



Redeem yourself.

[OK, just your bottles and cans.]



OUR PLEDGE

To ensure you receive the highest quality service and assistance to recycle your beverage container waste. Our aim is to measurably improve your businesses waste efficiency, the cleanliness of your premises and surrounds and save you money.

We're here to help.

We operate a trade-focussed container collection operation to help you redeem refunds from your empties. CitizenBlue has been appointed by TOMRA Cleanaway, the Network Operator for the NSW Return & Earn scheme, to run the Inner City Automated Collection and Sorting Centre - and our basic service is free of net charge.

What's Return & Earn?

Return & Earn is the NSW Government's Container Deposit Scheme, aimed at drastically reducing the amounts of discarded beverage containers littering our streets, parks and waterways. Under the scheme, most empty 150-millilitre to 3-litre drink containers are eligible for a 10-cent refund when presented at an approved collection point.

What empties are redeemable?

Soft drinks, water, beer, cider, Ready to Drink and Alco-Pops in 150ml to 3-litre sizes. Containers must be uncrushed, unbroken and have the original label and barcode.

What empties are not redeemable?

Wine, spirits, cordial, milk or larger juice containers are not eligible.



We are **CITIZENBLUE.**

About CitizenBlue

CitizenBlue is one of Australia's foremost experts in the understanding and operation of Container Deposit Schemes (CDS) for the business sector.

Our CEO, Dave West, has designed operational and economic modelling of best practice CDS following detailed analysis of international and national schemes. In 2010, the Northern Territory Government contracted Dave to undertake an independent review of the NT's CDS.

Together with Anthony Lazzaro, CitizenBlue's Head of Mobile Operations, Dave has been operating deposit and refund operations at large scale musical festivals and closed system venues for more than 15 years.

CitizenBlue's staff and board of directors have over 100 years' combined experience in implementing waste recovery and recycling systems, designing industry-wide product stewardship standards, and advising leading organisations such as McDonald's Australia, ANZ Stadium, Bridgestone Australia and Visy on environmental practices.

Some recent projects

During CitizenBlue's first 8 weeks of operation, we facilitated the collection of over 1,000,000 beverage containers with a 95% eligibility rate for refunds. Key highlights include:

- Providing container redemption facilities for Yours & Owls, Mountain Sounds and Lost Paradise Found music festivals totalling in excess of 240,000 beverage containers
- Redesigning ANZ Stadium's waste capture systems to redeem over 500,000 beverage containers annually
- Established service agreements with local pubs and clubs to collect and redeem glass bottles on a weekly basis

Servicing the hospitality sector

We've developed a convenient service for hotels, restaurants, cafes and venues, designed to deliver savings on waste disposal costs and provide refunds for eligible containers.

CitizenBlue can save you money, improve the efficiency of your waste systems and the cleanliness of your premises and surrounds.



How we deliver

Separating eligible and non-eligible containers is difficult in a busy venue (particularly keeping beer and wine separate). CitizenBlue's collection systems ensure the fast and uninterrupted flow of your bar, kitchen and server areas, by providing:

- Appropriately-sized bag and bin systems to contain empties in waste storage and under bar areas
- Signage and training to help staff
- Signage to help customers understand the CDS
- Empties collection on a regular schedule, reflecting how often you fill our bins
- Free drop-off to the express dock of our St Peters facility
- Sorting and separating of ineligible (wine/spirits) and eligible containers (beer/cider etc) at our premises after collection or drop off
- Appropriate recycling of ineligible containers for a small fee

Show you the money

As the contractor operator of the Inner City Automated Collection and Sorting Centre, CitizenBlue's St Peters facility is able to process on-the-spot 10-cent refunds for eligible containers delivered to us. Alternatively, we can collect containers

from your premises and undertake all sorting and counting, for a small fee deducted from your refund amount. For large volumes, we suggest that our commercial customers leave their empties with us for processing and the refund payment will be provided by EFT.

Clean surrounds

We can install Public Place Recycling Bins around your premises to keep your property boundary spotless. These bins are serviced daily and have excellent advertising potential for your business, helping to inform patrons about the Return & Earn scheme.

Events and catering

CitizenBlue can provide pop-up refund stations and recycling or waste bins to be serviced by us for events catered by your business.

Regular reporting

Our automated sorting and counting machines collect a wealth of information and we can provide detailed reporting on the type and number of containers we receive, the refunds paid and the fate of any rejects. This allows our customers to reconcile against their sales data and track the real impact of the redemption service.

we are
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what about you?

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