Welcome to the November PIRAP newsletter. I hope you have all had a good few months. As you will read in the newsletter we have been busy promoting PIRAP and are pleased to say there are now 61 PIRAP supporters. You can see the list of new PIRAP supporters at the bottom of the newsletter.

Please continue to share this newsletter and encourage companies you work with to get involved in PIRAP. Adding the PIRAP logo to your email signature is a great way to tell your customers you are a PIRAP supporter and encourage them to sign up.

Out and about promoting PIRAP

We have been promoting PIRAP at industry trade shows and conferences over the last few months. This has included RWM, Interplas and the Recoup conference.

We have produced new promotional material to help to increase the visibility of PIRAP and raise awareness of the initiative. This includes a banner and a leaflet explaining PIRAP. I have attached a copy of the leaflet which you are welcome to give to any organisations interested in PIRAP.

BPF promotes PIRAP at innovation Forum event

BPF participated in a panel debate during the event ‘How business can tackle ocean plastic pollution’ organised by Innovation Forum on 26th and 27th October 2017. During the panel Francisco Morcillo, head of public and industrial affairs at the BPF, described PIRAP as the cross-supply chain initiative which aims to accelerate the adoption of circular economy principles for plastics in the UK. Other speakers and attendees at the event included Amcor, Coca-cola, Fauna and Flora International, Greenpeace, HP Inc, IKEA, Mars, SUEZ and Sky.

PIRAP Progress Report

We are currently in the process of writing a PIRAP progress report. This will look at what the industry has done to increase plastic recycling since PIRAP started in June 2015. A list of all PIRAP supporters will be included in the report. Please check at www.pirap.co.uk that we have the correct logo for your company.

If you have any case study you would like included in the report please contact hjordan@bpf.co.uk.
**Black plastic recycling**

A cross-industry group of over 60 stakeholder led by Recoup have come together to address the issue of recycling black plastic.

A roadmap has been produced which has three objectives:
- Roll out the use of tried and tested detectable pigment
- Develop business models and new technology solutions to sort existing black plastic packaging material
- Assess and implement opportunities to change from black to an alternative colour

The group have collectively committed to *‘Find sustainable solutions by the end of 2018 that will enable the recycling of all black plastic packaging bottles, pots, tubs and trays’.*

To find out more please click [here](#).

**Recyclability by design**

Recoup’s new Recyclability By Design has been released. The document features updated recyclability tables which were produced with engagement from sorting facilities and re-processors.

To download Recyclability by design please click [here](#).

**UK Household Plastics Collection Survey**

The latest Household Plastics Collection Survey from Recoup has found that 58% of plastic bottles are recycled and 32% of pots, tubs and trays. 99% of local authorities are offering a collection of plastic bottles, 76% pots, tubs and trays and 19% film.

To download the 2017 Household Plastics Collection Survey please click [here](#).

**BPF Multiple lives of plastic packaging video**

This new video shows the multiple lives which plastic can have if it is recycled. It encourages people to view their used plastic packaging as a reusable resource rather than a disposal product.

The video is aimed at the public so feel free to share it.

The video is available [here](#).

**Test your knowledge on Plastic’s Environmental Impact and FAQs**

The BPF have produced a quiz where you can see how well you know plastic packaging and its impact on the Environment. There are also FAQs on plastic packaging.
Furthermore, there are also posters to download on why plastic is a sustainable choice and also how to stop plastic entering the ocean.

To find out more and to test your knowledge click [here](#).

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**Case study**

**ELG carbon fibre – rail project**

BPF member ELG Carbon Fibre are working on a two year project delivered by CCT, the University of Birmingham, the University of Huddersfield and Alstom on a new recycled frame for rail vehicles. The project will aim to reduce track wear, improve reliability and operational available through a health monitoring system and reduce energy consumption and global warming.

The first phase of the project will be to develop a design and work on the regulatory framework for primary composite structures in rail applications.

To find out more please click [here](#).

**Proctor and Gamble – Fairy ocean plastic bottle**

Proctor and Gamble have worked with TerraCycle to produce a new Fairy Bottle which is made from 90% post consumer plastic and 10% ocean plastic. In the UK 320,000 bottles will be released to customers in 2018.

They have also committed to continue to divert 8000 metric tonnes of plastic from landfill using an average of 40% post-consumer plastic across 481 million of our transparent dish care bottles.

To find out more please click [here](#).

**Marmax Recycled Products’ Buddy Bench**

Marmax Recycled Products’ Buddy Bench is award-winning. The Green Organisation have awarded recycled plastic furniture manufacturers, Marmax Products, a Green World Environment Award for their bench designed to help children laugh, learn and play together, regardless of race, gender, SEN or friendship groups. As with all of Marmax’s products, the Buddy Bench is made from 100% HDPE plastic saved from landfill here in the UK, which does not corrode, rot or splinter and is maintenance-free.

To find out more please click [here](#).

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**WRAP Update**
Recycle week 2017 success – The 14th annual Recycle Week took place this year between 25th September and 1st October with the theme of ‘Recycling – It’s Worth it’. The week had tremendous support from Industry bodies, Local Authorities and brand sponsors (including John Lewis, Currys PC World, Ocado and Wilco) and other partners both in digital media and participation in activities and events. It was an enormous success. The support helped #recycleweek to trend all day on Twitter on Monday before reaching the top spot at some point in the afternoon. Recycle Week featured had many appearances in national and regional press and on national and regional TV and local radio. Recycle Week had excellent metrics throughout the week including 727K animation views, 3 million impressions across all channels, and 3,000 entries to the daily competitions.

Container colour consultation - Responding to industry feedback, WRAP is conducting stakeholder consultation on the advantages / disadvantages of adopting a national colour scheme for household waste and recycling containers under the Framework for Greater Consistency in Recycling in England. Have your say here.

Plastics packaging recycling group - The packaging group, set up under the Consistency Programme, is seeking to identify and address elements that hinder the recycling process and rationalise polymers to those that are more widely recyclable, where practical and environmentally beneficial. A list of issues to be tackled by brands, retailers and manufacturers has now been published here: Formal commitment by brands, retailers and manufacturers to tackle these issues as appropriate, will be sought.

Dates for your diary

- Recycling the Unrecyclables – Thursday 23 November
  Speakers include Ellen MacArthur Foundation, Coca-Cola, Total and Windsor and Maidenhead Council.

- Plastic Packaging Seminar - Thursday 30 November
  Speakers include Mintel, Science Media Centre, IK and BKV.

New PIRAP supporters

RecycleBlu.com is an online sales brokerage platform for waste materials. The first of its kind to enable safe and secure online payment. The platform works as the focal point but at the same time providing personalised waste brokerage; waste audits and key account management to major buyers and sellers of waste materials. Our key sectors are Plastics, Scrap Metal and Paper & Carton.
Lazarus Polymers recovers, processes and renews mixed waste film plastics - turning this abundant (and currently wasted) resource into a renewed raw material for conversion into recycled plastic products. Their Process is about Sustainability. Resources which are currently incinerated or worse - landfilled - are recycled into truly useful everyday products.

Once these products reach end-of-life, they can be shredded and reused again in the Lazarus Polymers process. Additionally, any reject plastics products made by our customers can, likewise, be reused as feed material in the Lazarus Polymers process.

Furthermore, the non-polymer (organic) fraction extracted in the separation and clean-up stage is not wasted, but used to fuel an on-site boiler to provide heat for the process.

Marmax Recycled Products are award-winning manufacturers of recycled plastic furniture. From picnic benches and traditional park benches, to dog agility equipment and even special education needs playground furniture, Marmax Recycled Products uses only 100% HDPE plastic saved from landfill here in the UK. As well as being environmental friendly, all of Maxmax's products do not rot, corrode or splinter and are maintenance-free, making them ideal to be left outdoors all year round.

Comply Direct are one of the largest producer compliance schemes in the UK and aim to support PIRAP by contributing to increasing plastic packaging recycling.

As a government approved packaging producer compliance scheme, Comply Direct ensure UK companies are registered for packaging compliance and we take on their legal obligation. Comply Direct are one of the largest buyers of PRNs in the UK utilising a UK wide network of accredited re-processors and exporters generating PRN/PERNs accordingly.

Comply Direct assist over 1000 businesses both in the UK and overseas to ensure compliance with a wide range of environmental legislation including the UK Packaging regulations. Britvic, Beiersdorf, Associated British Foods and John Lewis all currently work with Comply Direct to ensure compliance.
Plastecowood, based in North Wales, receives UK generated plastic waste, predominantly but not exclusively, from household collections and reprocesses the plastic to produce recycled plastic lumber - planks, posts, boards and profiles primarily for external uses. We call this range of high endurance, long-life products Smartawood™.

Plastecowood offers waste authorities, waste producers, waste manager and licensed waste carriers the opportunity of recycling and reusing a wide variety of coarsely sorted mixed or single stream plastics, which in many cases would be destined for burial in landfill. Their waste stream can be reused and re-moulded into Plastecowood’s Smartawood product and re-purchased to replace products that they procure everyday which have historically been made from virgin material, metal, plastic, imported or homegrown timber.

To find out more please click [here](#).

Realise Futures Eco Furniture is an outdoor service specialist providing 100% recycled plastic outdoor furniture and play equipment that is safe, tough and durable. They pride themselves on our high quality products and service and, with over thirty years in the trade, their dedicated and professional workforce are able to work with you to produce standard or bespoke products to your exact requirements.

Based in Ipswich, Suffolk we are part of Social Enterprise Realise Futures, providing products and services that create opportunities for people to succeed in work, learning and life. They work with people with disabilities and/or disadvantages, and provide work experience, training, skills development and employment in a supportive setting. Success for us is measured by the positive impact on the lives of those we support. Realise Futures: taking care of people as well as business.

To find out more 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.