RECOUP
RECyling Of Used Plastics Limited

Leading the continued development of sustainable plastics recycling

Registered Charity Number: 1072029
Who we are

RECyling Of Used Plastics Limited (RECOUP) is a registered charity and not-for-profit member based organisation. RECOUP works in collaboration with all stakeholders to promote, develop, stimulate and increase the levels of plastics recycling with in the UK.

RECOUP uses the knowledge and expertise of its network both in the UK and internationally to deliver insight, research and projects.

Since 1990, RECOUP has worked to stimulate, innovate and guide the design, procurement, collection, handling, sorting and reprocessing of UK plastics packaging and wider plastic products. With strong cross sector support, RECOUP will continue to promote increased supply and recycling chain collaboration, encourage impartial and practical debate, deliver unbiased reports and research, and advocate sensible actions to secure a bright future for plastic resources and recycling.

Prof. David Bellamy OBE
RECOUP Patron

“I am pleased to say that after many years as patron of RECOUP, the organisation continues to play a critical role in the development of UK plastic recycling. RECOUP are entering a new era, and facing challenges which are comparable with those some 25 years ago when originally formed. With strong support from the entire plastic supply and recycling chain, we are confident that we can address and overcome these challenges.”

Mike Barney
RECOUP Chairman and Trustee

“These are encouraging times, with the level of interest in our organisation, plastic resources and recycling continuing to grow. We are well aware that there is still a lot of work to be done. We are faced with more questions and debate around sustainability and resources than ever before, but I genuinely believe that we can and will collectively step up to the challenge.”
The Board

RECOUP is underpinned by the strength of its team and its trustees. Board members include market leaders from across each industry sector and allows RECOUP to add insight, initiative and value to its work.

The Board of Trustees and Advisors meets quarterly to represent their sector and develop RECOUP’s strategy and direction.

The Trustees are supported by a team of professional advisors with specific expertise in recycling, finance and legal issues. Trustees are all senior managers and directors, providing valuable input and expertise on issues affecting the plastics recycling industry. They bring particular knowledge of their sector areas, ensuring that the financial and operational activities of RECOUP serve the best interests of plastics recycling, providing value for members.

Trustees are nominated and elected by RECOUP members.
The Trustees

James Crick
Consultant
Nampak

David Baker
Commercial Director
RPC Promens Industrial

Sion Stanfield
Owner
Eco-procure

Steve Almond
Sales Engineer
TOMRA Sorting Solutions

Jim Armstrong
Director
Kermadec Ltd

Dave Thomas
LARAC Representative and
Recycling Officer
Rushcliffe Council

Stuart Hayward-Higham
Technical Development Director
SUEZ recycling and recovery UK

Paul Brennan
Commercial Manager
Wellman Recycling

Kevin Vyse
Primary Foods Packaging Technologist & Packaging Innovation Lead
Marks and Spencer

Ian Burnham
Partner and Head of
Laytons Private Client Group

Iain Ferguson
Environment Manager
The Co-operative Food

Mike Baxter
Corporate Affairs Director
British Polythene Industries PLC (BPI)

Richard Kirkman
Technical Director
Veolia Environmental Services

Shaun Sargent
Visionary Value Generator
Aura-Soma Products

Glyn Staines
Technical Manager
Dart Products Europe
Stuart Foster  
**Chief Executive Officer**

“With the necessity for this generation to take greater environmental responsibility, the work of RECOUP is more important than ever before. The direction is absolutely right with a fundamental shift toward better long term use of resources and the development of circular economy models. But it is imperative that the practical business case for maintaining and increasing plastic recycling is robust, and more companies recognise and support the valuable work of RECOUP in achieving these aims. I believe plastic has the potential to be a truly sustainable and circular resource, and improved re-use and recycling will have a crucial role to play.”
The Aims of the charity are to:

- Increase plastics recycling.
- Improve positive view and visibility of plastic recycling.
- Retain and grow RECOUP network through funding and membership to deliver the vision
- Maintain balance, impartiality and position of the organisation

The Vision of the charity is to:

Lead and inform the continued development of plastics recycling that is sustainable and protects resources.

CSR Objectives Support

Through their activities RECOUP are able to supply their stakeholders with source data, closed loop assistance, sustainable life-cycle advice and reference information on plastics recycling and resource management within the UK. At RECOUP we;

- Deliver the annual UK Household Plastics Collection report with data from all UK Local Authorities. The data is analysed and available to all interested parties across the plastics industry and government bodies.
- Update regularly the Recyclability By Design document for the use by all plastics packaging designers and manufacturers to solve sustainability and recyclability issues in relation to plastics packaging.
- Share best practice to improve environmental sustainability of plastics recycling for the benefit of all stakeholders.
- Encourage continuous improvement of plastics resource management to advance sustainability.
- Work in partnership with stakeholders to reduce plastics leakage into the natural environment.
- Promote the environmental benefits of plastics as a valuable resource and engage with trade and national press for the benefit of the industry.
- Collaborate with other organisations and bodies with shared aspirations for the development of sustainability and resource efficiency in plastics.
- Encourage through direct consumer engagement responsible disposal of plastics packaging.
- Educate children and adults through the Pledge 4 Plastics programme and deliver individual projects on the benefits and uses of recycled plastics.
- Collaborate with the industry to promote responsible plastics recycling within the UK.
RECOUP in Numbers

Over 75 Members

Established in 1990
Over 500 enquiries each year

RECOUP RECyling Of Used Plastics Limited

2.5k Followers
250k Impressions
25k Website users

Over 80+ Pledges
to recycle more plastic

Plastics Resource Groups / Conference / Meetings

Over 20K Consumers
directly engaged with!

Over 40+
in 2016

RECOUP Plastics Recycling Conference

In 5 years
1250 delegates
over 100 speakers

2016 220 delegates
22 speakers

RECOUP in the press 2016

Downloads in 2016
Recyclability by Design

Over 498
UK Household Plastics Collection Survey

Over 455
Pledge 4 Plastics Plastics Recycling Resource Pack

Over 250k Impressions
25k Website users

RECOUP in Numbers
Plastic has the potential to be a truly sustainable and circular resource, and improved reuse and recycling will have a crucial role to play. Will you and your business simply be reactive, paying compliance costs and responding 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?

- More than 40% of bottles and 70% of pots, tubs and trays are NOT collected for recycling.
- It costs up to £78 million each year to dispose of the plastic bottles, pots, tubs and trays not collected for recycling from UK households.
- The average household uses around 500 plastic bottles per year but only recycles just over half of them.
- Positive consumer behaviour change is central to tackling ongoing ambitious recycling targets and achieving circular economy aspirations.
- The need to demonstrate that plastic is a truly sustainable & circular resource.

Resource Security

A key function of plastic recycling is the ability to reclaim and utilise resources that would otherwise go to waste. Creating a better understanding of the true impact of resource use, and making more efficient use of the resources that we will have lead to a stronger value chain and more materials of the appropriate quality generated for recyclate markets.

Circular Economy

Creating a circular economy will have a number of benefits for plastics which can be a valuable and circular resource. Moving away from the existing approach of manufacture, use and disposal within a consumer driven society, will require some major changes to existing business models, and will challenge current systems.
RECOUP in action

Thank you to all our members for their support, it has allowed RECOUP to:

• Deliver a number of key projects which are available for the membership to use as a resource.

• Recyclability by Design - a key document written by RECOUP for reference by the manufacturers and designers of plastic packaging giving recycling guidance for plastic packaging.

• Pledge 4 Plastics - a behaviour change educational programme, with a toolkit including an animation video available for all Local Authorities to download and use. The communications, which all align with Recycle Now, promote behaviour change through transformation messages.

• Annual RECOUP Local Authority survey is the most complete review of the collection of Household plastics for recycling.

• UK representative and board involvement within EPRO (European Plastics Recycling Organisation).

• Support of innovation in plastics recycling through project management and delivery of plastic recycling trials and tests.

• Hold an annual Conference to provide the plastics industry with a platform to share knowledge, discuss the industry’s hot topics and promote member innovation.
RECOUP in action

How RECOUP help you

RECOUP work to maximise efficient plastics recycling. RECOUP does this by activities in the following areas:

• Stimulating the development of sustainable plastics waste and resource management, especially the development of plastics recycling schemes across the UK.

• Undertaking research and analysis to identify good practices and remove barriers to the development of efficient plastics recycling systems.

• Providing expert technical support, training and consultancy services for the development of efficient plastics recycling schemes for local government and waste contractors.

• Promoting the use of recycled plastics in high quality end products.

• Providing strategic guidance, training and consultancy services to plastics supply chain businesses on the commercial opportunities and risks resulting from a growth in recycling and associated legislation.

• Representing the interests of the plastics recycling supply chain to National Government and other key stakeholders and lobbying for improved national approaches and allocation of finance.

• Providing accurate information, educational material for behaviour change initiatives and local promotional services to increase consumers use of current plastic collection facilities and to encourage the development of new facilities.

RECOUP works primarily on projects in the UK as well as providing support for international programmes.
What our members say

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 resource management in the coming years.

Let your business engage with us on the journey to provide sustainable plastics recycling solutions.

Through a practical approach, RECOUP and its network is ideally positioned to monitor, research and engage the plastic recycling challenge. This includes the production of well-respected and balanced reports on packaging recyclability and collection systems which help to inform the debate and address barriers to plastic recycling growth.

Katherine Fleet
Group Sustainability Manager
RPC Group

We have first-hand experience of the benefits of supporting RECOUP, both on the development of strategy and delivery of plastic recycling projects. RECOUP encourage all members to have a voice, and bring balanced and trusted advice and expertise to the plastic recycling debate. The opportunity to exchange information with a range of professionals on the subject of plastic recycling is also of great value.

Kevin Vyse
Primary Foods Packaging Technologist & Innovation Lead
Marks & Spencer

Unlike most trade associations, RECOUP cuts across the different sectors with an independence and genuine expertise to inform plastic recycling development. RECOUP cannot complete their work without members, and like Veolia, we hope others recognise their invaluable contribution to plastics recycling over the past 25 years and join the organisation so we can all overcome the challenges that lie ahead.

Richard Kirkman
Technical Director
Veolia Environmental Services

Our long standing support of RECOUP has allowed us to engage with other pro-active supply and recycling chain companies to collectively increase plastic recycling. The support and expertise from RECOUP has been, and will continue to be invaluable and extremely beneficial to us in achieving our recycling goals.

Giustina Diana
Recycling Manager GB
Coca-Cola European Partners