



recycling + education
= the difference

RED stands for “Recycling + Education = the Difference”. It’s an innovative Australian-developed primary school program that provides value for schools, while educating students to think and act sustainably.

It’s called RED but it is in fact green...

At RED Group, our mission is to do our part in building a sustainable future.

We’re committed to offering practical recycling solutions for products at end of their useful life and giving something of value to schools at the same time.

That’s why we developed The RED Project – a complete closed-loop system where used plastic bags, old “green” bags, and plastic packaging are not sent to landfill, but become the resource used to manufacture playground furniture and other products for Australian schools.

The RED Project has two key objectives:

- Firstly, we want to encourage sustainable behaviours by offering a practical, engaging, Australian-based recycling solution for used flexible plastic waste, a material not currently accepted through kerbside recycling bins.
- And secondly, we want to support and optimise the experience for participating primary schools by offering recycling education workshops and offering products made from their own recycled plastic waste.

How will we achieve this? By enrolling primary schools in the RED Project!

Once your school is enrolled, the RED Project team will assist in getting the school started on our three-step process.

RED Recycling Workshops – The RED Project will run a series of Recycling Education incursions at each school that focus on different types of plastic, the impact of plastic in landfill, and introduce students to the closed-loop recycling model from a conceptual perspective.

RED Bag Drive – Schools will be invited to hold an annual RED Plastic Bag Drive. The RED Project will provide each school with a RED Collection Bin where students can drop the plastic bags and plastic packaging brought in from home during the RED Plastic Drive.

BAG Collection – The RED Project will then pick up the collected waste and deliver it to our recycling partner Replas in Victoria, where it will be converted into a range of useful new items such as sturdy outdoor furniture and signage.

It all adds up to a unique opportunity to change the culture of your school by helping students and your school community to understand and appreciate first-hand the importance of recycling.

To learn more, please call us on +61 3 9001 0628 during business hours. You can also email us at info@red

Step 1

STOP

Stop and think about the environment.

Australians dump 7,150 recyclable plastic bags into landfills every minute or 429,000 bags every hour.*

The RED Project provides a practical way to keep plastic bags out of landfill by recycling them into products you can use at your school.

*Clean Up Australia

Step 2

COLLECT

Gather up all your used plastic bags and empty plastic packaging. Some examples are supermarket carry bags, shopping centre carry bags, bread bags, pasta bags, produce bags, frozen food bags, old green bags, just to name a few...



Step 3

DROP

Bring your collected bags into school and drop them in the RED Collection Bin.

Step 4

RECYCLE

Instead of going to landfill, we will come and pick up the used plastic bags your school has collected. The bags will be recycled in Victoria and made into new products like benches and tables.

