

PLASTIC POLLUTION REDUCTION PLAN FOCUS AREA AT HOME

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This outcome area focuses on reducing plastic waste created from products used at home. This fact sheet is targeted at businesses who produce products used in the home, and suggests how to reduce the plastic waste these products create.

Single-use plastics used at home include products such as disposable nappies, plastic food wrap, food packaging including fruit, vegetable and meat wrapping, coffee pods, mailing bags, cosmetic and sanitary products.

Think opportunity. For businesses who manufacture or retail these products, there is an opportunity to shift to reusable or compostable alternatives, or non-plastic options such as glass. There is rising demand for these alternatives among consumers, and they provide a means of forming a long-term client relationships and brand loyalty.

Refillables. More and more refill shops are opening up. These are shops which allow customers to bring their own containers to fill with household essentials such as cleaning products and skincare, from bulk-sized containers. Perfect Potion have adapted to incorporating refillables into their product offerings and retail outlets.

DIY. Consumer appetite for making your own household products is increasing, and therefore the market for basic ingredients such as vinegars, clays, salts and oils, as well as how-to guides and workshops.

Closing the loop. Investigate whether incorporating recycled plastic into your products is feasible. There are a growing number of plastics manufacturers in Queensland who have experience here, including B&C Plastics.

Natural fibres. Washing synthetic fibres releases microplastics in to waste water, and ultimately the environment. Consider whether natural fibres can be used in your products instead.

Product stewardship. Consider your products' end of life right from the design stage. Can it be collected, reprocessed, repaired or reused?

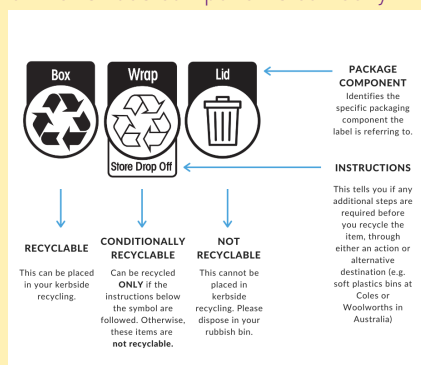
QUICK TIP

Remember to use the waste hierarchy, which ranks the **most preferred** (avoid), to the **least preferred** (recycle) options when considering how to reduce waste and save money:

1. Avoid
2. Reduce
3. Reuse
4. Recycle

AUSTRALASIAN RECYCLING LABEL

Make use of the Australasian Recycling Label on your products to ensure your customers know how to dispose of the various components correctly:



NEXT STEPS

1. Register your business for the free ecoBiz program, to receive a waste assessment, and to measure and reduce your energy, water and waste use and costs.
2. Check out the other resources in this series, including case studies.
3. Check out Planet Ark's guide to the Australasian Recycling Label.
4. Take a deep dive into the Ellen Macarthur Foundation's Guide to Reuse across a number of industries
5. Know your plastics, with this handy identification guide!

THE ECOBIZ TEAM IS ALWAYS
AVAILABLE TO HELP YOU.

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