PIRAP newsletter - November 2016

Time has flown by since our September newsletter. Since then we have held a PIRAP stakeholder meeting looking at the second year of PIRAP and have been having discussions on actions which could take place through PIRAP. We will be providing some more information on this over the next few weeks.

Please keep providing case studies or sending copies of your press releases. Sharing best practice is a key feature of this newsletter and we want it to reflect all the exciting work which is taking place.

Don’t forget to share the newsletter.........

Please feel free to forward this newsletter to anyone you know who will find it useful. If someone would like 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

- WRAP launches recycling consistency vision

WRAP has launched its work on moving recycling collections to a more consistent approach in England. The vision is based on all residents being able to collect a consistent set of materials at the kerbside and this includes all rigid plastic packaging. In order to realise the vision, WRAP is working across the supply chain and in particular with industry to help to rationalise plastics packaging and make it more recyclable – this will help to encourage greater collection by local authorities and their waste management partners. For more information please click here.

- NEW WRAP Publications

Development and optimisation of a recycling process for PET pots, tubs and trays

Following on from previous work identifying new markets for clear PET pots, tubs and trays, this work looked to optimise the process for sorting and processing this material with a view to ensuring it could be achieved economically. A copy of the report can be found here. WRAP has some washed flake, compounded pellet and extruded sheet samples from this work and would be very interested to hear from any companies manufacturing moulded or extruded product from PET interested in trying some recycled content. Please contact Bernard Chase via bernard.chase@wrap.org.uk

Recycling Guidelines

Guidelines have been developed and tested for use with consumers and residents on what and how to recycle different items. The Guidelines include ‘Yes and No lists’ and also some reasons why items are on the ‘No lists’. This has proved particularly useful to consumers. The aim is for Local Authorities to review the guidelines with their waste management companies and also to weave some of the messages into their communications. The Recycle Now campaign will also adopt the findings and ensure that consistent information is given about what can be recycled. Thanks to all reprocessors who helped to ensure we could come up with a consistent list, this is very much appreciated. A copy of the Guidelines can be found here.
• Recycle now

During recycle week the Unusual Suspects film achieved over half a million views and 1.9 million impression. This included online support from Innocent Drinks, CBBC, Blue Peter, E4, Screwfix, Unilever, Oxfam, KBT and Barnardos. Recycle now ‘trended’ third in the UK on Twitter for the first time.

The Plastics Platform is running over October and November with a number of different activities and template material. As part of this 5 short films on ‘how to recycle…..’ different plastic items will be released. There has already been an experiential event in Sheffield City Centre which 600 people attended and there will be a 6 week campaign with Sheffield City Council to encourage householder to recycle more plastic bottles.

To find out more please see the attached document.

Case studies

PET liner recycling

Coca-Cola European Partners (CCEP), Viridor, Avery Dennison and PET UK have collaborated to help recycle 70 tonnes of PET liner waste. CCEP produce Smartwater in Morpeth and use a self-adhesive labels for its bottles. Prior to being put on the bottles the labels are carried on a transparent plastic (PET) liner. 8 tonnes of this liner waste is generated for every 10 million bottles produced.

The collaboration has meant that the liner can be shredded and extruded into a granulate which undergoes a special treatment to be used in the production of new PET thermoformable sheets.

To read the full case study please click here.

Alpla - recycled HDPE bottle for detergent

Alpla have worked with their customer Henkel, who is known for brands such as Persil, Schwarzkopf and Loctite, to move towards sustainable HDPE packaging. They already use around 20% rPET at their 10 largest production sites but are looking to use more rHDPE. As part of this project a pilot took place where 60,000 bottles were produced for a mild detergent for the first time using 15% recycled materials.

To find out more please click here.

Photo copyright: Henkel

Pledge 4 Plastics - World Record Attempt

Pledge4plastics launched a ‘keepy-uppy’ Guinness World Record attempt at the Arts by the Sea Festival in Bournemouth. The challenge was to see how many times they could keep a 2-litre plastic bottles in the air.
The Arts by the Sea Festival featured a number of artworks made from ocean plastics to encourage people to make small behaviour changes. The festival also hosted Tomorrow's Oceans Matter talks and included a presentation by Steve Morgan of Recoup promoting the benefits of plastics and what happens to plastic once it's put in the recycling.

This work follows on from their communication initiative to encourage locals, tourists and day-trippers in Bournemouth to recycle their rubbish in the right bin.

Please find attached the full article.

---

**On-pack Recycling Label Scheme (OPRL)**

OPRL have produced a short animation which explains their recycling labels. This film was developed with local authority officers and Recycle Now. To watch the animation please click [here](#).

A poster has also been produced which explains how local collections match on-pack labels. This is available to Councils and OPRL members. To find out more please click [here](#).

---

**PIRAP in the spotlight**

Helen Jordan presented on PIRAP to the Recoup Conference on 29 September. The message was the importance of the whole value chain approach of PIRAP and how supporters sign up knowing the rest of the value chain is also committing to doing their bit. The presentation compared this to all the people involved in the Olympics and Paralympics games and how they work as experts in their areas knowing that everyone else is doing the same and therefore together they will reach their overall aim of producing a great games. Let's recycle's write up of the conference discussed PIRAP as an example of work being done to improve stagnated plastic recycling rates.

The Coop signed up to PIRAP in August and used this as an opportunity to issue a press release which promoted PIRAP and encouraged other retailers to also sign up. Hopefully you saw some of the media coverage which included [Packaging news](#), [The Grocer](#), [PRW](#) and [MRW](#).

If you are able to promote PIRAP please get in contact. We are able to supply template press releases and social media.

---

**Dates for your diary**

- **BPF recycling Seminar - Plastics Recycling Pioneering Ideas and Regional Views**

  Wednesday 23 November
  Cardiff City Stadium, Cardiff
  To find out more and to register for this event please click [here](#).
If you have any updates or case studies relevant to PIRAP for the newsletter please contact 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.