

**Lord de Mauley announces Defra backing for new plastic recycling communications initiative at Recoup Conference**

In his keynote speech at the Recoup Plastic Recycling Conference and AGM, Lord de Mauley announced that Defra would be adding their support and financial backing to Recoup's new initiative, and that it would be 'a significant step to help reduce waste, achieve the ambitious plastic packaging recycling targets to 2017, and keep valuable plastic resources from ending up in landfill.'

The initiative, launched earlier in the day by Recoup CEO, Stuart Foster, will develop plastic recycling communications tools and guidance to provide support to local authorities to increase the collection of plastic packaging for recycling, and deliver more consistency of information. By providing clear messages and minimising confusion, this will help consumers to take the right actions and ultimately lead to more plastic being recycled.

Together with Defra, the founding signatories of this initiative include Marks & Spencer, Kent Resource Partnership, Unilever, WRAP, Coca Cola Enterprises, Nestle Waters, RPC, Veolia, Closed Loop Recycling and Valpak. Both the minister and Recoup called for more organisations to come forward and support this worthwhile opportunity.

Mr Foster noted that 'understanding consumer behaviour is the key to changing consumer behaviour, and as such the first activity under the new initiative will be an in depth plastic recycling consumer insight study to build on existing knowledge. From this work, the steering group made up of the founding signatories will develop the consumer facing campaign and will aim to launch the consumer facing tools before the end of the year.'

The Recoup Plastics Recycling Conference took place in Peterborough and was free to attend. Over 200 delegates took the opportunity to share knowledge and experiences, and to learn more about current trends in plastic recycling from leading industry speakers.

During the day, Recoup launched two of their flagship documents, the '**2013 UK Household Plastics Packaging Collection Survey**'; and an updated version of '**Recyclability By Design**' which will be free to download from their new website from 11<sup>th</sup> October.

Other key points of the day included a debate over the exclusion of biodegradable bags from the recently announced carrier bag tax. The 5p per bag charge, which will only apply to supermarkets and larger stores, will begin after the 2015 election, with the proceeds going to charities.

Led by Bernard Chase of Regain Polymers, there was also discussion around the current lack of parity within the PRN system, and called for a review of the unfair advantage which currently exists for export markets when compared to UK plastic reprocessors.

Mr Foster said that this conference demonstrated again that 'Recoup can help bring together so many relevant organisations from the plastic supply, use and recycling chain to discuss and debate

the hot topics, and understand the opportunities for the future of plastics recycling in an impartial environment. Recoup has been in existence for 24 years now, and I am certain will be central to the future success of plastic recycling.'

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Editors Notes.

Separate press releases will be issued by Recoup regarding the 2013 Survey and updated recyclability by design document.

For more information please contact Recoup ; telephone 01733 390021

#### MORE ABOUT RECOUP

Recoup deliver research, project management and policy review activities for its members and clients, working to maximise plastics recycling by stimulating the development of sustainable plastics waste management practices. This includes the improvement of plastics collection and sorting activities across the UK, undertaking bespoke research to identify good practices and remove barriers to the adoption of efficient recycling systems.

- Recoup stands for RECYCLING OF USED PLASTICS
- Recoup was founded in 1990
- Recoup is a UK leading authority on plastics packaging recycling, providing expertise and guidance to a wide range of clients across the plastics supply, use and disposal chain
- Recoup is built on a network of members and associated organisations across all sectors involved in plastics manufacture, use, disposal and recycling
- The Peterborough-based company has charity status and its patron is Dr David Bellamy OBE
- Recoup works with many other leading international plastics recycling organisations to ensure that it stimulates the implementation of latest best practices and developments world-wide.
- Much of the good work that Recoup undertakes is achieved by the support of their valued members.