



WasteSorted toolkit monitoring & evaluation

Quantitative baseline results

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Executive Summary



Executive Summary: What is the Current Context of Waste?

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Waste is a prevalent issue in the community and features heavily in the news and media. It is therefore **top of mind** for West Australian residents.

2

Most residents hold **positive attitudes** toward sorting waste, believing that it is **overwhelmingly the right and moral thing to do** (94% agreement with statement '*sorting waste is the right thing to do*'). It is also an issue that residents **believe is important**, and one they claim to be **highly engaged with**:

- 85% claim to recycle everything they possibly can;
- 85% claim to be committed to sorting their waste; and
- 82% believe sorting waste is important and matters to them personally.

3

However, even with residents' intention to sort waste correctly and a social norm emphasising compliance, **West Australians are not always sorting their waste accurately** – with a high proportion of waste items being wrongly placed into the kerbside collection bins.

4

We identified **five core barriers to sorting waste correctly**, including:

1. The behaviour is **automatic** – therefore residents aren't consciously aware of *how* they are sorting their waste;
2. The cost and benefit equation is imbalanced, meaning there is **no incentive** to sort waste correctly (all of the time);
3. Residents don't have the **knowledge or confidence** to sort their waste and therefore have low response efficacy;
4. There is a low understanding and awareness of the waste process; resulting in a more selective compliance and
5. In-home infrastructure is not present in residents' homes.

Executive Summary: Audience Differences and Response to the Toolkit

5

Better Bins has the potential to change behaviour, with residents who have the program more likely to:

- Be more engaged with sorting their waste (90% recycle everything they possible can vs 81% who do not have the program);
- Recycle more (sending an additional 10% to recycling facilities); and
- Place less in the general waste bin (24% diverted).

This translates into significant wins for the participating local governments – both tangible benefits and an impact at a community level (residents feeling more positively toward their local government).

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Residents were **receptive of the WasteSorted materials**. The strength of the WasteSorted concept lies in its ability to fill some knowledge gap amongst West Australians. However, clearer and more detailed information around some of the more difficult to sort waste items is needed.

Executive Summary: Opportunities for the Waste Authority

1

The Waste Authority considers that the community of Western Australia would benefit from **an education and communications strategy** to support addressing the gaps in current knowledge of Western Australians. The focus would be on:

1. clear direction on which item is sorted where – *noting that the WasteSorted toolkit will support this;*
2. the post collection process – providing information on how bins' contents are processed once collected; and
3. infrastructure – provide guidance on efficient ways to have sorting bins set up inside the home.

2

The communication should also:

1. focus on tangible benefits for resident and the community;
2. set goals and targets; and
3. update residents on the progress made – *noting that the WasteSorted toolkit supports this.*