

CDS Behaviour Change – National Research March 2023

Report Summary

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Position: A/Director Science & Systems



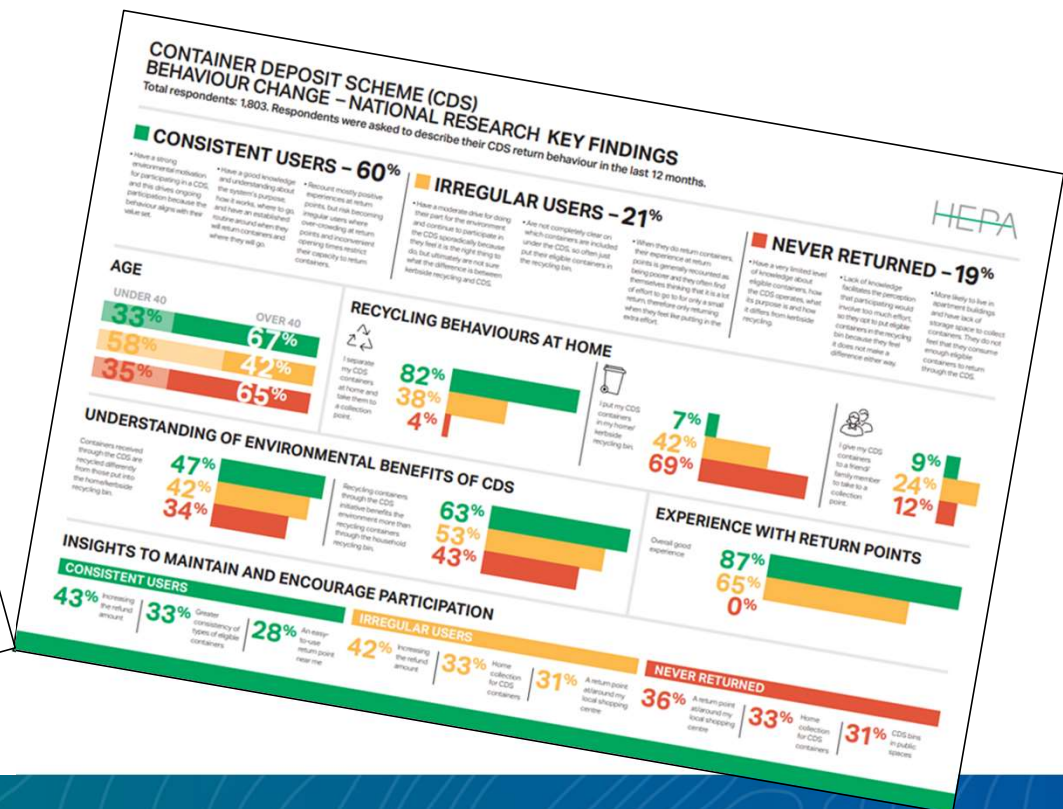
Acknowledgement of Country

I would like to acknowledge the traditional owners of the land on which we meet today and pay my respects to their Elders past and present and extend that respect to other Aboriginal and Torres Strait Islander people who are present today.

Artwork: 'Caring for Country', courtesy of Arrernte man Scott Rathman

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ENVIRONMENT PROTECTION AUTHORITY

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Heads of EPAs – March 2020

- HEPA agreed to procure a Container Deposit Scheme Behaviour Change – National Research study
- Inform the optimisation and alignment of participation in Container Deposit Schemes across Australia and New Zealand.

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Environment Ministers meeting – April 2021

Harmonise CDSs across Australian jurisdictions by the end of 2025 focusing on:

- containers (size and products),
- refund amounts,
- standards for labelling, and
- community education



CDS Behaviour Change – National Research

- The current perceptions and understanding of the CDSs in communities
- The current participation in the CDSs
- The influencing factors driving participation in the CDSs
- The different factors that sway CDS-related behaviours

CDS Behaviour Change – National Research

- In total 1,803 individuals were surveyed.
- From jurisdictions with a CDS

CONSISTENT USERS – 60%	IRREGULAR USERS – 21%	NEVER RETURNED – 19%
<ul style="list-style-type: none">• Returned containers through the CDS regularly during the last 12 months	<ul style="list-style-type: none">• Returned containers through the CDS sometimes during the last 12 months	<ul style="list-style-type: none">• Did not return containers through the CDS in the last 12 months.

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Consistent Users – 60%

- Have a strong environmental motivation
- A good knowledge and understanding about CDS
- An established routine around return of containers
- Positive experiences at return points

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Irregular Users – 21%

- Moderate environmental motivation
- Are unsure of the difference kerbside recycling and CDS
- Not clear on which containers are included under the CDS
- Recount poor experiences at return points

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Never Returned –19%

- A very limited knowledge about the CDS operates
- Perceive participating is too much effort
- Put eligible containers in the recycling bin
- Lack storage space
- Do not consume many eligible containers

CONTAINER DEPOSIT SCHEME (CDS) BEHAVIOUR CHANGE – NATIONAL RESEARCH KEY FINDINGS

Total respondents: 1,803. Respondents were asked to describe their CDS return behaviour in the last 12 months.

HEPA

CONSISTENT USERS – 60%

- Have a strong environmental motivation for participating in a CDS, and this drives ongoing participation because the behaviour aligns with their value set.

- Have a good knowledge and understanding about the system's purpose, how it works, where to go, and have an established routine around when they will return containers and where they will go.

- Report mostly positive experiences at return points, but risk becoming irregular users where over-crowding at return points and inconvenient opening times restrict their capacity to return containers.

IRREGULAR USERS – 21%

- Have a moderate drive for doing their part for the environment and continue to participate in the CDS sporadically because they feel it is the right thing to do, but ultimately are not sure what the difference is between kerbside recycling and CDS.

- Are not completely clear on which containers are included under the CDS, so often just put their eligible containers in the recycling bin.

- When they do return containers, their experience at return points is generally recounted as being poorer and they often find themselves thinking that it is a lot of effort to go to for only a small return, therefore only returning when they feel like putting in the extra effort.

NEVER RETURNED – 19%

- Have a very limited level of knowledge about eligible containers, how the CDS operates, what its purpose is and how it differs from kerbside recycling.

- Lack of knowledge facilitates the perception that participating would involve too much effort, so they opt to put eligible containers in the recycling bin because they feel it does not make a difference either way.

- More likely to live in apartment buildings and have lack of storage space to collect containers. They do not feel that they consume enough eligible containers to return through the CDS.

AGE



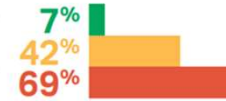
RECYCLING BEHAVIOURS AT HOME



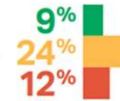
I separate my CDS containers at home and take them to a collection point.



I put my CDS containers in my home/kerbside recycling bin.

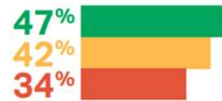


I give my CDS containers to a friend/family member to take to a collection point.



UNDERSTANDING OF ENVIRONMENTAL BENEFITS OF CDS

Containers received through the CDS are recycled differently from those put into the home/kerbside recycling bin.



Recycling containers through the CDS initiative benefits the environment more than recycling containers through the household recycling bin.



EXPERIENCE WITH RETURN POINTS

Overall good experience



INSIGHTS TO MAINTAIN AND ENCOURAGE PARTICIPATION

CONSISTENT USERS

43% Increasing the refund amount

33% Greater consistency of types of eligible containers

28% An easy-to-use return point near me

IRREGULAR USERS

42% Increasing the refund amount

33% Home collection for CDS containers

31% A return point at/around my local shopping centre

NEVER RETURNED

36% A return point at/around my local shopping centre

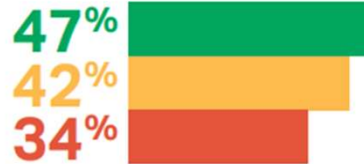
33% Home collection for CDS containers

31% CDS bins in public spaces

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Understanding of Environmental Benefits of CDS

Containers received through the CDS are recycled differently from those put into the home/kerbside recycling bin.

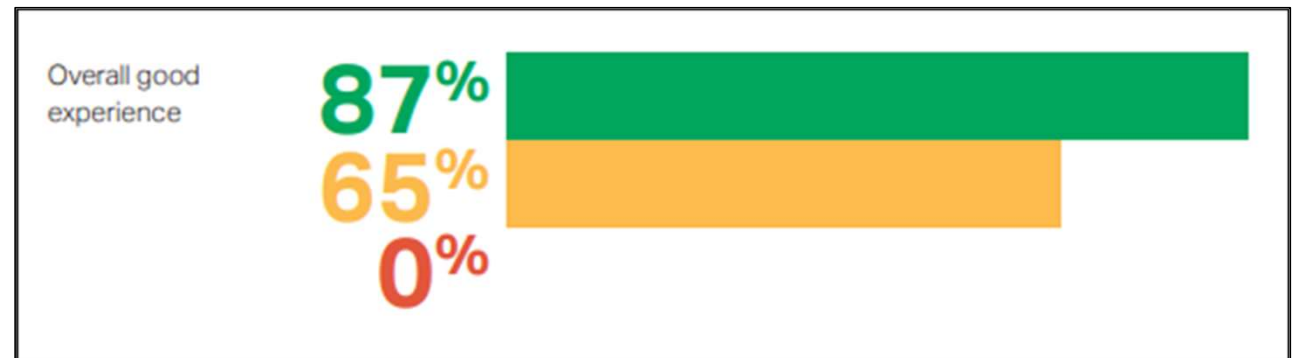


Recycling containers through the CDS initiative benefits the environment more than recycling containers through the household recycling bin.



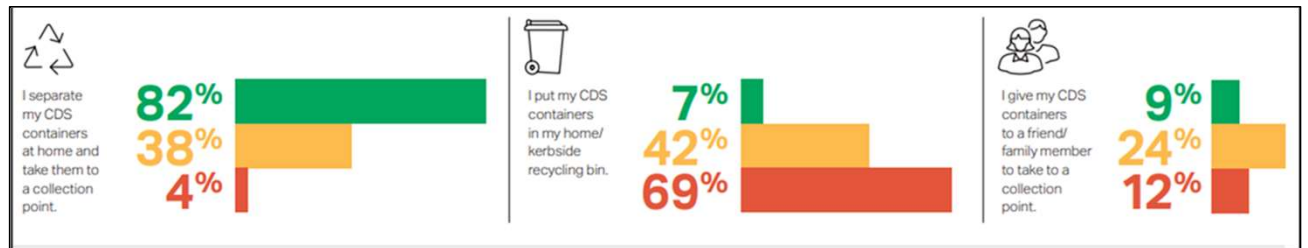
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Experience with Return Points



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Recycling Behaviours at Home



Key Findings – Participation

- 8% of those surveyed do not return containers because they are unsure of how environmental benefits of CDS from the kerbside recycling bins.
- 17% of people surveyed said easily accessible information about return point locations would encourage future participation in CDS.
- 20% of the never returned do not participate because they do not know where their closest return point is located.

Key Findings – Participation

- Convenience and ease of use was the top factor for a good experience at return points and this influences future CDS participation
- 30% of the never returned segment do not return because it involves too much effort.
- 28% of all surveyed said home collection of CDS containers would encourage their future participation.

Key Findings – Participation

- 38% of people said the refund makes a positive difference to their household budget.
- 28% of the never returned segment and 21% of irregular users said a barrier for using the system is that they do not use that many eligible containers.

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Top 3 Insights to Encourage Participation

CONSISTENT USERS

43% Increasing the refund amount

33% Greater consistency of types of eligible containers

28% An easy-to-use return point near me

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Top 3 Insights to Encourage Participation

IRREGULAR USERS

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31% A return point at/around my local shopping centre

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Top 3 Insights to Encourage Participation

NEVER RETURNED

36%

A return point
at/around my
local shopping
centre

33%

Home
collection
for CDS
containers

31%

CDS bins
in public
spaces

Top 3 Insights to Encourage Participation

CONSISTENT USERS	IRREGULAR USERS	NEVER RETURNED
<ul style="list-style-type: none">• Increasing the refund amount• Greater consistency of the types of eligible containers• An easy-to-use return point near me	<ul style="list-style-type: none">• Increasing the refund amount• Home collection for CDS containers• A return point at/around my local shopping centre	<ul style="list-style-type: none">• A return point at/around my local shopping centre• Home collection for CDS containers• CDS bins in public spaces

Recommendations - Optimise & Align CDSs

- Promoting the circular economy and environmental benefits of CDS
- Greater promotion of CDS return point sites and eligible containers
- Enhancing the container return point experience through convenience and ease of use
- Analysing the regulatory impact of increasing the refund amount
- Removing the inconsistencies of CDS eligible beverage containers across all jurisdictions
- Consider expanding the scope of eligible containers included in the CDSs across all jurisdictions

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SA CDS 2022-23

Return rate of 76%

- 660 million containers were returned for a refund
- 38,101 tonnes were returned for recycling
- \$66 million was refunded to the South Australian community

Recommendations Informing SA Policy

SA Policy Design

- Promoting the circular economy and environmental benefits of CDS
- Greater promotion of CDS return point sites and eligible containers
- Enhancing the container return point experience through convenience and ease of use

National Collaboration

- Removing the inconsistencies of CDS eligible beverage containers
- Consider expanding the scope of eligible containers
- Analysing the regulatory impact of increasing the refund amount



Thank you

Environment Protection Authority

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