



# FOOD ORGANICS GARDEN ORGANICS

## Toolkit for Councils

**CLEANAWAY**

Clean Up 



**Food waste has significant economic and environmental impacts costing the Australian economy around \$36.6 billion each year.**

Decomposing food waste generates methane, a greenhouse gas that is 28-34 times more potent than carbon dioxide, accounting for more than three per cent of Australia's greenhouse gas emissions.

## **Food waste is one of the most under-recycled waste streams, commonly disposed in general waste and going to landfill instead of being recovered as a nutrient-rich resource.**

Australia has set a goal to halve its food waste by 2030, aligning with the UN's Sustainable Development Goal 12.

In the [National Waste Policy Statement](#), the Australian Government, along with states and territories, agreed to introduce Food Organics and Garden Organics (FOGO) collection services to households and businesses by 2023.

In this toolkit, you'll find useful tips and resources to help roll out a successful FOGO collection service. Click on the titles below to jump to the section.

### **Inside this kit:**

**The basics**

**Before roll out**

**Roadmap**

**Challenges**

**Communications**

**This is an interactive PDF.**

*Click on the linked text to view articles and download resources.*



# FOGO basics

## What is FOGO?

**FOGO** is an acronym for Food Organics and Garden Organics. Typically, organic matter is anything that was alive or can grow out of the ground and is suitable for biological process treatment such as composting.

**FO** being Food Organics, is defined as unwanted or leftover food scraps. **FO** can be classified as avoidable and unavoidable.

- Avoidable: Food that has gone bad because we cooked/bought too much or stored incorrectly. This can be avoided by behaviour change such as smart shopping, correct storage and portion control.
- Unavoidable: Food we can't eat like leaves and stems, peels, pips, cores, bones, fat, eggshells and tea leaves. These are what we want in the compost/FOGO bin.

**GO** is Garden Organic waste that typically arises from gardening activities and includes items such as lawn clippings and small branches.

## What can go in a FOGO collection service?

### FO

- Eggshells
- Vegetable and fruit scraps
- Meat
- Nuts, seeds and cereals
- Coffee grounds and tea leaves
- Bread, pastries and cakes
- Dairy
- Rice, pasta and other grains
- Kitchen food scraps

### GO

- Flowers
- Leaves
- Twigs
- Small branches
- Feathers
- Grass clippings

*Please note items may vary from council to council depending on the capabilities of local composting facilities.*

## What are the benefits of a FOGO collection service?



Diverting FOGO from landfill through a kerbside collection service has great benefits for councils, community and the environment.

- Reduces landfill costs by diverting waste from the general waste bin
- Extends life of existing landfills by diverting waste, reducing the need to create new landfills
- Reduces bin contamination with dedicated bins
- Encourages better bin behaviour
- Reduces greenhouse gas emissions
- Increases local employment
- Creates a closed loop on food waste creating compost for parks and farms – [Read how Mildura Rural City Council and Cleanaway are closing the loop on food waste](#)
- Reduces use of inorganic fertilisers, nutrient run off into streams and natural water bodies and improves soil health
- Create a sense of community achievement – [Read how Randwick City Council recently celebrate one year of FOGO and have proudly diverted 14,000 tonnes of food and garden waste](#)

# Before the roll out

It's essential that you have made a business case, and designed and procured the service. Here's some things to consider before rolling out a new FOGO collection service:

## ■ Bins

- Do you need to change the size of the general waste bin? Some councils reduce the size of the general waste bin to encourage residents to use their FOGO bins for food waste.
- Do you need to change the lid colour of the FOGO bin?
- Do you currently align with the national standard of bin lid colours?

- GLASS
- FOGO
- MIXED RECYCLABLES
- HOUSEHOLD RUBBISH

- Do you need RFID tags on the bins to generate data on bin lifts and weight of FOGO collected?
- Do you need bin stickers or hot stamps created for new bins?

## ■ Collection frequency

- How will the new collection service work in with the existing service?
  - Alternating fortnightly collections between commingled and FOGO?
  - Weekly FOGO and general waste collection, fortnightly commingled?
- If volume is diverted from the general waste bin, can that service reduce in frequency?
- Will you offer residents an opt in service?

## ■ Delivery process

- Who is ordering the bins? I.e. contractor or council?
- Who will deliver the bins to residents and how?
- Do you need collateral printed that will be delivered with the bins?

## ■ Caddy and bin liners

- Will you provide residents with a kitchen caddy and bin liners? Will this be free or for purchase?
- How many do you need to order and is there availability?
- How will you deliver these to residents?
- Will this be an ongoing offering or just an introductory free item?

## ■ Implementation

- How much time do you need for the roll out? The more time, the better.
- Do you have an implementation plan?
- Who will lead the project and implementation?
- How will you measure the success of the roll out?
- Are you eligible for any grants?

## ■ Multi-Unit Dwellings (MUDs)

- Are there MUDs in your municipality?
- How will you educate residents of MUDs?
- Is there enough space for additional bins in MUDs?
- Do the MUDs need to meet certain requirements to be eligible?

## ■ Comms/education roll out

- Do you have a project plan/timeline in place?
- Do you need to engage in external agency or work with service providers for collateral?
- What collateral and advertising do you need/want?
- Do you need media or PR support?
- Does your state government have a campaign you can use?
- What community events can you attend or host?

## ■ Community consultation

- Do you need to survey your residents or share proposed service for feedback?

## ■ Customer service preparedness

- Do you need extra customer service team members on board for the roll out to prepare for additional queries?

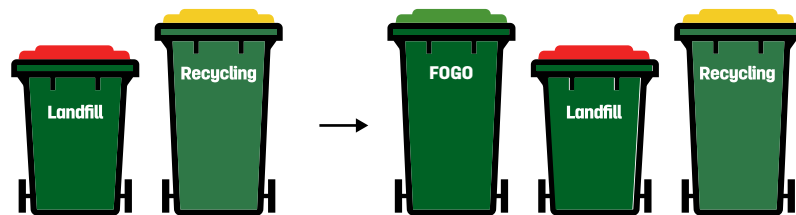
Check out these comprehensive guides for introducing FOGO collection services.



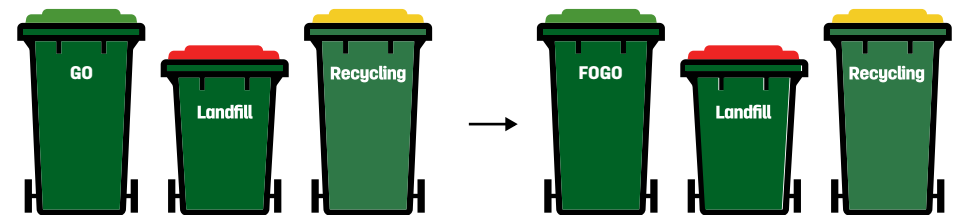
# Rolling out a new FOGO collection service

In most cases, councils will move from a two-bin system (general waste and commingled recycling) to a three-bin system when introducing a FOGO bin.

Alternatively, some councils will already have a three-bin system, and the change will involve transitioning the third bin from garden organics only to a FOGO service. In regional or remote areas where recycling is not possible, the council may move from general waste only to a two-bin system (general waste and FOGO).



**Option 1:** Two bin system to three bin system



**Option 2:** GO service to a FOGO service

**How the roll out is implemented can impact the overall success of the FOGO collection service.**

**A successful roll out would include:**

- A comprehensive communication and engagement plan
- Smooth transition from existing collection schedule to the new schedule
- Support and uptake from residents
- High diversion rates and low contamination rates

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## Suggested roll out timeline

TASK	2Y	1.5Y	1Y	6m	3m	0	3m	6m	9m
Broad community awareness/ education campaign	█								
Council wide community consultation, surveys, feedback opportunities	█								
Start to build MUDs and Social Housing (SH) contact database *	█	█	█	█	█				
MUDs and SH contacts awareness/ education campaign	█	█	█	█	█				
FOGO waste trial (not food only)	█	█							
Promotion that FOGO service is coming		█	█	█	█				
Additional customer service support					█	█	█	█	
Roll out FOGO bins to all SUDs/ Part1 MUDs/SH **					█				
Roll out kitchen caddies/caddy liners					█				
Driver FOGO education (reporting)					█				
Targeted FOGO contamination and participation inspections						█	█	█	█
Part2 MUDs/SH**						█			
Part3 MUDs/SH**							█		
Part4 MUDs/SH**							█	█	
Ongoing education							█	█	█

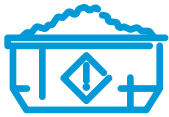
\* Primary building contact, body corporate, strata management companies, real estate agents/ DCJ, community centre managers, maintenance companies, private contractors, sub-contractors

\*\* The integration of MUDs/SH will depend on the amount of MUDs/SH within the specific LGA

## Key learnings

ISSUE/ OPPORTUNITY	SOLUTION
<b>Chute rooms in MUDs</b>	Slim bins may be required for some chute rooms. Also ensure visible signage in chute rooms to reduce contamination
<b>Short term and transient tenants, and students</b>	Engage with real state agents, strata management and building management services to distribute welcome/ information packs
<b>Resistant body corps</b>	Engage early in the process to influence and educate
<b>Schools/ Universities</b>	Should be included as part of education plan
<b>Bin odour</b>	Purchasing custom FOGO bins with vents and educating residents on how they can reduce bin odours for example layering waste
<b>Additional expenses (cleaners etc.)</b>	Should be considered in education conversations
<b>Education collateral</b>	Should be ready prior to launch
<b>RFID</b>	Should be ready prior to launch
<b>Bin roll out</b>	Six weeks is too short we recommend at least three months
<b>FOGO bin size</b>	Use 140L bins for MUDs with limited space in the bin area and no gardens
<b>Kitchen caddy</b>	Recommend square caddy to fit standard liners and should be airtight to avoid fruit flies and odours
<b>Caddy liners</b>	Availability is key for caddy liners. Work out the ongoing distribution to residents or do you need to engage local supermarkets to supply stock.

# Challenges



## Contamination

We all know recycling can be confusing for residents especially when introducing a new service. Introducing a new service can create confusion for residents over what items are acceptable in each waste stream. Differences in accepted materials between facilities can also mean collateral from other areas do not apply to your FOGO service, leading to accidental contamination from residents.

Contamination can be reduced through education and engagement aimed at residents, including:

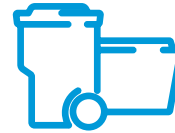
- Community engagement
- Collateral and media
- [Bin audits and bin tagging](#)
- Warning letters and penalties



## Bin odours

As food waste decomposes it generates odours in the kerbside bin and caddies used to collect food waste in the home. Odour is one of the biggest concerns for residents when introducing a new FOGO service. It's also one of the reasons councils will have a weekly FOGO collection. There's lots of advice that we can give residents to help minimise odours such as:

- Keeping bins out of the sun
- Putting food scraps in freezer until bin night
- Putting food waste in compostable bags
- Layer food and garden waste



## Multi-Dwelling Units (MUDs)

MUDs bring a unique set of challenges and often have higher contamination rates than Single Unit Dwellings. When residents share bins, it makes it hard for councils to effectively target the individuals causing the contamination. Issues also arise if there's no clear signage in the chute rooms or residents aren't aware of the different waste streams. We also hear from residents that it can be a challenge transporting their food waste from their apartments to the waste room and this can significantly reduce the take up of the service. To reach residents living in MUDs try:

- Letterbox drops
- Strata engagement
- Use of caddies
- Signage in waste rooms



## Helpful resources

# Breaking down education and communication



Helpful resources

Cleanaway has over 100 council partners and is proud to play a big part in encouraging better recycling habits throughout the community. It's important to begin engaging with the community as early as possible before rolling out a new waste or recycling service. Having the community onboard early and educating with clear and consistent messaging will help ensure high take up and less contamination.

Check if your state government has resources and assets for a FOGO education campaign that you can utilise. For example, the WA Waste Authority on behalf of the Government of Western Australia has the [FOGO Education Toolkit](#) and Sustainability Victoria has a [FOGO Education Toolkit](#) full of resources. .



## Pre-launch

- Newspaper
- Council newsletters
- Website
- Social media advertising campaign
- Press and media
- Direct email marketing
- School education



## Information for implementation

- Calendars
- Information packs
- Community engagement
- Animated videos
- Community workshops
- Pop up stalls
- Bin stickers
- Fridge magnets



## On-going education

- Community workshops
- Pop up stalls
- Social media
- Online forums







# Why choose Cleanaway?



## Resource recovery expertise

Our in-house resource recovery experts work with our customers and the community to improve recycling efforts and reduce contamination to minimise waste sent to landfill. Our team will work with you to reduce waste and improve efficiencies that create cost savings, while achieving your sustainability targets.



## Education and training

We work with councils to provide recycling advice and feedback through a variety of media including bin stickers, posters, bin tagging programs and regular updates on recycling through our Sustainable Future Hub.

### GREENIUS

Greenius is the leading recycling e-learning platform for residents, councils, schools and businesses to reduce contamination and make the most of their waste services. From April 2022 we will have a new FOGO module.



## Cleanview council portal

Cleanview offers councils greater control over municipal waste services operating in near real time. The portal also makes it easy for you to access information for residents, improving customer service and using big data to deliver long-term value. Cleanview also helps councils improve bin service and education by offering customer insights with the bin alert capture system.



### Helpful resources

*We will continue to update this document so check back at Cleanaway's FOGO page for the latest version*