

Taking the Pledge

1787
households
currently
participating¹

Since 2016, households in Unley have been taking the pledge to recycle food scraps in organics bins and decrease contamination in recycling bins.

21
household
s joining
per month²

The program is communicated via Social media, bin tags, at workshops, presentations and in newsletters.

OVER 70
prizes
awarded
annually³

Participating households share their commitment by placing a sticker on their bin, further encouraging community engagement, which is steadily growing.

The Pledge
= >1000
Tonnes less
to landfill⁴

100 households are randomly selected for inspection twice a year to assess behaviour change. Inspections have shown that 70% of pledge participants recycle more and place food scraps in the organics bin, diverting 920grams more organic material. Since the Pledge began, materials to landfill have reduced by over 1000 Tonnes.

Empowered participants are now keen to become ambassadors for the campaign, to assist their communities by sharing experiences, tips and tricks.

**I PUT ALL FOOD
SCRAPS IN THE
ORGANICS BIN**

UNLEY.SA.GOV.AU/TAKETHEPLEDGE



**I RECYCLE
EVERYTHING I CAN**

UNLEY.SA.GOV.AU/TAKETHEPLEDGE



Pledge Testaments: *'We all have to do our bit for the environment!'*

'Good initiative! I find it rewarding seeing how empty I can keep my blue bin & hopefully others can do the same.'

'It's easy!'