste and Recycling Infrastructure, Supporting Local Communities

(Continued)

NSW Waste Less, Recycle More Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
6.6	Partner with the Ethnic Communities' Council of NSW to deliver household problem waste and household chemical education and communication initiatives.	Culturally and linguistically diverse community	Councils, regional waste groups	Ongoing				X			Problem Waste
6.7	Continue to support strong litter prevention projects led by stakeholders.	Community	Non-government organisations, councils, regional waste groups, community groups, relevant state government agencies	Ongoing					X		Tackling Litter
6.8	Continue the Love Food Hate Waste program.	Businesses, households	Councils, regional waste groups, businesses, not-for-profits	Ongoing	X	X	X				Organics
6.9	Partner with councils to inform the community about Community Recycling Centres and the Household Chemical CleanOut service.	Councils, grant recipients	Councils, regional waste groups, waste contractors	Ongoing		X	X	X		X	Problem Waste
6.10	Continue to deliver the Better Waste and Recycling Fund's dissemination program and facilitate the sharing of tools, resources and materials developed under the program.	Councils, regional waste groups, business groups, not-for profit organisations	Councils, regional waste groups	Ongoing	X	X	X	X	X	X	Supporting Local Communities
6.11	Continue to support RID squads/programs to give councils and public land managers practical solutions to fight illegal dumping.	Businesses, households	Councils, public land managers	Ongoing						X	Combating Illegal Dumping
6.12	Continue to work with a charitable recyclers reference group to develop strategies to reduce illegal dumping around charity shops and bins.	Community	Charities	Ongoing						X	Combating Illegal Dumping

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NSW *Waste Less, Recycle More* Education Action Plan 2016–17

No	EPA actions	Target audience	Partners and stakeholders	Status	WARR Strategy key result areas						Waste Less, Recycle More program area
					Avoid/reduce waste	Increase recycling	Divert from landfill	Manage problem wastes	Reduce litter	Reduce illegal dumping	
6.13	Continue to support and collaborate with stakeholders to improve waste management outcomes in discrete Aboriginal communities.	Discrete Aboriginal communities	NSW Aboriginal Land Council, relevant state government agencies, non-government organisations, councils, regional waste groups	Ongoing		X	X		X	X	Supporting Local Communities, Tackling Litter, Combating Illegal Dumping, Organics
6.14	Set up and support a Business Case Advisory service to assist the development of business cases for grant programs.	Councils, industry, businesses	Contractors	Ongoing		X	X				Waste and Recycling Infrastructure, Recycling Innovation

## How will we evaluate our education activities?

This section identifies education outcomes for key *Waste Less, Recycle More* program areas. These education outcomes may be useful to program developers for framing and evaluating their initiatives, and ensuring they collect relevant evidence as the initiatives continue.

All education activities identified in the above tables will be evaluated individually. They will also be evaluated as part of each *Waste Less, Recycle More* program area's comprehensive evaluation plan, which incorporates all activities including education, infrastructure, enforcement and so on. For more information, contact the relevant *Waste Less, Recycle More* program area.

<b>Waste Less, Recycle More program area</b>	<b>Outcome for Waste Less, Recycle More</b>	<b>Education outcomes for specific Waste Less, Recycle More programs</b>	<b>Education outcome</b>	<b>Evaluation questions</b>	<b>Evidence</b>
<b>Problem Waste: Community Recycling Centres and CleanOut Program</b> <ul style="list-style-type: none"> <li>Community Recycling Centre Infrastructure Program</li> <li>CleanOut Mobile Events Program</li> </ul>	Increasingly, householders bring the right materials to the service  Awareness and knowledge about available services is raised	The community uses Community Recycling Centres and the CleanOut program more because: <ul style="list-style-type: none"> <li>people have a more positive attitude to disposing household problem waste safely and correctly</li> <li>people can identify the available services, where they are and what materials they accept</li> <li>more people are skilled in sorting what they can take to centres and mobile services.</li> </ul>	Effective and consistent education  Positive behaviour  Extended access	What evidence is there that the community is managing its problem wastes better and using appropriate drop-off facilities?  Is there evidence that community education affects people's knowledge and actions about managing problem waste?	Collection data from Community Recycling Centres  Number of households serviced at Chemical CleanOut events, compared with past years and targets  Tonnes of material collected at CleanOut events  Comparison with data in the 2014 Waste and Recycling Benchmark Study
<b>Organics Infrastructure Fund and Program</b> <ul style="list-style-type: none"> <li>Organics Collection Grants</li> <li>Organics Infrastructure Program</li> <li>Food Avoidance and Rescue</li> <li>Market Development</li> <li>Regulation</li> </ul>	More organics are collected from households  More organics are processed into quality products  There are more food waste avoidance and rescue behaviours demonstrated	The community and businesses show improved behaviour in managing food, composting and garden organics because they: <ul style="list-style-type: none"> <li>know more about managing organics</li> <li>have better skills in managing organics (including sorting and using new infrastructure)</li> <li>have more positive attitudes to reusing organics and reducing or avoiding disposing of organics in landfill.</li> </ul>	Effective and consistent education  Positive behaviour  Enhanced delivery  Extended access  Enhanced collaboration	What evidence is there that the community manages organics more effectively and sends less to landfill, because it: <ul style="list-style-type: none"> <li>knows more</li> <li>has better skills and changed attitudes</li> <li>does more?</li> </ul>	Local collection data for organics  Behaviour change, capacity building, and waste avoidance and diversion outcomes achieved in programs, especially Love Food Hate Waste  Comparison with data in 2014 Waste and Recycling Benchmark Study

(Continued)

<b>Waste Less, Recycle More program area</b>	<b>Outcome for Waste Less, Recycle More</b>	<b>Education outcomes for specific Waste Less, Recycle More programs</b>	<b>Education outcome</b>	<b>Evaluation questions</b>	<b>Evidence</b>
<b>Waste and Recycling Infrastructure</b> <ul style="list-style-type: none"> <li>• Expansions and enhancements of resource recovery facilities</li> <li>• Major Commercial and Industrial and Municipal Resource Recovery Infrastructure</li> <li>• Weighbridges</li> </ul>	More materials are recovered and recycled from businesses and industry	Business and industry increase the rate and quality of resource recovery because they: <ul style="list-style-type: none"> <li>• know more about the benefits</li> <li>• can access high quality and effective recycling and recovery facilities</li> <li>• have more positive attitudes to the need to recycle more</li> <li>• divert more tonnes of commercial and industrial waste from landfill</li> <li>• know more about the law and compliance, and are better able to act on it.</li> </ul>	Effective and consistent education Positive behaviour Improved sharing Enhanced collaboration	Has recycling and resource recovery increased in facilities? Have new and better infrastructure facilities been built? Does education affect industry knowledge and actions about managing waste? Are there more compliant infrastructure facilities?	Tonnage data from audits and reports Number of new or improved facilities Knowledge, behaviour, and compliance outcomes achieved in programs
<b>Recycling Innovation</b> <ul style="list-style-type: none"> <li>• Metal Recyclers Program</li> <li>• Priority Waste Infrastructure Program</li> <li>• Market Development Program</li> </ul>	More priority waste is recycled rather than sent to landfill	The community increases the rate of recycling for priority waste material because they: <ul style="list-style-type: none"> <li>• know more about what priority wastes are and the benefits of recycling them</li> <li>• have better skills in sorting priority wastes and recycling them appropriately</li> <li>• have more positive attitudes to the need to recycle priority waste wisely.</li> </ul>	Effective and consistent education Positive behaviour Improved sharing	Does the community know more and do more about priority waste? Does the community value recycling priority waste? Is the community confident that priority wastes (from the kerbside or elsewhere) are actually recycled?	Collection data for priority waste Comparison with data in 2014 Waste and Recycling Benchmark Study Knowledge, skills, attitudes, and behaviour change outcomes achieved in programs
<b>Business Recycling</b> <ul style="list-style-type: none"> <li>• Bin Trim Business Program</li> <li>• Planet Ark Business Recycling website and equipment catalogue</li> <li>• Industrial Ecology and Australian Packaging Covenant</li> <li>• Industry education and training</li> </ul>	Businesses reduce waste, separate more materials for recycling and recycle more	Businesses reduce waste and increase recycling because they: <ul style="list-style-type: none"> <li>• know more about how to reduce waste and increase recycling, and the benefits</li> <li>• have better skills in managing resources and sorting materials for recycling</li> <li>• have more positive attitudes about the need to reduce waste and recycle at work.</li> </ul>	Effective and consistent education Positive behaviour Increased capacity Improved sharing Extended access	Are businesses reducing waste, separating materials and recycling more? To what extent? To what extent are businesses seeking information, education and training, and receiving support to manage resources better? Have waste service providers changed the services they offer small to medium enterprises?	Tonnage data from audits and reports Number of businesses engaged and tonnages diverted (Bin Trim tool) Usage data from Business Recycling website and equipment catalogue Knowledge, skills, attitudes, and behaviour change outcomes achieved in business training programs Review of waste services offered to small and medium enterprises

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<b>Waste Less, Recycle More program area</b>	<b>Outcome for Waste Less, Recycle More</b>	<b>Education outcomes for specific Waste Less, Recycle More programs</b>	<b>Education outcome</b>	<b>Evaluation questions</b>	<b>Evidence</b>
<b>Supporting Local Communities</b> <ul style="list-style-type: none"> <li>Waste and Sustainability Improvement Payment Program</li> <li>Better Waste and Recycling Fund and Dissemination Program</li> <li>Regional coordination and planning</li> <li>Regional Landfill Closure and Environmental Improvements Program</li> </ul>	<p>More household waste is recovered and recycled</p> <p>There is less impact from small regional landfills</p>	<p>Local councils and groups of councils reduce waste and recover more resources because:</p> <ul style="list-style-type: none"> <li>they have more capacity to deliver effective education and behaviour change programs</li> <li>the community knows more about waste avoidance and resource recovery, and has better skills</li> <li>partnerships between local councils and regional groups of councils are stronger.</li> </ul> <p>Councils that manage small regional and rural landfills:</p> <ul style="list-style-type: none"> <li>have increased experience and better skills in completing risk assessments for high risk facilities</li> <li>understand and have gained experience in assessing the best future options for these sites</li> <li>have closed, consolidated, or made environmental improvements to these sites</li> <li>have considered and are open to ideas for closure, consolidation or carrying out improvements to these sites.</li> </ul>	<p>Effective and consistent education</p> <p>Positive behaviour</p> <p>Enhanced delivery</p> <p>Improved sharing</p> <p>Extended access</p> <p>Enhanced collaboration</p>	<p>What is the level of involvement in capacity building programs?</p> <p>What self-reported outcomes has this led to?</p> <p>Does the community know more and do more about waste avoidance and resource recovery?</p> <p>Are there stronger partnerships between all providers of waste education?</p> <p>To what extent have small regional and rural landfills been closed, consolidated, improved environmentally?</p> <p>What evidence is there that councils manage small regional and rural landfills more effectively, consider long-term strategies for waste management, and have an increased understanding of the risks associated with their sites?</p>	<p>Review of capacity building actions and outcomes achieved in programs</p> <p>Comparison with findings from the Local Government Needs Assessment</p> <p>Comparison with data in annual kerbside recycling report and 2014 Waste and Recycling Benchmark Study</p> <p>Review of agency collaboration</p> <p>Number of small regional and rural landfills closed, consolidated, improved environmentally</p> <p>Number of small regional and rural landfills that have had their risks recently assessed using the E-RAMP tool</p> <p>Knowledge, skills, attitudes, and behaviour change outcomes achieved in programs</p>

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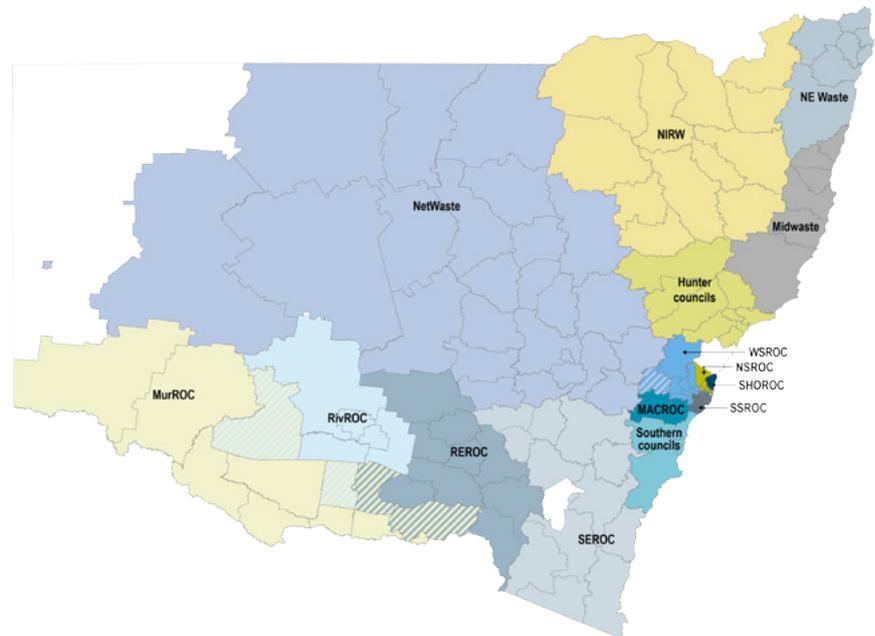
<b>Waste Less, Recycle More program area</b>	<b>Outcome for Waste Less, Recycle More</b>	<b>Education outcomes for specific Waste Less, Recycle More programs</b>	<b>Education outcome</b>	<b>Evaluation questions</b>	<b>Evidence</b>
<b>Combating Illegal Dumping</b> <ul style="list-style-type: none"> <li>Better evidence (data)</li> <li>Partnerships (RID squads/programs)</li> <li>Strategic enforcement</li> <li>Capacity building and education</li> </ul>	There is less illegally dumped waste in the environment	There is less illegal dumping in the community through: <ul style="list-style-type: none"> <li>effective communication about the problem and results of illegal dumping</li> <li>better knowledge of what to do with unwanted material and the consequences of dumping</li> <li>more positive attitudes to a clean environment.</li> </ul>	Effective and consistent education Positive behaviour Enhanced delivery Improved sharing Extended access	Has illegal dumping decreased? Have people’s knowledge, skill and attitudes to illegal dumping improved? Do people know more about where unwanted material goes and how to take it there? Have there been more reports of illegal dumping and more use of RIDonline?	Tonnage dumped Knowledge, skills, attitudes, and behaviour change outcomes achieved in programs Comparison with data in the 2014 Illegal Dumping Research Report Indication that a social norm is being created that illegal dumping is unacceptable Usage data from RIDonline and other reporting mechanisms
<b>Tackling Litter</b> <ul style="list-style-type: none"> <li>Hey Tosser! Education Program</li> <li>Enforcement and compliance</li> <li>Litter Infrastructure Program</li> </ul>	There is less litter in the environment	There is less littering in the community through: <ul style="list-style-type: none"> <li>effective communication about the problem and results of littering</li> <li>better knowledge of what to do with litter and the consequences of littering</li> <li>more positive attitudes to a clean environment.</li> </ul>	Effective and consistent education Positive behaviour Enhanced delivery Improved sharing Extended access	Has littering decreased? Have people’s knowledge, skill and attitudes to littering improved? Do they know more about where unwanted material goes and how to take it there? Do they know how to report litter from cars to the EPA?	Knowledge, skills, attitudes, and behaviour change outcomes achieved in programs, especially Hey Tosser! Comparison with data in 2014 Waste and Recycling Benchmark Study Comparison with Litter Program social research Results of local litter action, including any fall in litter, and changed perceptions, measured through the Local Litter Check Community reporting data for littering from cars

As the EPA’s Compliance Team supports all *Waste Less, Recycle More* program areas, activities involving compliance will be evaluated in conjunction with the relevant program area/s it works with.

The evaluation framework for the EPA’s Container Deposit Scheme is under development. This team’s outcomes are most closely aligned with those of the Tackling Litter program area.

## Appendix A: Regional waste education initiatives

Regional groups of councils have developed regional waste avoidance and resource recovery strategies for 14 regions in the state. Here we summarise the education programs and priorities in these strategies for 2015–17. While not in our action plan, these programs can help to deliver the *Changing Behaviour Together: NSW Waste Less, Recycle More Education Strategy*, particularly through the member councils of each group.



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**Figure A1:** NSW Regional Waste Groups. The striped areas mark where councils were part of more than one group.

### Hunter Waste Group (Hunter Councils)

- Develop a three-year action plan to refresh the work of the Hunter Waste Educators Group and identify cross-regional activities.
- Run campaigns on waste avoidance, recycling, council services for businesses, problem wastes, litter, community gardens and home composting.
- Develop a program to promote reuse through existing charities, businesses and online platforms.
- Deliver a television and web-based Christmas campaign.

### **Macarthur Regional Organisation of Councils (MACROC)**

- Create education modules for primary schools and tertiary institutions.
- Run an education program about using the right bin, including bin stickers.
- Coordinate campaigns on current services, illegal dumping and litter prevention.

### **Midwaste Regional Waste Forum (Midwaste)**

- Run an education program for all waste sectors, including households.
- Develop a program of waste-wise events.
- Run a community-based reuse project, such as a clothing swap.
- Hold and promote events to clean out household chemicals.
- Coordinate local campaigns on avoiding waste, reusing bulky goods and understanding the impacts of illegal dumping.

### **NetWaste**

- Continue to adopt the NetWaste Education Strategy 2013–22 and NetWaste Village Waste Reduction program.
- Build on existing activities like the NetWaste Schools Program.
- Run programs like the used oil, problem wastes and waste-to-art initiatives.
- Run partnership programs to support local education.
- Develop targeted communications about waste.

### **North East Waste (NE Waste)**

- Develop targeted education programs on waste avoidance and resource recovery.
- Use cost-effective communication resources and channels.
- Run Bin Trim, Love Food Hate Waste, litter, illegal dumping, problem wastes and asbestos disposal programs.
- Support member council education initiatives.
- Share resources through the Northern Rivers Group of Environmental Educators.

### **Northern Inland Regional Waste (NIRW)**

- Develop a plan to avoid food waste.
- Promote home composting.
- Run a community education and engagement program on littering.

### **Northern Sydney Regional Organisation of Councils (NSROC)**

- Develop a campaign to promote participation and behaviour change, reflecting priorities such as problem wastes, illegal dumping and waste management in multi-unit dwellings.
- Build capacity for council staff.

### **Riverina East Regional Organisation of Councils (REROC)**

- Continue to support the region's successful education programs: *Kindy kits project, No Waste in My Lunchbox* and *Garden Smart* workshops for the community.
- Run sustainable living campaigns on minimising waste, reducing bin contamination and using Community Recycling Centres.
- Promote the Yours2Take website.
- Teach the community about organics and home composting by producing resources to support new organic collection services.
- Teach businesses about reusing and recovering waste.
- Promote the Love Food Hate Waste program.

### **Riverina and Murray Regional Organisations of Councils (RivROC and MurROC)**

- Extend the Halve Waste – Reduce, Reuse and Recycle campaign.
- Involve 10 member councils in the Love Food Hate Waste campaign.
- Produce materials for households on recycling.
- Run a car littering ad campaign.

### **The Shore Regional Organisation of Councils (SHOROC)**

- Run behaviour change programs on producing less waste, composting, reducing bin contamination, understanding the impacts of illegal dumping, reducing littering and promoting the new collection system.
- Develop school resources on waste avoidance.
- Develop resources on what is recyclable and what happens to recyclables.
- Create a communications plan for the Kimbriki Resource Recovery Centre.

### **South East Resource Recovery Group (SERRG)**

- Develop education and training programs for schools and council staff.
- Promote food waste avoidance and anti-littering behaviour.
- Create a communication strategy about throwing sharps away safely.
- Help local businesses better manage waste and recycling.
- Run awareness and promotion campaigns on sustainable behaviours.

### **Southern Region Waste Program (Southern Councils)**

- Teach households about avoiding waste, reusing products and recycling more.
- Run a compost education program.
- Coordinate programs on litter prevention and reduction, and illegal dumping.

### **Southern Sydney Regional Organisation of Councils (SSROC)**

- Develop community education and behaviour change programs on waste avoidance, litter and illegal dumping prevention.
- Increase resource recovery opportunities.
- Support the waste programs and initiatives of member councils.
- Coordinate regional campaigns.

### **Western Sydney Regional Organisation of Councils (WSROC)**

- Coordinate education materials across councils, particularly where gaps are identified, so there is wider exposure to key topics.
- Help run education programs, including a central Love Food Hate Waste program.
- Identify community groups and look at centrally publishing key resources in relevant languages.

For more on a regional waste strategy, please contact the organisation directly.