Welcome to May’s PIRAP newsletter.

NEW PIRAP logo!

To help raise the profile of PIRAP we felt it was important to have a PIRAP logo. We encourage all PIRAP supporters to include the logo on their website. We recommend the environment or corporate social responsibility section of your website or your home page. This will help to spread the message about PIRAP and encourage more companies to become involved. A copy of the PIRAP logo is attached but if you need it in a different format please contact hjordan@bpf.co.uk.

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.

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**Plastic bottle working group**

In February, PIRAP held an initial meeting to gauge interest in a Bottle Recycling Working Group. This meeting was attended by a wide range of stakeholders, including representatives from prominent retailers, recyclers, the resource and waste management sector, the soft drinks industry, local councils and packaging suppliers. The meeting discussed current collection systems, recycling levels, options for improvement (including Deposit Return Schemes) and obstacles.

The stakeholders were of the view that there was a lack of robust evidence to support the idea that implementing an expensive DRS for plastic bottles in the UK would be the most effective way to reduce litter and improve recycling. They were of the view that the most beneficial course of action was to explore implementing more effective consumer awareness and behaviour change campaigns and stakeholder collaborations.

The attached ‘BPF Stakeholder Briefing - Deposit Return Schemes’ discusses the current situation in terms of plastic bottle recycling and the available evidence on DRSs.

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**End Market Working Group**
PIRAP is pleased to announce that a brand new working group looking at end markets is currently being explored. The working group will aim at investigating the creation of new end markets, developing further existing ones as well as preventing the loss of current end markets. To register your interest please contact hjordan@bpf.co.uk.

**WRAP Update**

**Recycle Now**
Recycle Now has just launched a national Home Recycling Challenge, working with Wastebuster, to help educate children about what can be recycled from all around the home. The challenge is aimed at Key Stage 1 and 2 children and involves them finding out what they can recycle locally by checking Recycle Now’s recycling locator.

A key focus for the campaign is to highlight those unusual items which people don’t always realise they can recycle such as shampoo bottles and kitchen/bathroom cleaning bottles. The campaign is supported by a range of short material-specific films which teachers can play in the classroom, these have associated activities linked to them that tie into the national curriculum for Maths, Science and English. One of the films focusses on plastics.

For more information please click here.

**Consistency in plastic packaging working group**
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 included). The key issues have been agreed by the group and the next step is to prioritise the issues and develop a roadmap to achieving them. Of the issues identified, black plastic is included. WRAP will continue to work closely with industry on solutions in conjunction with Recoup.

For more information please contact helen.bird@wrap.org.uk

**Case study**

Linpac, Tesco and Hilton Food have partnered to produce a lightweight Rfresh® Elite plastic pack for meat and poultry on Tesco’s shelves. The pack is made from over 95% food-safe recycled content which is typically from plastic (PET) water bottles from household waste. The pack follows good practice for recycling guidelines and does not have a PE layer meaning the mono-material is fully recyclable post-consumer.

For more information please click here.
Ikea have launched a kitchen which is made from recycled PET bottle and wood. 25 half litre PET bottles are used to create a plastic foil which coats the reclaimed wood kitchen fronts. Anna Granath, product develop at Ikea said that ‘Our ambition at Ikea is to increase the share of recycled material in our products so we are looking into new ways to re-use material...’.

For more information please click here.

Rinse, Recycle, Repeat is a campaign in the USA to recycle beauty and personal care products. It is first-ever beauty recycling program to encourage the collection and recycling and is run by Garnier, TetraCycle and DoSomething.org. It is aiming to collect 10 million empty packets by the end of 2017 and wants to change consumer behaviour from just recycling in the kitchen. It is partly focusing on college students with a competition to win a $5000 scholarship.

More information is available here.

Useful documents

- The Food and Drink Federation (FDF) and the Industry Council for research on Packaging and the Environment (INCPEN) have publish 'Packaging for people, planet and profit – sustainability checklist'. The checklist provides practical guidance for companies to improve resource efficiency. It is designed to help businesses in considering packaging as part of the overall system for delivering products from production to consumption.
- The Rigid Working Group which is part of the BPF Recycling Group have produced an article encouraging the use of recycled content in products. The article is called 'Recycled plastics: the eco-savvy product designer’s choice'.

UK Best Recycled Plastic Product 2017

RECOUP is delighted to be promoting and supporting an award at the Plastics Industry Awards 2017. The UK Best Recycled Plastic award aims to recognise innovation and advances in plastics recycling gives the plastics recycling industry the opportunity to demonstrate commitment to the environment and saving of resources using recycled materials. The closing date for entry is 23rd June 2017. The final entries will all be displayed and voted on at the RECOUP Conference on 28th September with the winner being announced at a glittering awards dinner at the London Hilton on Friday, 27th October 2017.

Entries must either be designed, recycled or manufactured in the UK. For more information or to enter the awards please click here.
PIRAP in the news

PIRAP supported Recoup’s latest Recyclability by Design guidelines. The press release for this was featured in large number of the industry press including CIWM, British Plastics and Rubber, eppm, Recycling Magazine, packaging news and resource.

Ecosurety were the 50th company to become a PIRAP supporter and the news was featured in Recycling & Waste World, Trading Products and Let’s Recycle.

New BPF Recycling Group Strategy

The BPF Recycling group have recently launched their new strategy. The strategy includes the group working closely with PIRAP. The strategy also makes the following proposals:

A: Split Plastic Packaging Recycling Targets
B: Creation of an Investment Fund for Developing New Technologies
C: Develop standards for all Grade of Plastic Feedstock for the UK or Export
D: Introduction of Recycled Content Procurement for all Public Bodies and Large Corporate Companies

To read the strategy please click here.

CEFLEX

CEFLEX is a new project which is building on the work of FIACE (which worked to quantify opportunities to increase recycling of flexible packaging) and REFLEX (an INNOVATE UK funded technical project focused on recycling flexible packaging in the UK). It is made up of 34 stakeholders covering the whole value chain. CEFLEX will work towards the development of collection, sorting and reprocessing infrastructure for post-consumer flexible packaging across Europe by 2025. As part of this design guidance will be developed for flexible packaging and End of Cycle infrastructure by 2020.

To find out more please click here.

Dates for your diary
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.