

August 19, 2024

## **VICTORIA'S CONTAINER DEPOSIT SCHEME CALLS ON YOUNG VICTORIANS FOR NEW MESSAGE IN A BOTTLE INSTALLATION AT SCIENCEWORKS**

Victoria's Container Deposit Scheme (CDS Vic) is calling on primary school students to lend their voice to an interactive 'Message in a Bottle' installation at Scienceworks, to showcase the importance of recycling.

To mark the first anniversary of the Scheme's launch, CDS Vic is launching the installation at Scienceworks, to be on display from 1 November, 2024 until 27 January 2025.

Victorian primary school children are being invited to share a message about why recycling is important to them through a digital portal at [cdsvic.org.au/message-in-a-bottle](https://cdsvic.org.au/message-in-a-bottle) from now until 20 September. Selected submissions will be included in the interactive installation as a message in a bottle, with visitors able to read the responses as part of the display.

It aims to educate younger Victorians about the value of recycling and the meaning of a circular economy. When they visit, children can return their own containers at the onsite Reverse Vending Machine (RVM) in the Scienceworks carpark.

CDS Vic provides the opportunity for Victorians to return eligible drink containers for a 10 cent refund at more than 600 return points across the state through zone operators Tomra Cleanaway, VISY and Return-It. Containers are then processed to make new items, reducing waste and working towards a circular economy.

Since launching on 1 November, 2023, more than 750 million containers have been returned across the state – returning up to \$75 million to Victorians, including more than 3,900 approved donation partners.

*Message in a Bottle* will demonstrate the circular economy, showcasing the recycling process of PET plastic bottles. The installation will be made from recyclable materials that will either be processed into new products, or repurposed at the end of the exhibition period.

CDS Vic has also developed fun classroom materials focusing on the circular economy, including activities that encourage students to submit their message via the *Message in a Bottle* digital portal.

**VicReturn CEO, Jim Round said the scheme is proud to be launching this installation to raise awareness and encourage recycling in Victoria.**



"We've already seen kids get excited about returning their eligible drink containers - from watching the containers go into the reverse vending machines and onto conveyor belts at depots, to getting pocket money they can put towards something they would like to buy," he said.

"Now we're focusing on ensuring kids and families understand the value of a circular economy and recycling."

CDS Vic is part of the Victorian Government's \$515 million investment to transform the state's waste and recycling sector. Funded by contributions from the beverage industry, the scheme is contributing to Victoria's target of diverting 80% of all material away from landfill by 2030 and represents a significant milestone in our journey towards a circular economy.

To submit your message for the chance to be displayed within the installation, visit [cdsvic.org.au/message-in-a-bottle](https://cdsvic.org.au/message-in-a-bottle).

To find out more about CDS Vic, visit [cdsvic.org.au](https://cdsvic.org.au).

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