



ACT CONTAINER DEPOSIT SCHEME

Business Guide and Toolkit

actcds.com.au



ACT
CDS
Container Deposit Scheme

Partnering with
RETURN-IT

Thank you

for your interest in the ACT Container Deposit Scheme (CDS)

This guide is designed to help your business and employees engage in recycling, raise funds to support a good cause and reduce waste management costs. It also includes tips and resources to get the most value out of your container collection drive.

About the ACT CDS

The ACT CDS was designed to reduce litter in Canberra. It has helped the ACT shift towards a more sustainable future by creating a reliable stream of high quality materials for manufacturing recycled products, which reduces reliance on raw materials and delivers energy and water savings. Launched in June 2018, the container deposit scheme has already seen more than 75.5 million containers returned for recycling and achieved a 23 per cent reduction in the volume of drink container litter in the ACT.

Beyond the great outcomes for the environment, it has also become a mainstay of fundraising for numerous charities and community organisations.

Every eligible container returned through one of our many return points receives a 10 cent refund. This creates an incentive to divert drink containers from becoming litter or landfill and instead send them to be recycled.



Which drink containers are eligible for a 10c refund?

Eligible drink containers are those that are commonly found in the litter stream and are smaller, more portable containers, between 150mL to 3L.

Check for the '10c' symbol on the label to see if your drink containers can be returned through the ACT CDS for a 10-cent refund. Wine, spirits, cordial and plain milk containers are generally not eligible. If a container isn't eligible for a refund, please dispose of in the appropriate bin at your workplace.

If you're in doubt, visit actcds.com.au to find out what can be returned.



Return Points

Each type of return point offers different refund options. To find out where you can cash in your containers, visit actcds.com.au/return-points/



Drop & Go Pods

Self-service and open 7am to 7pm, seven days a week.

Ideal for: A smaller number of bags of drink containers.

Refund types:

✓ Electronic refund

Donations:

✓ Yes



Drop & Go Points

Self-service and staffed. Open during business hours and weekends.

Ideal for: Four to five bags of drink containers at a time.

Refund types:

✓ Electronic refund

Donations:

✓ Yes



Cash-back Depots

Staffed and offers refunds on the spot. Open during business hours and weekends.

Ideal for: Larger quantities of drink containers.

Refund types:

✓ Cash
✓ Electronic refund

Donations:

✓ Yes



How to get started

1. **Start collecting drink containers.** You can even organise an event or competition to increase engagement. Once you have redeemed your containers, donate the funds raised to your chosen charity, sporting group, school or business or use it to fund your social club.
2. **Create an account and share your number.** You can create an online account with Return-It, the ACT CDS network operator, at express.returnit.com.au/account/register. Simply sign up for an Express Account using your business' phone number and encourage your employees to donate their refunds directly to your express account by sharing your business' phone number.
3. **Trailer Program.** Return-It has introduced a free trailer hire program for communities and businesses. To find out more and make a booking, visit returnit.com.au/trailer-program.



How to promote your ACT CDS recycling initiative

- Use our checklist template outlining the simple steps businesses can take to start collecting eligible drink containers for recycling with the ACT CDS.
- Build a case to promote recycling internally and externally:
 - o Take a snapshot of your business waste.
 - o Find the right team to lead your recycling initiative.
 - o Set an achievable target and use our newsletter template to engage with your employees and the local community.
- Contact the return point closest to your business to see how they can support your fundraising efforts. Our network operator may be able to provide your workplace with bins and other materials to help your container collection drive.
- Promote your container collection drive to your employees with our helpful resources, posters and newsletter template and reward your employees when you meet your fundraising targets.
 - o Send regular reminders and updates to your employees on your progress and encourage more people to join in.
 - o Thank people for their generosity and support. Personal emails as well as public recognition or social media posts show your employees how much you appreciate their support, and will motivate others to participate too.

TIP: Get social. Like the ACT CDS Facebook page and share photos and posts about your fundraiser using our hashtag #ACTCDS. We can help raise awareness of your drink container collection drive and promote your commitment to recycling.



How to use the toolkit resources

We've designed a range of useful marketing resources to help you and your staff fill your collection bins with eligible containers.

The assets can be edited with PDF Preview or Acrobat Reader.

Editing the assets

You CAN alter/add:

- The business logo.
- The business name.
- The charity/fundraising details.
- The hero image.

You can add your logo with Acrobat Pro or any other PDF editor programs and change the hero image with Adobe Illustrator.

If you require any assistance in adding your information and images to the design, please email contactus@actcds.com.au so we can give you a hand.

You CANNOT alter:

- The ACT CDS logo.
- The ACT CDS website and call-to-action.

Tools

In this section, you'll find information on the tools we have developed to help you and your workplace get involved in the ACT CDS.



“The CDS is a great mechanism encouraging us to clean up the environment, recycle material into new products and raise money for our charity organisation which is a win-win-win. Doesn't get much better than that!”

Chloe MacPherson, Icon Water

ACT CDS CHECKLIST



- ☐ Set up your **Express account** and share your business' phone number, which is linked to your account, with your employees.
- ☐ Decide where your ACT CDS bins and collection stations will be and where you're going to store your containers.
- ☐ Use the assets provided in the toolkit to communicate to staff what you are raising funds for and how they can participate.
- ☐ Ask employees to return their containers to a return point and donate the funds directly to your cause using your business' phone number.
- ☐ Discuss container collection options with your local return point and let us know how we can help you promote your recycling and fundraising initiative.
- ☐ Hire a trailer if you are planning a recycling competition and you think there will be a lot of containers collected.
- ☐ Set up a Green Team and choose your Recycling Champions among staff who will drive the collection efforts.
- ☐ Inform the cleaning company that looks after your workplace to ensure they are aware of your recycling initiative and don't accidentally take your containers.
- ☐ Promote targets and milestones before, during and after your collection drive. Use our marketing and fundraising tools to share your success loud and proud.



Newsletter template

We have an exciting new recycling and fundraising initiative about to kick off!

From [starting date], our [Company name/ Green team name] will be collecting empty drink containers to raise funds for [charity/cause name] through the ACT Container Deposit Scheme (www.actcds.com.au).

[If you are running a competition against another business or department, you can include the details here].

ACT CDS bins will be available at [location name]. Each container is worth 10 cents and will support [cause details].

This means we'll be helping to keep the ACT clean and protecting the environment while raising money for [cause details].

You can help by:

- depositing your eligible cans and bottles in the designated ACT CDS recycling bins placed around [location];
- bringing cans and bottles from home every [date and time] to work to help us raise funds for [cause details];
- using our Express Account Number [business' phone number] to donate your containers to [charity/cause name] every time you visit your local return point.

Eligible drink containers include glass bottles, plastic bottles, aluminium cans and cartons sized between 150ml and 3L. Look out for the '10c' symbol on the label to see if it can be returned for a refund.

We urge everyone to get involved and turn rubbish into a resource.

We hope to raise [hundred / thousands of dollars] for [add details if there is a specific project the business is working on].

So please join us in recycling eligible drink containers. You'll not only be helping us raise much needed funds, but you'll also be helping our business to reduce litter and landfill.

Posters and bin stickers

We have developed instructional posters and bin stickers that you can print at a size suitable for your needs. We suggest printing A4/A3 versions to put next to your indoor bins and larger A1 versions for outdoor bins. We recommend getting your outdoor posters laminated or printed professionally to protect them from the weather. The bin stickers are suitable for the lid of your dedicated ACT CDS bin and your indoor bins.



Container eligibility and fundraising poster and bin sticker

Print on adhesive paper. The sticker can then be peeled away and applied to the bin.

ID/Business' contact number business card/social media tile

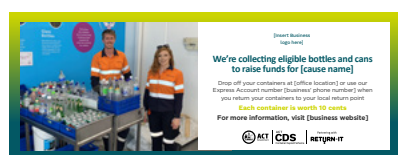


Digital banners (email signature, newsletter, website, LinkedIn/Facebook)



The email signature banner can be instrumental in promoting your recycling and fundraising initiative to your employees and wider community. Place the banner at the end of your signature, above the disclaimer.

TIP: You can link the banner to your recycling fundraising webpage or Facebook to entice your supporters to learn more about your fundraising efforts.



Spread the word about your recycling and fundraising initiative by embedding one of our digital banners on your website, Facebook page and newsletter.

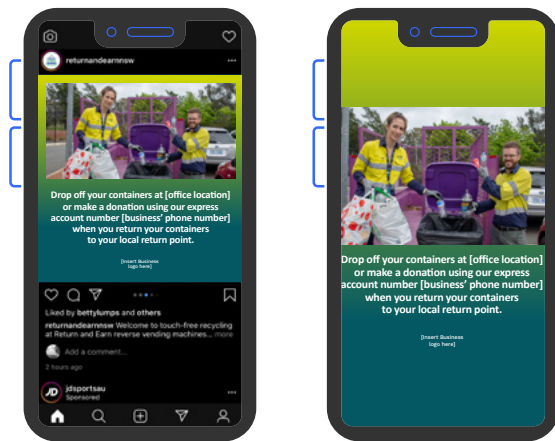
TIP: Include further information about the group you are fundraising for and a call to action to maximise your fundraising efforts.



Social Media tiles and stories

Individual posts on LinkedIn, Facebook, Twitter or Instagram.

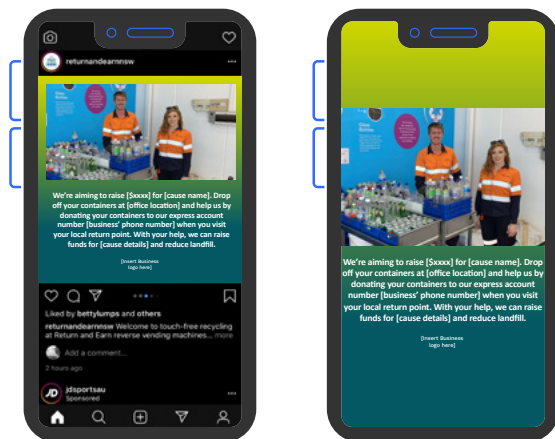
1. Spreading the word



Post copy:

Drop off your containers at [office location] or make a donation using our express account number [business' phone number] when you return your containers to your local return point.

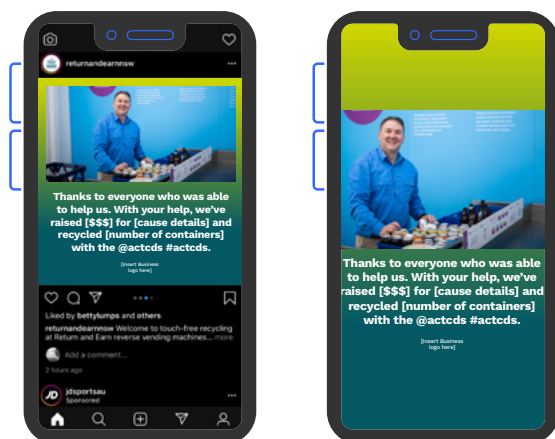
2. Engage Employees



Post copy:

We're aiming to raise [\$xxx] for [cause name]. Drop off your containers at [office location] or help by donating your containers to our express account number [business' phone number] when you visit your local return point. Together, we can raise funds for [cause details] and reduce landfill.

3. Celebrating Milestones



Post copy:

Thanks, everyone. With your help, we've raised [\$\$\$] for [cause details] and recycled [number of containers] with the @actcds #actcds.

MILESTONE TRACKER



We're collecting eligible bottles and cans to raise funds for [cause name] through the ACT CDS

Drop off your containers at [office location] or use our Express Account number [business' phone number] when you return your containers to your local return point.

[INSERT NUMBER or \$\$\$] donated to [group's name and/or cause details]

Each container is worth 10 cents



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<Insert Business
logo here>

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The purpose of this Toolkit is to help ACT businesses and commercial buildings reduce litter, encourage recycling and raise funds for a good cause through their participation in the ACT Container Deposit Scheme (CDS).

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ACT Container Deposit Scheme

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