

2024 IMPACT REPORT

Our mission is to give a second life to almost everything.

We aim to accelerate Australia's transition to a circular economy and foster a community that adopts sustainable behaviour.



HERE'S WHAT WE'VE ACHIEVED THIS YEAR —————>

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A MESSAGE FROM OUR CEO

As a team, together with your incredible support, we have achieved so much this year! From collaborating with businesses to connecting with councils, we've expanded our service to new areas and cities across Australia. Thank you to the local businesses, councils and residents for your trust and support in our mission.

Giorgio Baracchi
CEO and Co-Founder





WHO WE ARE

We collect tricky-to-recycle items from homes, businesses and councils.

RecycleSmart came to life in 2019 from cofounders Marco Prayer and Giorgio Baracchi. Our tight-knit team of passionate recyclers has grown across Australia!

We help households, businesses and councils take easy yet impactful steps in recycling by keeping valuable resources in circulation:

- Soft plastics
- E-waste
- Textiles
- Batteries, polystyrene, vapes
- And over 100 other items

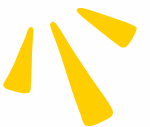
Our tech, data and partnerships aim to drive behaviour change.

Proudly Australian owned and operated.



OUR VISION

to accelerate
Australia's transition
to a circular economy.



THE STATS

Key statistics we're proud to share with you.

1,100,000
kilos of valuable
resources diverted
from landfill & counting!

1000+

registered business & counting

60,000+

New Recycle Heroes

250,000

Power Pickups completed

700,000 bags of tricky-to-recycle items collected

We turned 5!

MILESTONES

A lot has happened this year, and we want to tell you about it.

EVENTS

- 3 big webinars for the year
- Collaborated with big organisations like Qantas, UNSW and Jetstar for our biggest National Recycling Week yet
- Our council waste events involved City of Newcastle and Surf Coast Shire



UNSW Lunch & Learn



Activation at Qantas HQ

MILESTONES

Continued.

LAUNCHES

- Adelaide, Perth, Hobart and lots of new councils are on the map!
- 2 NEW Office Packages
- Our Champions Program



'Make the Switch' Campaign

CAMPAIGNS

- 'Make the Switch' Campaign with The Cookware Company, Minimax and Greenpan
- Our Huskee partnership

Over \$1,000,000 raised from
our Birchal crowdfunding
campaign



Our latest Office bin.

PARTNERSHIPS

Our partners and clients have been critical to our progress and mission.

The logo for OZHARVEST, featuring the word "OZHARVEST" in a bold, black, sans-serif font, centered within a blue circular border.

OZHARVEST

The logo for THE ICONIC, featuring the words "THE ICONIC" in a black, sans-serif font, centered within a blue circular border.

THE ICONIC

The logo for the Australian Red Cross, featuring a red cross symbol to the left of the words "Australian Red Cross" in a black, sans-serif font, centered within a blue circular border.

 Australian Red Cross

The Jetstar logo, featuring the word "Jetstar" in a black, sans-serif font, followed by an orange star icon, centered within a blue circular border.

Jetstar 

The Vinnies good works logo, featuring a blue circular icon with a white hand holding a heart, followed by the word "Vinnies" in a blue, sans-serif font and "good works" in a smaller, blue, sans-serif font below it, centered within a blue circular border.

 **Vinnies**
good works

The JOHN HOLLAND logo, featuring the words "JOHN HOLLAND" in a bold, red, sans-serif font, centered within a blue circular border.

**JOHN
HOLLAND**

TO NAME A FEW...

WHAT'S NEXT FOR US?

Keep your eyes peeled.



We are constantly trying to find ways to improve our service and revolutionise how we recycle to make it **accessible, simple and hassle-free** for everyone. We're excited for what's ahead and we can't wait to share our projects in the new year.

Thank you to all our customers and partners for a great year – let's keep doing good!

In the meantime, follow our journey to a circular economy:



recyclesmart.com



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[@recyclesmartaus](https://www.instagram.com/recyclesmartaus)



[@recyclesmart](https://www.linkedin.com/company/recyclesmart)

Get in touch with us via email at business@recyclesmart.com