

Steel Can Recycling Council

2005 RESEARCH HIGHLIGHTS

The Steel Can Recycling Council is enjoying not only a new and commendable steel can recycling rate of 56%, but thanks to a raft of research undertaken during 2004/05, we are much better informed about consumer behaviour around steel can recycling and brandowner involvement in recycling education.

Four strands of research were undertaken during the financial year 2004/05:

1. Steel Can Recycling Rate – Nolan ITU commissioned to complete a recycling rate report for consumer steel packaging.
2. Bin Audit Research – to determine which types of cans are commonly being recycled and those that repeatedly get relegated to the waste bin.
3. Consumer research – to better understand consumer awareness and attitudes, and, ultimately behaviour with regard to steel can recycling.
4. Logo Research – an analysis of supermarket goods packaged in steel to SKU level to determine the use of recycling logos on pack.

AUSTRALIAN STEEL CAN RECYCLING RATE – 2003/2004

At 56%, recovery rates for steel, for the first time ever, now exceed the current national post consumer packaging recycling rate of 48%, indicating that steel can recycling has reached new and sustainable levels of recovery.

SCRC recently commissioned Nolan ITU to complete a recycling rate report for consumer steel packaging based on industry standard methodology. It has revealed that steel can recycling has reached a new high of 56% bringing it closer to the average European Steel Packaging recycling rate of 61%.

Country	Steel Packaging Recycling Rate
Japan	88%
Switzerland	79%
Europe – average	61%
USA	60%
Australia	56%*
Italy	56%
UK	44.5%
New Zealand	36%

Source: APEAL website

*The Australian rate is calculated for financial year 2003/04.

Based on data from the Packaging Council of Australia website, steel cans now better plastics at 20%, glass at 35%, with paper and card (64%) and aluminium (64%) the only recyclates with better recovery rates than steel.

BIN AUDIT RESEARCH

Recycling and garbage bins were extensively audited in three council areas in NSW – Coffs Harbour, Bellingen and Sutherland Shire. The garbage and recycling were sorted into can types according to contents to establish whether there were particular types of cans people were regularly recycling or not recycling.

The results were similar between the two areas with the following findings:

	Sutherland Recycling (%)	Coffs Harbour & Bellingen Recycling (%)
Dry food	47	47.5
Wet food	65	55
Highly viscous	34	31
Aerosol	33	35
Paint*	-	39
All steel cans	42	39

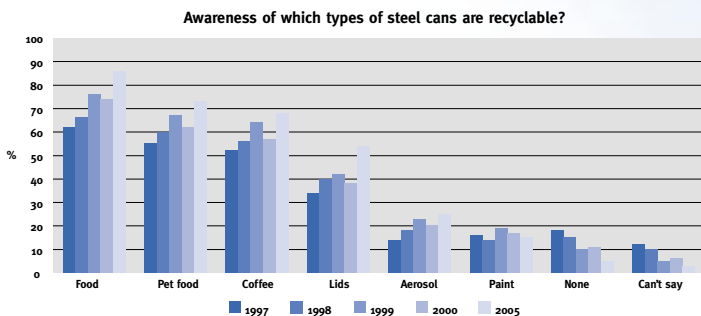
*small sample size

Cans with dry and wet contents where the contents leave the can with little residue were high scorers in the recycling bins whereas cans with more viscous contents such as oil, meat, dairy and starch based products were more commonly found in the garbage. Paint and aerosol cans which traditionally have lower awareness levels of recyclability, were also poor performers.

Steel Can Recycling Council

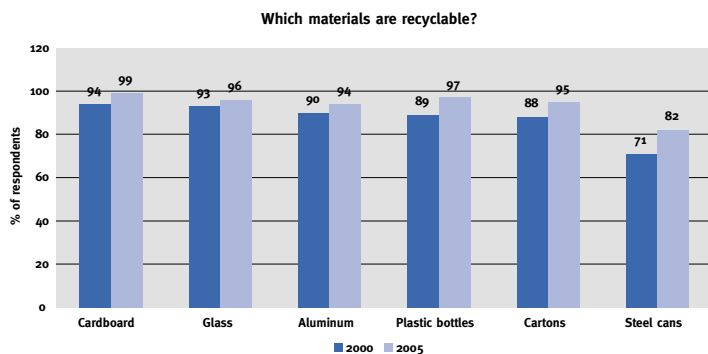
CONSUMER RESEARCH HIGHLIGHTS

A survey undertaken for the Steel Can Recycling Council in March 2005 showed that awareness across the different types of steel packaging has improved with all but one of the categories seeing gains. Since 2000 awareness of steel can recycling has increased 11% from 71% to 82%.



This is great news for steel can recycling where past levels of awareness have lagged behind that of other packaging types. The graph below outlines awareness levels around different packaging types since the research was last carried out in 2000.

Respondents were asked which if any of a list of packaging materials were recyclable. Since 2000 awareness has increased across most packaging materials with steel cans showing the greatest increase.



Highlights

Where recycling information is obtained from

Respondents seeing publicity on the products themselves has increased to 12%, up 10% since 2000.

Respondents primarily gained their information from their local council (67%), the packaging (57%) and to a lesser extent from friends (15%) and the internet (7%).

Steel can recycling frequency

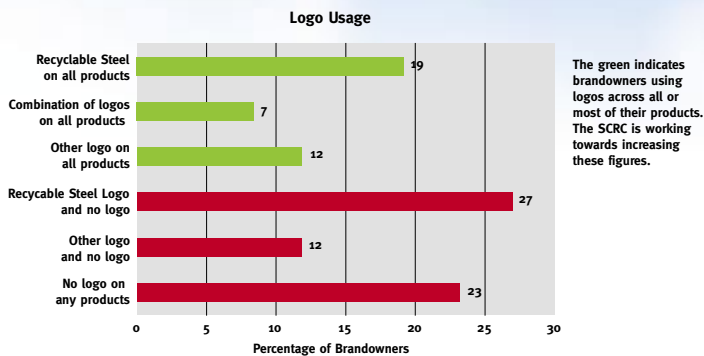
There continues to be a steady decline in the number of respondents that never put out steel cans. Respondents that never put out their steel cans for recycling decreased to 13%, down 10% since 2000.

RECYCLING LOGOS ON OUR SHELVES

In September, 2004 the SCRC undertook a detailed review of which products in major supermarkets are carrying recycling logos. The research included 90 brandowners representing 182 brands and 1142 products.

Amongst the top three brandowners it was found that:

- 19% have the recyclable steel logo on all their products;
- 19% have either the recyclable steel logo or another logo on all their products;
- 62% use a logo inconsistently across their products, with 23% of brandowners carrying no logo.



Key Findings

- 63% of all products carrying a logo use the 'recyclable steel' logo
- 60% of major brandowners surveyed use the 'recyclable steel' logo (major brandowner is defined for the purposes of this research as having over 20 products at SKU level)
- the top three categories for use of the 'recyclable steel' logo by sales volume are soup, baked beans and spaghetti, and fruit
- the top category for use of the 'recyclable steel' logo by sales volume is soup where brandowners representing 88% of sales volume for this category use the logo
- the use of recycling logos in the fish category is poor with only 12% of products (mainly housebrands) carrying any recycling logo.

For more information or a longer version of the research visit www.cansmart.org/industry