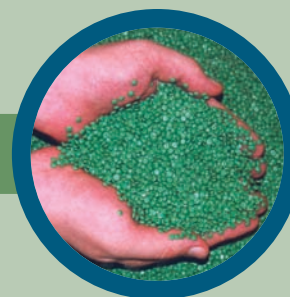


RECOUP

REcycling Of Used Plastics Limited



Planning a **plastics packaging journey**



 Business Line

 Environmental Line

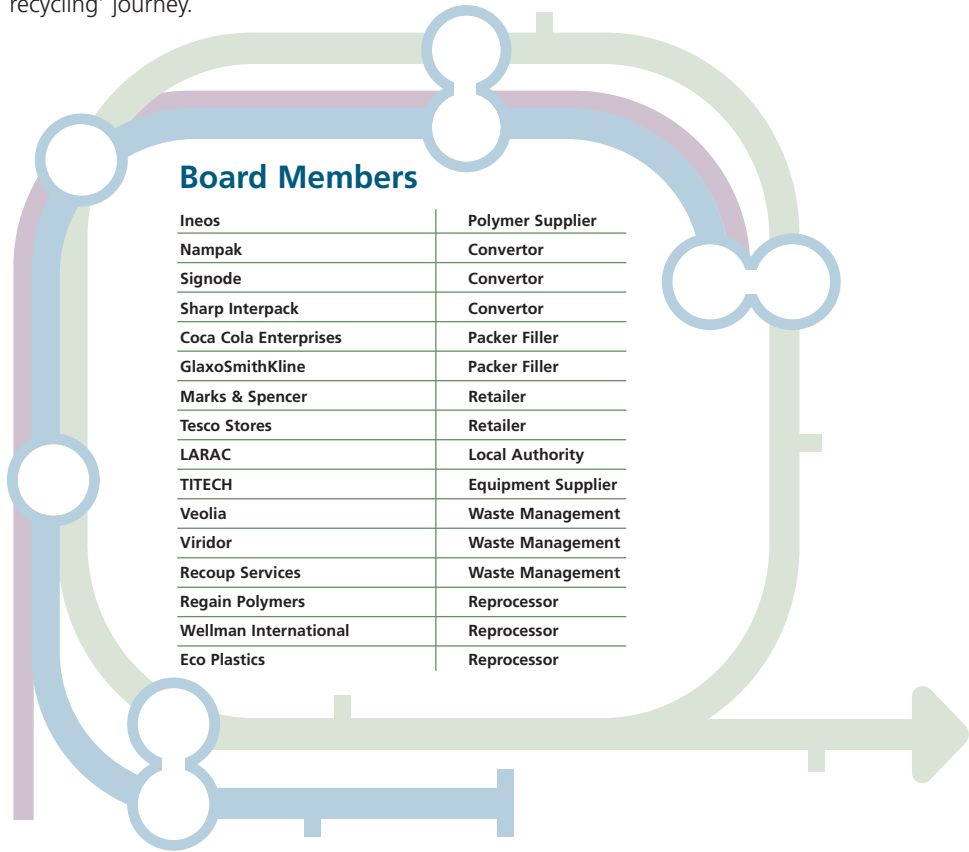
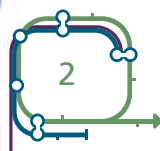
Our Journey



Recoup is a leading authority on plastics waste management and recycling, founded in 1990 to instigate and develop UK plastics packaging recycling opportunities at the request of industry. Recoup has worked tirelessly over the past 20 years to stimulate, innovate and guide the design, procurement, collection, handling, sorting and reprocessing of UK plastics packaging within practical, economically viable and environmentally sound parameters.

Today Recoup is a forward thinking independent organisation drawing on the knowledge and expertise across its broad network. Recoup offer a 360 degree view of the industry and can provide expertise and assistance at each stage of the packaging journey. Built on a network of members representing all areas of the plastic supply chain, the experience and depth of knowledge of Recoup is also underpinned and supported by the strength of its team and board members. This includes market leaders across each sector, and allows Recoup to add insight, initiative and value to projects across the 'plastics packaging recycling' journey.

Every journey starts by choosing a destination, we ask you to choose **recyclability** and let Recoup be your guide



Board Members

Ineos	Polymer Supplier
Nampak	Convertor
Signode	Convertor
Sharp Interpack	Convertor
Coca Cola Enterprises	Packer Filler
GlaxoSmithKline	Packer Filler
Marks & Spencer	Retailer
Tesco Stores	Retailer
LARAC	Local Authority
TITECH	Equipment Supplier
Veolia	Waste Management
Viridor	Waste Management
Recoup Services	Waste Management
Regain Polymers	Reprocessor
Wellman International	Reprocessor
Eco Plastics	Reprocessor

Recoup provides expertise and guidance to a wide range of clients and organisations, working with many leading UK and international recycling groups to ensure that it assists the implementation of latest best practices and developments. Together with its valued membership network, contacts and clients, Recoup will continue to work across the industry to help shape a socially responsible plastics packaging recycling future.

With all packaging materials increasingly under the sustainable spotlight, plastic is not alone. Recoup works alongside other material organisations, where appropriate, contributing to the wider societal journey and behavioural change recognising plastics waste material as a valuable resource and making recycling part of our everyday thinking.

Our Aim

Realise the **Business** and **Environmental** case

Excellence in plastics waste management is increasingly important for businesses requiring compliance with statutory targets and for local authorities seeking to offer best value services. Effective management of plastics waste will improve the environmental reputation of plastics, enable low-cost compliance, meet statutory needs and provide consumers with the service they expect.

The demand for better methods of plastics waste management – particularly in the household waste stream – is likely only to increase. If no action is taken now to ensure that plastics are easily integrated into modern, high-performing recycling and recovery systems then businesses and councils will fall short of the demands for these services – with consequences.

The requirement for 'value recycling' is also fundamental to the successful development of UK plastics recycling by ensuring that sustainable and commercially viable systems are adopted and appropriate material quality is supplied.

There are many untapped opportunities for plastics recycling and recovery that will result in significant, affordable environmental gains. But by failing to explore these opportunities now, supply-chain businesses risk penalties, increased long term costs and losing the competitive edge for this lack of foresight and planning.

Gain by maximising efficient recycling & recovery of plastics

To respond to this risk, Recoup works to develop and share the 'know how' required to ensure effective planning and implementation of plastics recycling and recovery systems and associated policy. By doing this we will reduce the costs to society of delivering excellent plastics waste management, improving the reputation of plastics and delivering real environmental improvements.

For businesses the benefits of this positive approach are clear:

- ✓ Reduced risks to business 'bottom line' from escalating compliance costs, market restrictions, costly regulation and business reputation management
- ✓ Identification of opportunities for commercial benefits through new supply chains that plastics recycling offers and through enhanced reputation

To deliver these outcomes we need the involvement of businesses to shape policy and to finance delivery of the programme. At its most basic, even a small investment in this industry campaign is insurance to manage a business risk. For forward-thinking organisations solving the challenges of plastics waste management will enable them to capitalise on new commercial opportunities in the markets they supply.

Read on and see what this means in practice.



● 32% plastic packaging recycling target for 2011 and 2012

● Estimated 2.5m tonnes of plastics packaging consumed in 2011



Forward Thinking

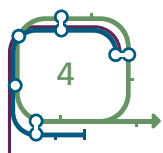
CSR matters to all of us

Corporate Social Responsibility (CSR) matters because it mirrors the core values of the society in which we wish to live. It matters to individual companies, big or small, who through innovative products and services, new skills and stakeholder engagement can improve their economic, environmental and social performance in the short and long term. It matters to those who work in and for companies, for whom it can help to create a more rewarding and inspiring working environment. It matters to those who buy from companies, to consumers who are paying more and more attention to the social and environmental credentials of the products and services they buy. It matters to the local communities where companies operate, who want to know that they are living amongst organisations that share their values and concerns. It matters to investors who feel that responsible business behaviour needs to be encouraged. It matters to people in other parts of the world who expect European based companies to behave in accordance with European and international values and principles. And it matters to our children and future generations who expect to live in a world which respects people and nature.

Ref: COMMISSION OF THE EUROPEAN COMMUNITIES Brussels, 22.3.2006 – COM (2006) 136 final:

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL AND THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE

Recoup follows the principles of recognised CSR definitions and statements, but CSR itself can still often be undefined in terms of shape, opportunities and limitations. It can be difficult to see, touch and understand. We can help you to turn CSR statements and policies into something practical, visible and measurable. Turning a tick in the box into tangible deliverables which fits the development and goals of your business, both environmentally and commercially.



At Recoup what does this mean in practice?

Firstly, it means not just recognising the growing importance of the CSR ethos at ground level, but turning that recognition into actions through-out our day to day business, across our employees, members, clients, suppliers and our environment.

It also means:

-  Making sure we have the right knowledge at the right time and that we use this to deliver appropriate responses to the right audience
-  Delivering projects that practically demonstrate opportunities to enhance the recycling and recovery of plastics; highlighting ways to improve the efficiency of plastics recycling and share key knowledge that will make plastics waste management options better, more accessible and cost-effective
-  Advising the UK government and other stakeholders on strategic and policy issues of importance to assist the sustainable development of plastics waste management and recycling
-  Looking to the future to consider relevant risks, opportunities and sound policy direction and empowering our members and clients to cascade this approach through-out their organisation

For packaging supply chain businesses this means local councils and communities are encouraged to action with a better understanding of current and likely future opportunities to recover plastics waste; it means greater supplies of plastics to recyclers and support in achieving necessary targets; it means better regulation and more affordable outcomes.

Specific examples of Recoup's achievements include:

-  **Better recycling**
 - Supporting councils in the UK to help them deliver and improve plastics recycling programmes with advice and equipment
 - Identifying and promoting successful methods of plastics collection and handling. Many councils reporting 'little or no extra cost to collect and recycle plastics' by using techniques that Recoup have originated, researched and recommended
 - Material specifications – producing collection and handling specifications for plastic bottles and position statements for non bottle plastic packaging, to ensure that local authorities and their contractors only collect plastics for recycling that can actually be recycled through commercial and auditable outlets
 - Working with Government Agencies, equipment suppliers and consultants to identify efficient handling solutions for mixed plastic packaging

- Stimulating recycling of previously 'untapped' packaging from 'on the go' locations. Working with organisations such as: Coca-Cola Enterprises, WRAP, GlaxoSmithKline, Tesco, Reckitt Benckiser and Nestle Waters to deliver 'Recycle on the Go' schemes across the UK and mainland Europe
- Initiating, collecting, analysing and publishing key information to provide data for benchmarking, giving guidance and steering organisations to develop a consistent approach to UK plastics recycling
- Developing detailed strategies for encouraging new recycling programmes regionally and nationally, in Scotland, Wales, Ireland and the North East of England in partnership with local delivery organisations
- Recyclability by Design - producing a practical internationally endorsed guide on how packaging manufacturers and specifiers can optimise the recyclability of their plastic packaging. Opening the eyes of the design and procurement world to the practicalities and considerations for the recycling and waste management industries
- Pack review and design guidance – specific pack guidance, dove tailing of this 'guide' into an organisations daily design practices, tailoring specific materials to reflect pack formats, and reviewing current designs and their recyclability





- 50% of all household and similar waste recycled by 2020
- £8 /tonne yearly landfill tax increases

Better communication

- Recycle Now (formerly 'the BIG recycle') – We're one of the initiators and the plastic industry partner in this national consumer recycling campaign that has generated regional and national TV, radio and other media profile to encourage recycling behaviour. This has generated amazing value for money from our investment. This work was extended in 2009 and in partnership with WRAP and the Material Recycling Organisations, a secondary school, curriculum based resource was launched
- Sharing learnings, guidance and best practice across the plastics packaging supply and recycling chain through the delivery of highly successful conferences, workshops and tailored training
- Via our website, publications and enquiry service, provision of easily accessible resources to aid understanding and implementation of efficient plastics packaging recovery initiatives

Better policy

- Using our strong understanding of the practical, economic and environmental drivers to inform Government and other key stakeholders of 'good practice'
- Recoup has worked with DEFRA, The Advisory Committee on Packaging, WRAP and across-materials with the 'Material Recycling Organisations' group to plan and shape growth in recycling achievements. More recently our key stakeholder working includes INCPEN, The Packaging Federation, PAFA, BPF Recycling Council and the BRC
- Providing representation and commentary for our members at industry events, forums and consultations across Europe, including, DEFRA, Packflow, PRAG (Packaging Recycling Action Group), and EPRO (European Association of Plastics Recycling and Recovery Organisations)
- Supporting our knowledge base with real market experience through our trading subsidiary, **Recoup Services**. This includes market intelligence, trend analysis, PRN accreditation and demand and value for materials

What are the key issues that we'll be targeting?

- Safe guarding realistic plastics recycling targets and policies for the UK and our members, ensuring they are challenging but achievable
- Increasing UK plastics packaging recycling whilst developing and maintaining quality
- Sustainable and controlled development of non bottle packaging recycling, based on practical collection, sorting and reprocessing opportunities
- Leading the way to increasing 'Recycle on the Go' collections of plastics, e.g. from leisure attractions, shopping centres, transport hubs and offices
- Understanding and advising on the impacts of changing plastics materials (e.g. biodegradables, laminates and co polymers) on packaging recycling systems
- Quantifying the contribution of effective plastics waste management systems to sustainable development issues (e.g. resource management and climate change)



Key Benefits



You already know that plastics packaging is a very environmentally efficient product delivery system. Plastic is frequently the packaging material of choice - fit for purpose, reducing transport costs and minimising product wastage. But you also know that the biggest perceived drawback for consumers and regulators by far is the lack of opportunity to recycle and its impact on waste management systems. By working closer with Recoup, you can become part of the recovery solution, working to develop a sustainable business model.

By improving the economics and understanding of plastics waste management, the costs that your business pays can be reduced, both financially and environmentally. The expenditure on recycling can fund investment in better facilities for plastics – rather than other competing materials.

-  Your support of Recoup enables a focussed and targeted campaign demonstrating cost-effective solutions to the challenges of plastics waste management. As a result compliance charges to your business and the costs of managing reputation issues can be understood and reduced
-  You will have specialists working on your behalf to help develop effective, sensible policies at a national level that allow the delivery of better environmental standards without excessive cost and bureaucracy for your organisation
-  You will access information on plastics recycling and associated issues that will enable you to identify opportunities, inform colleagues, and help you to plan and realise effective business strategies in this area
-  You can demonstrate to stakeholders a specific and relevant business activity within your corporate social responsibility (CSR) programme both directly and through recognition in Recoup publications and services

Take action now

The environmental challenges of plastics waste must be addressed and the plastics supply chain does and will continue to have a responsibility to address these challenges – and to meet the associated costs.

Will you and your business simply be reactive, paying compliance costs and reacting to problems as they arise - or will your business make a modest investment in the planning, development and communication that is needed to reduce costs and improve performance?

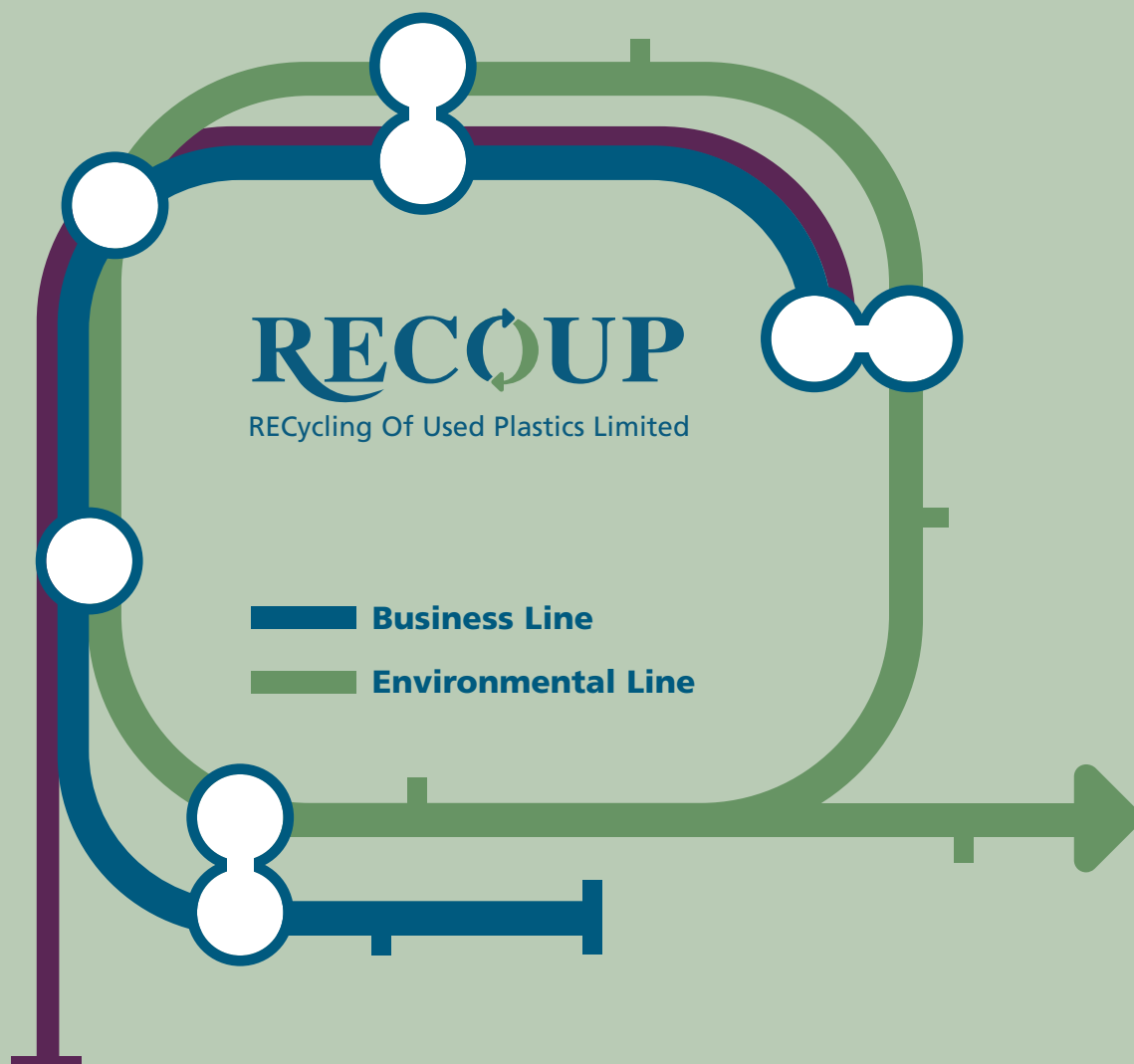
The best way to predict the future is to help create it. Becoming a supporter of Recoup, as a **valued member, client or sponsor**, will provide you with the opportunity to play your part in improving plastics waste management in the coming years. By helping Recoup to deliver grass routes improvements and also by looking at and influencing the bigger picture, you can help.

Get involved today by speaking to one of the Recoup team and let your business engage with us on the journey to provide sustainable plastics packaging recovery solutions.



● **1.5 tonnes of carbon saved per tonne of plastic recycled**





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