Welcome to the first newsletter of 2017. The newsletter will take place quarterly during 2017 and we will continue to share your examples of best practice as well as provide updates.

Please keep sharing the newsletter to help it reach as many people as possible.

The newsletter is available at www.pirap.co.uk or please contact hjordan@bpf.co.uk if anyone would like to be added to the mailing list.

We now have 50 companies signed up as PIRAP supporters - please encourage any companies you work with to also support PIRAP.

PIRAP going forward

There will be some alterations to PIRAP in the future with more focus on specific barriers to plastic packaging recycling. Small working groups are being set up which will explore certain barriers to plastic packaging and work together to examine possible solutions. These groups will be made up of relevant stakeholders from across the value chain.

The newsletter will give regular updates on the progress of the working groups.

WRAP Update

‘What not to’ recycle animations
As part of the series of ‘How to Recycle…….’ animations which Recycle Now have been running on social media over the last few months they will now be launching a selection of animations on items that are NOT recyclable. The animations will be based around the house, kitchen, bathroom, lounge and bedroom.

Please help to promote these new videos using your own social media channels. Recycle now’s social media channels can be found below:

Recycle Now Facebook: www.facebook.com/recyclenow
Recycle Now Twitter: www.twitter.com/recycle_now

Packaging Rationalisation
A WRAP lead group have been set up to tackle key issues that hinder recycling of rigid plastics. The group is chaired by the Co-op, with representatives from a number of large brands, retailers and manufacturers, as well as the plastics and packaging industry (BPF
The key issues have been identified (with BPF members feeding in to this) and a strategy for roll out, including engagement with brands, retailers and manufacturers is being developed.

Contact Helen.bird@wrap.org.uk for further information.

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**BPF / PlasticsEurope Recycling Seminar – Pioneering Ideas and Regional Views**

The BPF / PlasticsEurope held a Recycling Seminar in Wales on 23 November 2016. The event was attended by about 60 people which included BPF members and non-members.

The seminar started with presentations from each region of the UK followed by a panel debate. This included the Welsh government presentation on their collection blueprint. There were clear differences between the regional approaches but all were aiming to improve quality while driving up recycling. The different barriers between the regions were identified such as the sheer number of Councils in England making it hard to engage with them all.

There were also presentations from:
- Total on their Circular Compounds range which contains 25-50% post-consumer recyclate
- Ricoh on their return, reuse and recycle initiative which sees waste as a potential funding source.
- Axion Consulting providing an update on Project Reflex and how existing technology can be used to recycle PE and PP film
- European Commission which included a discussion on fossil fuel usage and plastic leaking into the environment
- RPC:BPI on farm film recycling in Wales

Information on next year’s seminar will be sent out later in the year.

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**Case studies**

**BUNZL Catering Supplies**

Lord’s Cricket Ground have worked with BUNZL Catering Supplies, Simply Waste Solutions (SWS) and Closed Loop
Environmental Services (CLES) in phase one of a partnership to trial a new cup recycling initiative.

The trial, set up specifically to observe the effect of the newly designed recycling bins found that up to 15% of single-use plastic cups were self-segregated for recycling by spectators into recycling bins suitable for the venue. Phase one of the trial demonstrated the general public’s willingness to participate in recycling.

To find out more please see attached case study.

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**Recent commitments made to increasing recycling and the use of recycled content**

**Innocent**

Innocent have commitment to using at least 30% rPET or more in its bottles (many already have 50%). This is in support of their other existing commitments such as that all primary packaging should be widely recycled where sold and primary paper packaging is FSC certified. They will also be using more biomaterials in bottles.

More information is available [here](#).

**Unilever**

Unilever have recently committed to ensuring all of its plastic packaging is designed to be reusable, recyclable or compostable by 2025. It has already committed to reducing the weight of the packaging its uses by 1/3 by 2020 and increasing the use of recycled plastic content in its packaging to at least 25% by 2025 (against a 2015 baseline).

More information is available [here](#).

**P&G**

P&G have announced they will produce the world’s first shampoo bottle made from 25% recycled beach plastic. This project is in partnership with recycling experts TerraCycle and Suez. They also announced that by the end of 2018 more than half a billion bottles per year will include up to 25% post-consumer recycled plastics.

More information is available [here](#).
Dates for your diary

- **Identiplast** 2017 – 22 – 23 February, Vienna
- Plastics and the Circular Economy - Parliamentary Reception – 28 February, Edinburgh – Please contact pbaxter@bpf.co.uk for more information.

New Signatories

Bunzl Catering Supplies is the leading supplier of catering disposables, food packaging and hygiene solutions. Part of Bunzl plc, Bunzl Catering Supplies utilize its global resource to offer customers an unbeatable range of products and added value services that you won’t find anywhere else.

With an extensive range of leading brand products and trusted exclusive brands, Bunzl Catering Suppliers offer personal service and guidance from sales teams that are experts in non-food consumables.

Ecosurety is the UK’s leading compliance scheme and resource efficiency specialist, committed to reducing the environmental impact of UK businesses while improving performance.

With more than 1,000 customers including The Co-operative Group, Innocent and Mars, Ecosurety is leading change in approaches to environmental compliance throughout the UK, driving ever greater efficiencies of resource use.

As one of the fastest growing compliance schemes we can help you comply with your packaging, WEEE, batteries, ESOS and international obligations.

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.