

A clear way to reduce waste



Mindarie Regional Council manages waste for seven local councils in Western Australia. With the average Australian producing 541 kg of waste per year, that's a lot of waste to manage. Our task was to get people to reduce the amount of waste they send to landfill for both economic and environmental reasons.

We realised that a big part of the problem is that people don't often have to confront how much waste they are producing. So we came up with the 'Face Your Waste' campaign. We took normal household bins and rebuilt them with transparent plastic, so people had no choice but to face up to their waste.

2M Reached in a State of only 2.5M

+300K Impressions on Facebook alone

95% Reduced their waste using the bin

This proves that when people face their waste,
it does change their behaviour.

