PIRAP newsletter - September 2016

I hope you are all having a lovely summer. This is the 4th PIRAP newsletter and I hope you are finding them interesting and informative. We aim to cover a range of case studies and updates so please let me know if you have anything you could contribute to the newsletter.

Share with your members / customers ....

Please forward this newsletter to any contacts you have who would be interested in the work taking place through PIRAP. If you would like anyone to be added to the mailing list for the newsletter please let me know. The newsletter is also available at www.wrap.org.uk/pirap and http://www.bpf.co.uk/topics/pirap.aspx.

WRAP update

- Plastics Spatial Flow Report

This report found that 3.3 Mt of plastic arose in the UK in 2013. 32% of this material was collected for reuse, recycling or recovery, 59% of which was exported. The remaining material went to EIW, MBT or landfill. 60% of plastic was from households with the rest being from the commercial sector. 70% of the plastic arising was packaging with the rest being found in carpets, construction and demolition (C&D) and WEEE.

To read the report please click here.

- Recycle Week 2016 - 12-18 September

Resources are now available to download for Recycle Week which takes place from 12-18 September. This year's theme is 'The Unusual Suspects' which is aiming to encourage people to recycle the often overlooked items such as aerosol cans and toilet roll tubes. The resources available include posters and banners showing items 'wanted for recycling'.

To download the resources please click here.

A trailer of 'The Unusual Suspects', a video which will be released during Recycle Week 2016, is available here.

- Material facilities (MF) data

The material facilities data from Quarter 1 is now available. It shows the percentage of target material is similar to the previous quarters (86% for England and 88.4% for Wales). The output for plastics specifically have fluctuated in England and Wales since quarter 4 2014 but in Wales this was the highest plastic output recorded so far.

To read the report please click here.
Case studies

Surrey Waste Partnership - communication campaign

In 2013/14 just 27% (9,407 out of 34,288 tonnes) of plastics were being recycled through kerbside collections in Surrey. A two month campaign using the pledge4plastics resources led to the Material Recovery Facility data showing a 5% increase in plastic recycled by householders. 2/3 of people were also aware of the campaign and claimed it had led to them recycling more plastic bottles, pots, tubs and trays.

A wide range of communication channels were used as part of the campaign such as pop-up stands in council buildings and at events, posters, bin hangers, radio, bus backs, google ad words and bin lorry panels. Editorial messages led with the headline ‘Plastics from every room in the house can be recycled’ and included information on the plastics which can be recycled. The editorial also motivated residents by telling them the money which could be saved on waste disposal if each taxpayer recycled one extra plastic bottle.

Information on Surrey Waste Partnerships other joint communications can be found here.

Total’s new ‘Circular Compounds’ range

Total have released a new range of HDPE Circular Compounds which have high levels of recycled content. The new range is aimed at the packaging sector and is guaranteed to have 25 or 50% post consumer recyclate. The post consumer material is collected from Western European countries and is from selected partners based on their product quality and recycling process capabilities. The recyclate is mixed with highly technological HDPE virgin products designed to overcompensate for any lack of performance or consistency from the recyclate. The final compound is equal to any virgin resin and in reality outperforms it.

To find out more please click here.

Pledge 4 Plastics - Bournemouth campaign

Recoup are working in partnership with Bournemouth Borough Council to deliver its latest pledge4plastics campaign. The campaign is focussing on preventing plastics from leaking into the natural marine environment by placing them in ‘recycling on the go’ bins (or waste bins if non recyclable). Consumers will be encouraged to take this message home so the activity is translated into behaviour change in the household as well.

Through the campaign Pledge4plastics are aiming to engage and influence a broad audience, maximise media coverage on plastic recycling and reach people with their specific call to action.

The delivery will be to:
• Engage and encourage local, tourists and day-trippers to ensure they put their waste in the right container, and that as much packaging as possible is recycled
• Use a beach engagement team to directly communicate with consumers
• Encourage participation through an engaging campaign including an invitation to take part in a World Record attempt (using the plastic packaging recycled by residents and tourists during August) and win a prize made from recycled plastic
• Provide a specific call to action to pledge to recycle in Bournemouth and get involved in the world record attempt in October

Bournemouth has recently been voted Britain’s best beach, and has more than 6 million visitors every year. It also has large high footfall events such as the Air Show in August and Arts Festival in October. Importantly, it has a good network of ‘on the go’ recycling bins.

Anyone can get involved by pledging here. There will also be campaign features and social media throughout which you can engage with.

Following the campaign a Resource Toolkit will be developed which can be used to replicate delivery in other marine based resorts.

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**BPF publishes Circular Economy Briefing Paper**

The BPF has produced a new briefing paper called ‘UK Plastics Industry – The Enabling Industry for the Circular Economy’. The paper has been presented at a Circular Economy roundtable hosted by the European Forum for Manufacturing. The event was chaired by Clare Moody MEP and attended by key stakeholders including Pierre Henry from the European Commission.

Please find attached the briefing paper.

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**Report on oxo-biodegradable use in thick rigid products**

The BPF have responded to the new report by the Transfercenter für Kunststofftechnik which found that oxo-biodegradables plastics could be safely used in the manufacture of thick cross-section plastic products intended for long term use. The response stated that recyclers remain very concern about the impact of oxo-biodegradables as there is no way to ensure that the recyclate is only going to be used for the specific uses this and previous reports have examined. Quality is a top priority for recyclers and any perception that these materials could find their way into the recycling stream could undermine the reputation of this sector.

To read the report please click here and to see the BPF response please click here.

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**Olympics and paralympics**

The ribbon on all the medals from the recent Olympics and the upcoming Paralympics are made from 50% recycled plastic bottles as part of their strict sustainability criteria for the medals.

The Olympic rings which were displayed on Copacabana beach are also made from recycled plastic bottles collected from beach cleans. The company who has produced it, Dopper, makes reusable drinks bottles
from recycled plastic. Dopper is also making the Paralympic symbol to be displayed during the Paralympics. Tokyo is interested in the reusing these displays in their Olympics and Paralympics to show the circular economy.

The organisers of the Rio Olympics and paralympics have produced a packaging guide for the games which states it is desirable for every package to be produced in compliance with ecodesign principles which includes the use of recycled materials. A link to the report is available [here](#).

### Dates for your diary

- **Recycling Week** - 12th - 18th September 2016. Theme: The Unusual Suspects
- **Steering group meeting** - 28th September - The Bull Hotel, Peterborough - small group of PIRAP stakeholder meeting to discuss the action plan for the second year of PIRAP. If you feel you could contribute to this group please contact hjordan@bpf.co.uk.
- **Recoup Conference** - 29th September 2016, Peterborough
- **BPF Recycling Seminar** - 23rd November, Wales
- **IdentiPlast 2017** - 22nd and 23rd February 2017, Vienna

### New Signatory

**LINPAC Packaging** is a leading European producer of trays and film for packaging of fresh food. Headquartered in UK with approx. 2000 employees the company operates in 5 key segments. Protein (meat fish and poultry), Bakery, Fruit and Vegetables, Foodservice and Fresh Chilled prepared foods. Key product lines are PET trays, pots, clamshells and boxes with high recycled content, PP trays, Expanded Polystyrene trays and multi-layer high barrier lidding films.

**SURREY WASTE PARTNERSHIP** is made up of Surrey County Council and the 11 district and borough councils in the county. The County Council is the waste disposal authority and the district and borough councils are responsible for collections. It aims to manage Surrey's waste in the most efficient, effective, economical and sustainable manner. 53.2% of waste in Surrey is currently recycled.

**Monoworld Recycling Ltd** is part of Monoworld Group who have been in the recycling business for over 16 years. Monoworld Recycling Ltd have started a new state-of-the-art Plastic Recycling Facility as well as a wash line and can recover up to 100,000 tonnes of recyclate per year. This facility can handle post consumer pots, tubs and trays (including black trays) as well as mixed bottles. The sorted materials is then used in house in their hot wash plant producing high quality washed flake which is supplied back for extrusion, injection moulding and pipe applications in the UK and Europe.
The Co-operative Group is one of the world’s largest consumer co-operatives, with interests across food, funerals, insurance, electrical and legal services, has a clear purpose of championing a better way of doing business for you and your communities. Owned by millions of UK consumers, The Co-operative Group operates a total of 3,750 outlets, with more than 70,000 colleagues and an annual turnover of approximately £10 billion.

To see the full list of signatories please click [here](#).

If you have any updates or case studies relevant to PIRAP for the newsletter please contact [hjordan@bpf.co.uk](mailto:hjordan@bpf.co.uk).

PIRAP is an industry action plan that highlights where improvements may be made to enhance collection rates, adopt best-in-class collection methods, optimise sorting infrastructure and develop end markets for recycled plastics.