



impact report 2018



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Images:

Front cover, clockwise from top right: Impact Solutions, Recycling Technologies BOSS machine, James Piper speaking at the UK Bottled Water Conference, #LeedsByExample recycling bin

Opposite: #LeedsByExample recycling reward machine

Introduction



What a rollercoaster year 2018 has been for the compliance sector.

From China closing its doors to waste imports, to the National Audit Office's damning report on our PRN system, it has certainly had its fair share of dramas. However, it has also been a year of positive action, particularly from UK government as it published a series of proposals to tackle the growing tide of post-consumer waste. In December, Defra launched its Resources & Waste Strategy – a plan of action for the UK to shift to a circular economy so valuable material resources are kept in use for longer.

Though some of the revelations of 2018 were uncomfortable for the recycling industry, I believe they needed to happen. The NAO report reiterated much of what Ecosurety's 5-year long campaign has been calling for: a reform to the UK's PRN system so that greater transparency and higher rates of recycling can be achieved. To see action on this issue being taken at a governmental level is hugely encouraging. Legislative change is essential if we are to build a recycling sector fit for the 21st Century.

But so too is action from business. Ecosurety has never been a company that sits back and waits for things to happen. Throughout 2018 we have been working to drive forward pioneering projects, collaborative partnerships and cutting-edge innovations. We fundamentally believe that everyone – consumers, reproducers, local authorities, businesses and the environment – stands to benefit from improvements made to our recycling sector and on this basis we're dedicated to instigating change.

And so in the pages of our 2018 impact report we appraise the work we have delivered beyond our core compliance services. From #LeedsByExample, the UK's biggest collaborative push to date to tackle on-the-

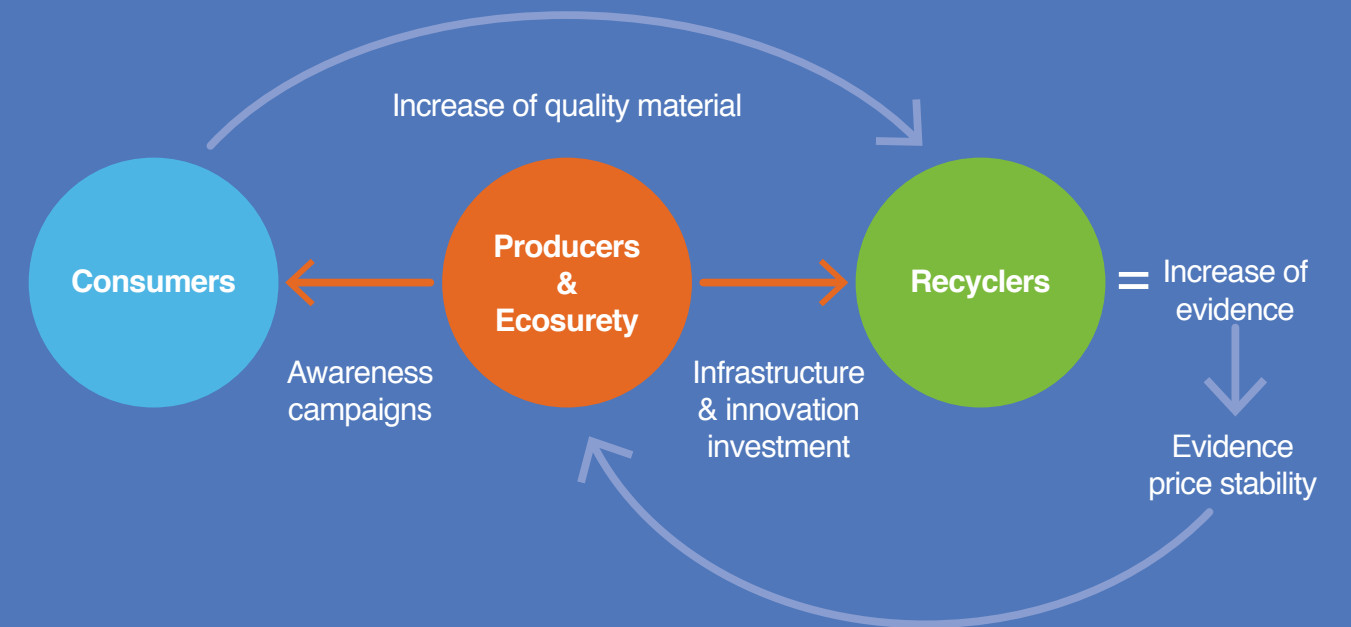
go recycling, to our initiative with Lucozade Ribena Suntory which reinforces the role of the customer in its sustainability programme. Aware that innovation is a critical component to progressive change, we have invested in companies helping to shape the future of recycling, including technology innovators such as Impact Solutions and Recycling Technologies. We have also invested in recycling infrastructure and business support – our work with Plastic Expert and Indigo Environmental being good examples.

With another four years ahead of us before any regulatory changes take place, Ecosurety remain committed to working with its producers and recyclers on projects and partnerships that drive forward positive change. This approach not only helps to divert waste away from landfill, it increases the quality and quantity of material available for recycling – with increased evidence price stability being the ultimate outcome.

We may be a small cog in a big machine, but I firmly believe it is the impact-focused actions of today that will help to build a more transparent, resilient and sustainable recycling system for the future. If you'd like to join us on our journey, we'd love to have you on board – please get in touch on 0333 4330 370.

James Piper CEO, Ecosurety

Compliance with Ecosurety





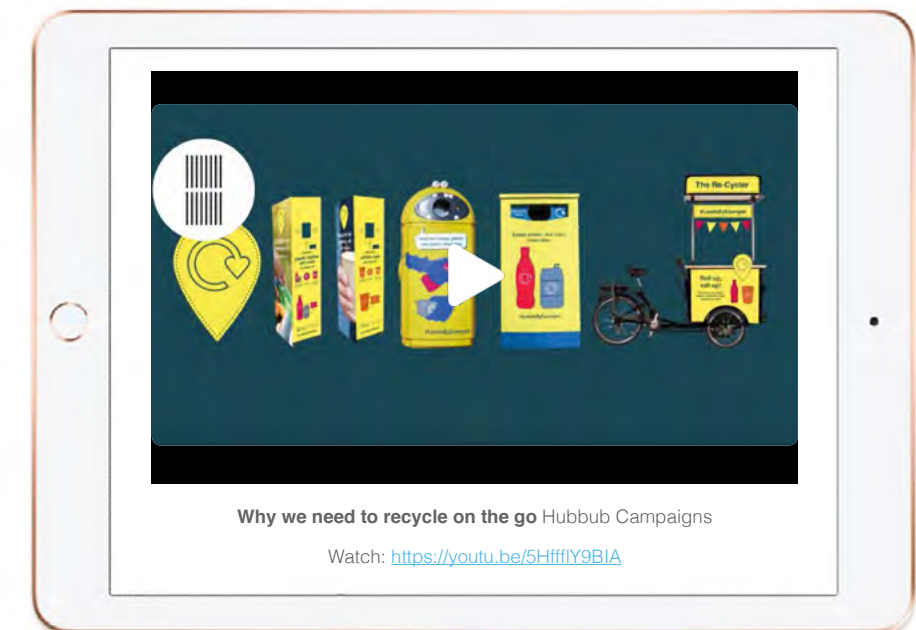
Education

#LeedsByExample

The UK's biggest collaborative push to improve recycling outside the home.

Ecosurety has again joined forces with environmental charity Hubbub to bring together an unprecedented coalition of major brands, recyclers and local stakeholders to tackle the significant problem of on-the-go recycling. The six-month trial in the city of Leeds will enable us to produce a blueprint of the best performing initiatives which can be shared and rolled out across other UK cities.

Campaign partners



Facts



£17.4bn

UK food-to-go industry generates 24.5 billion bottles, cans and cups

Source: <https://www.igd.com/about-us/media/press-releases/press-release/t/food-to-go-on-the-move-to-235bn-by-2022-igd-forecasts/17287>



36,000
coffee cups used every hour in Leeds

Source: <https://www.hubbub.org.uk/Event/recycle-on-the-go-and-leedsbyexample>



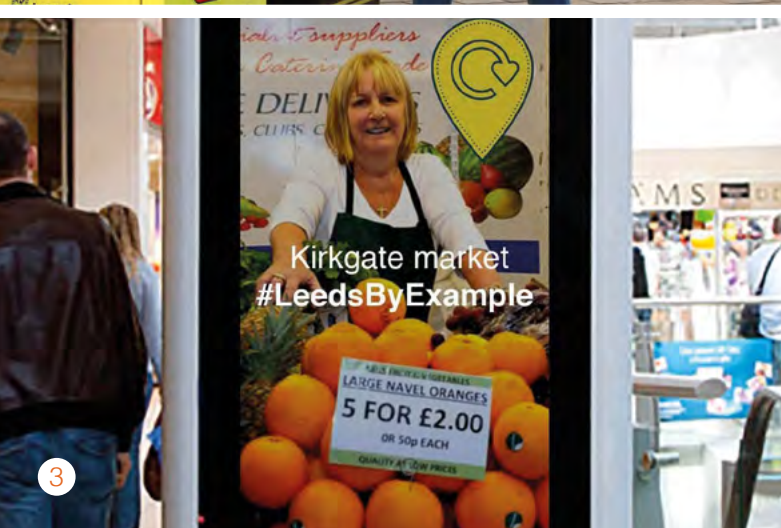
52%
disposed of packaging on the go, mainly in general waste

Source: survey of 301 visitors to Leeds city centre conducted by Ecosurety in August 2018



"I'm encouraging as many local businesses and organisations as possible to get behind this project so that **together we can make a real impact on recycling rates** in Leeds city centre"

Cllr Rafique, Executive board member for environment and active lifestyles, Leeds City Council



Images:
 1. 20 new material specific recycling bins for empty plastic and cans 2. Dedicated indoor coffee cup recycling bins
 3. Digital display advertising campaign 4. Extensive shop signage
 5. Social media promotion on Twitter, Facebook and via bloggers 6. Shipping container consumer awareness exhibit with education team



Any
 used coffee cup
 accepted for recycling
 at Caffè Nero, Costa,
 McDonald's, Pret A Manger,
 Starbucks



5
 recycle reward
 machines giving
 money off coupons
 or donating to charity



During two sessions over two days,
 in August and October 2018.

865
 interviews and
 observations by
 17 Ecosurety staff

Impact

From October 2018 Leeds has witnessed a whole raft of improvements and initiatives to help improve on-the-go recycling. Whether on the street, online or in local retailers, universities or businesses, #LeedsByExample has created a multitude of touchpoints to make it easier to dispose of waste packaging correctly.

After only three months clear improvements were already evident with rising public awareness, improving collection rates and falling contamination all key indicators that the campaign was making a change for good.

Great efforts have also been made to ensure that the materials collected are recycled as locally as possible in the

Education

UK, either back into packaging or new products. The plastic drinks bottles are being recycled back into new plastic bottles in Lincolnshire with other plastics heading to North Wales or Scotland for recycling into furniture or other plastic items. Meanwhile aluminium cans are going to Warrington to be recycled into new cans and coffee cups are being sent to either Halifax, Cumbria or Kent.

Awareness



42%
 were aware
 of campaign

Source: survey of 309
 visitors to Leeds city centre,
 conducted by Ecosurety
 staff in October 2018



3.5 million
 people saw
 campaign
 on Twitter

Behaviour change



200,000
 coffee cups recycled

Source: <https://www.thewestmorlandgazette.co.uk/news/17385717-croppers-plays-key-role-in-leeds-campaign-to-recycle-hundreds-of-thousands-of-coffee-cups/>



Recycle bin
 contamination fell
by 15%

Source: Hubbub Foundation - from
 9th October 2018 to 30th October 2018



Source: Hubbub Foundation.
 Data up to end of 2018.

5 recycle reward
 machines collected over
5,000 items

Learning and next steps

The collection rate and contamination of waste has been closely monitored and regular observation and surveying of the general public has revealed key insights. By identifying successes, failures and opportunities for improvement, the campaign has been able to continually evolve. For example, it was quickly revealed that recycling bins had 11% contamination from used coffee cups and their liquids, an insight that led to 14 indoor and 5 on-street coffee cup recycling bins being installed.

The success of the material specific recycling bins has also encouraged Leeds City Council to convert 15 existing general waste bins into recycling bins. Additional messaging on material specific bins to reduce contamination rates is being closely monitored and a mini-project is launching in a Leeds housing estate at the beginning of 2019 to assess the impact in a residential location.

#LeedsByExample is due to end in 2019 and all the key insights and recommendations will be presented to government and openly shared so that other cities can benefit too.

Importantly the impact of #LeedsByExample will live on through the improved infrastructure in Leeds, but it doesn't end there – other major cities in the UK are already being lined up to carry the legacy forward in the very near future.



“It has been incredible to get so many big UK brands behind this campaign and **to see them actively engaging with retailers and consumers.** In order to increase and improve recycling in the UK, we need to **challenge existing systems, offer innovative alternatives and to share our learnings.** #LeedsByExample does all three.”

James Piper, CEO, Ecosurety



Education

#BringBackHeavyMetal

Raising the volume of battery recycling for a second year running

#BringBackHeavyMetal is a consumer facing awareness campaign to improve UK waste battery collections, first launched in 2017. Whilst the campaign achieved great reach and undoubtedly helped the cause, the UK again missed the battery collection target set by government for a second year running.

So, in 2018 we decided to do things a little differently. Building on the previous campaign to boost visibility we also collaborated with Currys PC World to trial home collections of waste batteries for the first time.

Campaign partners

Currys PC World

Sainsbury's

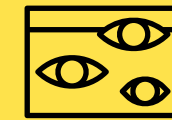
Morrisons
Since 1899

In 2018 we utilised intelligent online advertising and a targeted social media campaign to promote the issue and the availability of battery collection points. Online support was also offered from major retailers including Morrisons, Sainsbury's and Lidl.

Headline support from Currys PC World enabled us to trial home collections of waste batteries for the first time, using their fleet of 365 delivery vans to collect waste batteries from households when delivering new appliances.

Impact

The 2018 campaign proved to be a super charged version of the previous year, with a tangible increase in awareness and audience reach, encouraging improved UK quarterly collections of waste batteries.



+22%

more visits to
bringbackheavymetal.co.uk

Twitter reach of
1,328,966 with **199 contributors**



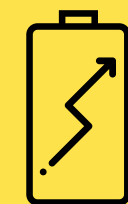
+116% increase

in searches for battery recycling
locations compared to 2017

Source: Hubbub



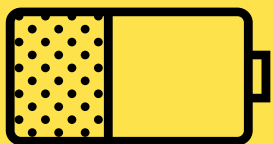
Targeted advertising
reached over
27,800
people



2018 Q3 UK battery
collections increased
42%
compared to Q2

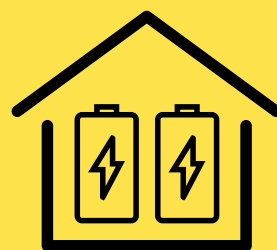
Source: <https://npwd.environment-agency.gov.uk/Public/Batteries/PublishedReports.aspx>

Facts



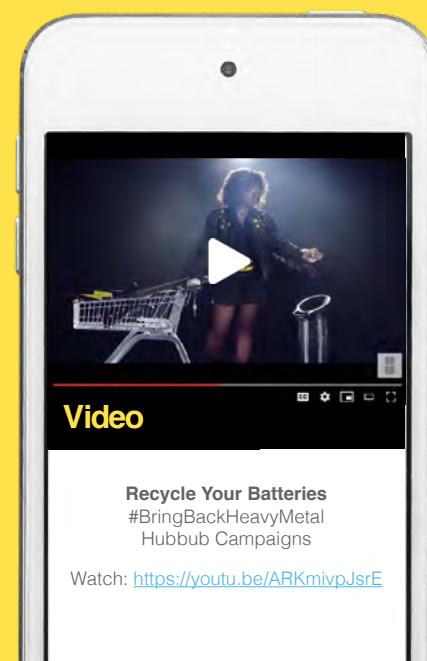
44.89%
of waste batteries were
collected in 2017, missing
the target by 0.11%

Source: <https://npwd.environment-agency.gov.uk/Public/Batteries/PublishedReports.aspx>



Our research
suggests there are
178 million
batteries languishing
in UK homes

Source: Survey conducted by Censuswide
of a representative sample of 3,055
UK adults in August 2017

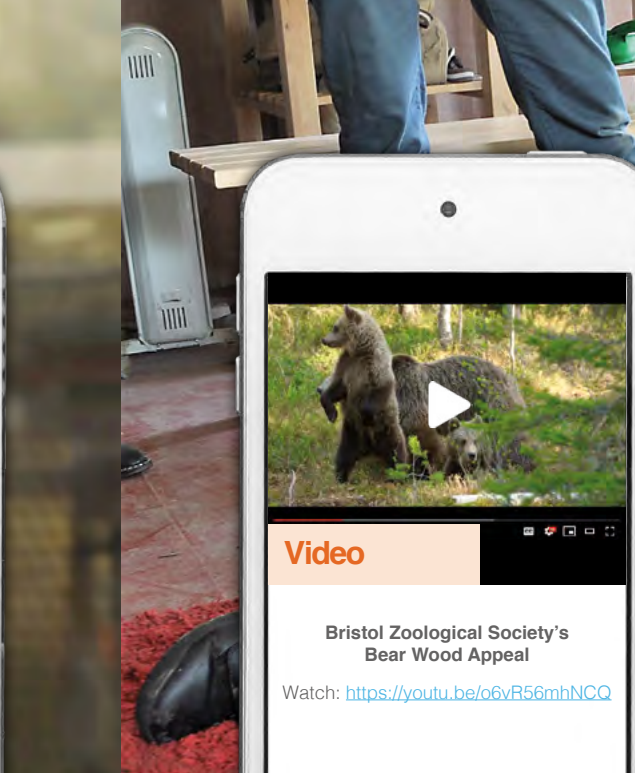
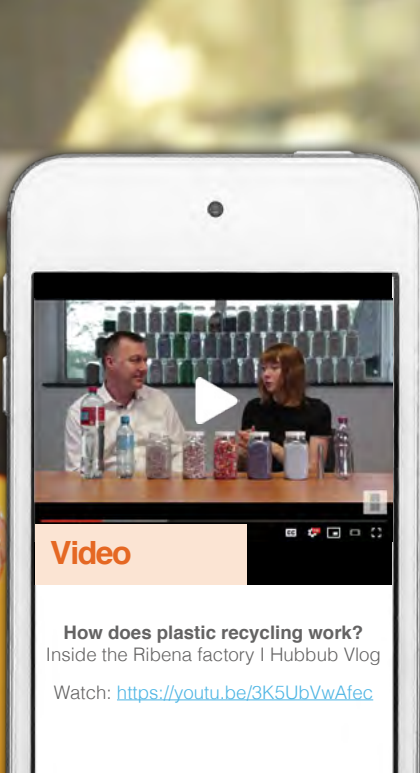


Learning and next steps

In 2018 we trialled home collections of waste batteries with Currys PC World for the first time. Whilst not all the results are in yet, it is apparent the concept didn't get the traction we had hoped.

In 2019 we will refine the online targeted advertising and we are looking to maintain and build on our supporter base, engaging with more influencers to help spread the word and increase the profile of the campaign. We are also collaborating with a local authority to promote doorstep collections of waste batteries with existing household recycling collections.

If you think your organisation should be involved in #BringBackHeavyMetal in 2019, please do contact our team to discuss how you can help boost battery collections further.



Education

Education

Ribena video

Promoting 100% recycled plastic bottles through PRN spend



“Sustainability remains at the top of our agenda and we want to take consumers with us. This video is just one of the ways we’re helping to educate consumers to do the right thing.”

Michelle Norman, Director of external affairs and sustainability, Lucozade Ribena Suntory

Lucozade Ribena Suntory became an Ecosurety member in 2018, a move which enabled them to utilise a proportion of their PRN spend towards the creation of an online consumer awareness campaign video.

Produced in collaboration with Hubbub, the video not only educates about how Ribena have pioneered the use of 100% recycled rPET plastic bottles since 2007, it also gives consumers tips about how to recycle their drinks packaging.

Impact

Lucozade Ribena Suntory joined Ecosurety to go the extra mile by investing in visible waste infrastructure and education schemes aimed at improving UK recycling. This project enabled Ribena to do just that, by investing some of their compliance spend into a consumer

facing educational campaign. By the end of 2018 the video had been watched over 28,700 times, thanks to strategic online promotion across social media channels.

Learning and next steps

This project illustrates how we can help our members maximise the impact of their PRN spend through strategic investment in consumer awareness campaigns, infrastructure or innovation. If you have an idea or a specific problem to solve regarding your packaging, please do talk to our team to find out how we can help.

Facts

Source for all three stats: Lucozade Ribena Suntory



Consumer awareness video **watched over 28,700** times



Only around **9% of polyester** produced globally is recycled



Ribena pioneered use of **100% recycled rPET plastic bottles** since 2007

Bear Wood

Educating the next generation about protecting our native environment

Our 2018 CSR project saw our team working with the Wild Place Project, part of Bristol Zoo, to help establish a new conservation area complete with wild species that once called the UK home.

Due to open in 2019, Bear Wood will re-introduce wolves, bears, lynx and wolverines into an area of ancient woodland to create a story of what once was, where we are now and what is still at stake. A classroom, interpretation space and elevated walkways will create an immersive and educational experience, especially for school children from disadvantaged areas who are engaged with the project.

Impact

We ran educational workshops with local school children to explore the impact of habitat loss on biodiversity and volunteered to build foundations for the new educational facilities. We also raised over £5,000 to help ensure their completion through several activities including a charity concert and a sponsored Three Peak Challenge, which saw an intrepid group conquer the three highest peaks in the UK within 24 hours. We also donated £5 for every member survey completed in 2018.

Learning and next steps

Engaging with local school children was particularly rewarding and we plan to run future educational workshops when the site is complete. It has also helped to inspire our 2019 CSR project too – continuing our work with local pupils through regular mentoring workshops at our office, a brilliant way to get them thinking about their future and the difference they can make. We’re sure that our team will benefit just as much too!

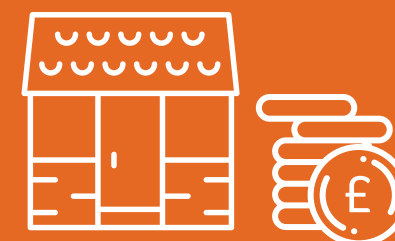


“We are grateful for the support from the Ecosurety team, the funds raised

will be essential in helping us to create a hub of education for children all over the West to learn and be inspired about the vital importance of preserving our biodiversity.”

Rich Rollings, Bristol Zoo/KOR Consulting

Facts



Over £5,000 raised towards a new education centre



4 school workshops completed



Collaboration

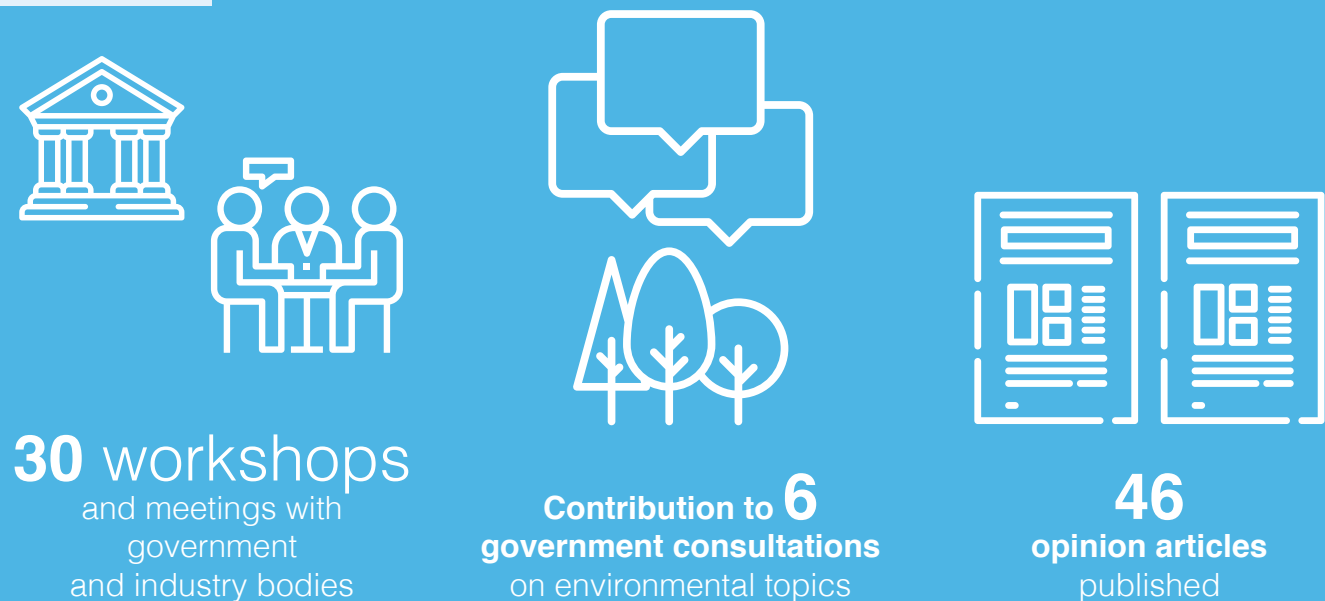
Policy

Championing change for good

In January 2018 Robbie Staniforth was promoted to policy manager, enabling us to champion transparency and change for good in the recycling industry at the highest possible level.

Now head of policy since January 2019, Robbie works with government bodies and recycling industry stakeholders to provide a better understanding of extended producer responsibility and how we can collectively improve the system to make a tangible impact on recycling.

Facts



Collaboration

Impact

Government – helping to shape better regulations

Ecosurety has contributed to workshops and meetings throughout 2018 with the Environment Agency, DEFRA and the National Audit Office, providing insights about the circular economy, single-use plastics and extended producer responsibilities. We have also contributed to six government consultations, by providing expert insights and recommendations to topics that matter to our members and our industry, including:

“Tackling the plastic problem”.

“A Deposit Return System for Scotland”

“WEEE Compliance Fee Methodology 2018”.

Members – advising on how policy changes could influence environmental strategies

Robbie regularly writes blogs published on the Ecosurety website and articles for industry journals, updating obligated producers affected by WEEE, batteries and packaging regulations on future changes and how their obligations and environmental strategies could be affected. For instance, ahead of the Resources and Waste Strategy he published a blog *“Horizon scanning future Extended Producer Responsibility – what you need to know”* to ensure our members were aware of the impact it could have on their businesses.

Recyclers – supporting them to promote high quality recycling

As a member of the Resource Association since 2017, we actively help this professional advocacy body for the reprocessing and recycling industries to fulfil its mission of promoting the need for high quality recycle. As a committed supporter of the UK recycling industry, we have helped the Resource Association to draft key recommendations to DEFRA about reforming the PRN system.

We actively engaged with:



“Working closely with government officials is vital to securing better recycling policy in the UK. Building upon our in-house expertise, we have engaged with our members, suppliers and other key stakeholders in 2018 to ensure we are in the best possible position to inform public bodies about the countless opportunities to make a tangible long-term impact”

Robbie Staniforth, Head of policy, Ecosurety

Compliance Schemes – leading the industry to provide input to the government

When it became clear that the fundamental legislative changes that we’ve championed for so long will happen, we worked hard to bring other compliance schemes on our journey to improve the recycling system collectively.

To this end we initiated the Packaging Scheme Forum (PSF) in September 2018, representing 45 UK packaging compliance schemes and 97% of producers. The objective of the PSF,

currently chaired by Robbie, is to work collaboratively with Government so the best results for the UK recycling industry, producers and our environment are secured.

Local Authorities – promoting consistency of collections across the UK

Ensuring we maximise the efficiency and success of kerbside collections is a key part of the bigger picture. Robbie participated in a key debate as part of the annual LARAC conference in October 2018, contributing to the topic of “Why have recycling rates been falling and what can we do the reverse this?”.

Learning and next steps

Robbie’s role as head of policy is more important now than ever, as in the next few years the government is set to reform environmental regulation to make it more effective and efficient. With seven consultations already planned in 2019, we will ensure the voices of producers and recyclers are heard. We will hold regular webinars and seminars to both inform and listen to our members’ views and we continue to work closely with recycling industry stakeholders to lead the change, optimising the impact of environmental regulations.



Collaboration



Collaboration

Stimulating the debate

Ensuring compliance is not seen as a tick-box exercise

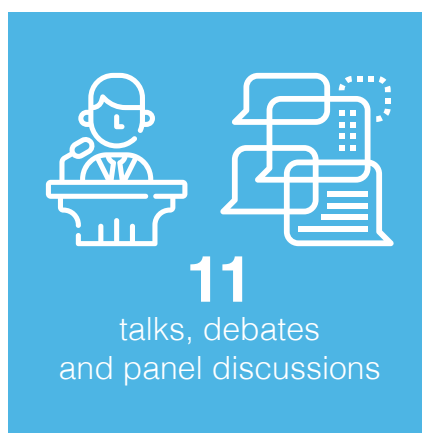
Facts

It is imperative that we encourage producers and reprocessors to exchange ideas and collaborate more, to find real solutions that can improve the UK recycling system. To facilitate this, we are committed to participating in industry debates and conferences which help to keep the environmental issues at the forefront of businesses' agendas.

By increasing awareness of producers' and reprocessors' responsibility towards efficient recycling and use of resources, we can ensure that environmental compliance is not seen as merely a tick-box exercise, but a valuable opportunity.

Impact

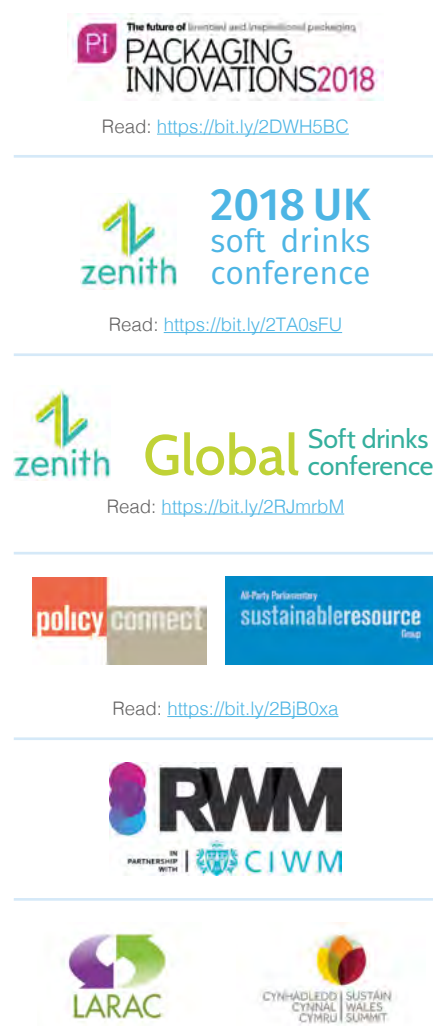
We have participated in numerous government debates in Westminster during 2018, but our efforts are more visible at industry events where we are often given the valuable opportunity to present a talk or participate in panel discussions with other industry stakeholders.



Learning and next steps

Following the release of the Resources and Waste Strategy in December 2018, it is even more important that we encourage discussion and forward-thinking among stakeholders who could influence change for good.

Thought provoking debate and knowledge sharing have never been so important, particularly now that key government consultations about Extended Producer Responsibility have been launched in February 2019.



UK Plastics Pact

Lending technical expertise to the industry-wide movement

Facts

The UK Plastics Pact is a trailblazing, collaborative initiative that will create a circular economy for plastics. It brings together businesses from across the entire plastics value chain with UK governments and NGOs to tackle the scourge of plastic waste.

Ecosurety joined the UK Plastics Pact in 2018 as technical advisory expert. In all, six experts from our team are involved in collaborative action groups and have participated in two workshops so far.

Impact

Through consultation with our members we have contributed to a collaborative list of problematic or unnecessary plastics and recyclability designations for post-consumer rigid packaging.



"We are always ready to collaborate with other stakeholders to find **tangible and sustainable solutions to tackle the plastics issue**, as well as help to improve the current PRN system which we don't believe is fit for purpose. More action needs to be taken and we think **the UK Plastics Pact is a fantastic opportunity** to make more change for good across the recycling industry."

Abigail Warren, Client services manager, Ecosurety

Learning and next steps

A new tax for plastic products with less than 30% recycled material was announced by government in October 2018, but that is really just the beginning of the journey.

We are committed to contributing to the various collaborative action groups that form part of the UK Plastics Pact, providing feedback to our members who are either members of the pact or who are simply monitoring their progress towards the targets.

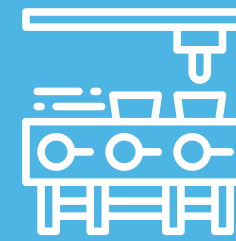
In all, we have six years to help businesses monitor and achieve the 2025 targets – if you think we could help your organisation too, please contact us.



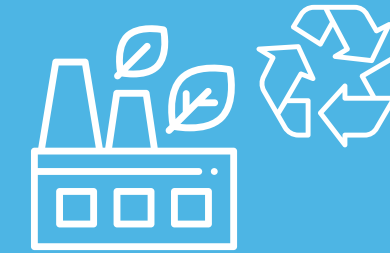


Impact

Participation of:



15 producers



10 reprocessors



1 government body
(DEFRA)

Strategic impact meetings

Connecting stakeholders across the industry

The purpose of our regular strategic impact meetings is to stimulate direct communication and idea sharing between key stakeholders of producer responsibility, with the aim of creating a bigger collaborative impact.

Facts

The meetings have attracted major reprocessors, producers and government, providing a great opportunity to inform our stakeholders about policy developments in the environmental landscape, as well as gathering valuable feedback about what really matters for our members and suppliers. Ultimately this enables us to better represent their interests and drive real change.



Impact

Our strategic impact meetings have provided the unique opportunity for producers' and reprocessors' views to be heard directly by DEFRA, helping them to have a better understanding of the current producer responsibility system.

By inviting pioneering reprocessors such as Recycling Technologies who hosted one meeting last year, we have been able to provide the opportunity for our members to connect directly with this innovative recycler, stimulating further collaboration that will bear fruit over the coming years.

Crucially, thanks to insightful case studies and talks from the reprocessors we support, these meetings have helped our members to see direct evidence of where their PRN money is being invested.

Learning and next steps

Meetings in 2018 have proved to be very fruitful, with passionate debate and a common strong will across the industry to make a bigger impact on recycling.

Initially our strategic impact meetings have focused on packaging stakeholders, simply because packaging recycling, and in particular the PRN market, has been a hot topic for policy makers in 2018. Thanks to the clear success of these meetings we are planning to organise similar events focused on WEEE and batteries recycling in 2019.

The 2019 consultations which follow the release of the new Resources and Waste Strategy mean it will be even more critical to get meaningful contributions and feedback from producers and reprocessors.

If you feel you should be involved in our strategic impact meetings too, please contact our team.



"We always endeavour to bring the right people together to help solve the pressing problems facing our members and UK recyclers. These meetings have helped foster wider collaboration and opportunities to ultimately improve quality recycling in the UK."

Jon Brookes, Head of partnerships, Ecosurety



Innovation

Recycling Technologies

Recycling unrecyclable plastics

Facts

2.2m tonnes of problematic plastic is incinerated or landfilled every year because it is difficult to recycle. It includes films, coloured and laminated plastic such as crisp packets. If it is collected and mixed up with recyclable plastic, it can also lead to significant levels of contamination that negatively affect the value of the waste material.

Recycling Technologies have developed a new chemical recycling process to transform this previously unrecyclable material into a valuable hydrocarbon product called Plaxx®, which can be used by polymer manufacturers to produce new, high-value virgin quality plastic.

Recycling Technologies aim to globally build 1,300 machines in the next decade, adding 10 million tonnes of recycling capacity, a proportion of which will significantly help boost UK recycling.



Impact

Not only can the Plaxx® process prevent problematic single use plastic from being dumped, burned or exported, creating new plastic from Plaxx® also has an improved environmental footprint compared to virgin plastic produced using oil.

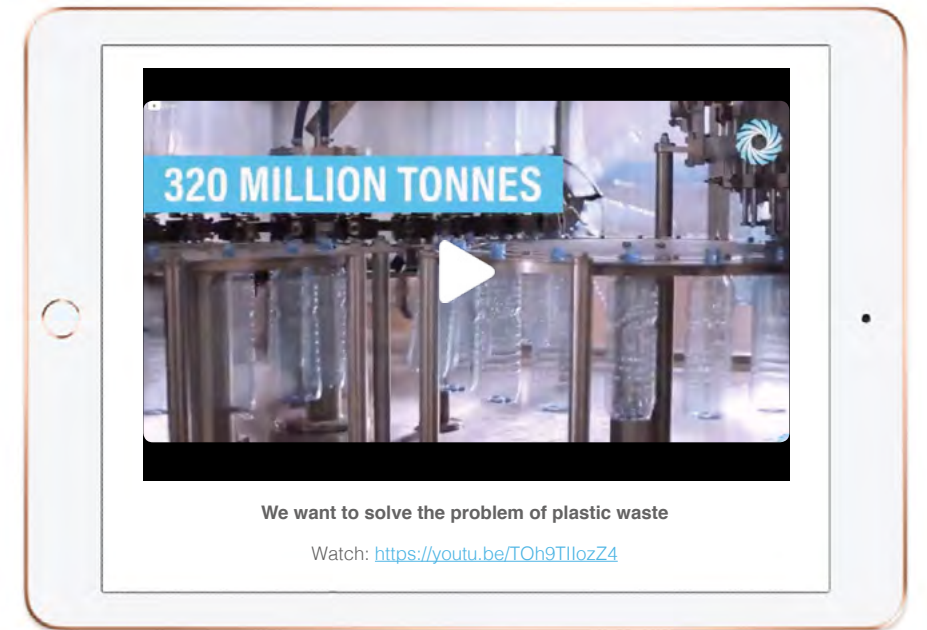
Easily installed in existing reprocessor sites, the process has the potential to boost UK recycling infrastructure and create thousands of new UK PRNs. This in turn will help to stabilise evidence costs for producers.

To support this innovative development, Ecosurety agreed an exclusive contract to commit £3.2m over three years to help accelerate its growth and capacity, with a fixed PRN price agreed to benefit our members. This also provides a high level of traceability for recycling evidence, of high value to producers who are creating the problematic plastic materials recycled by this process.

Learning and next steps

Ecosurety is focused on supporting projects that result in the creation of new UK PRNs, tackling materials that were previously exported or lost to landfill and incineration. This is the only way to truly benefit the environment, UK recycling and producers, a uniquely win-win-win result.

Whilst chemical recycling is not the only answer to the plastic problem, it is important that we support a range of solutions that together can make a real difference.



Plaxx®
process recycles films, crisp packets and coloured plastic



£3.2m
funding commitment



Deal will help
stabilise
evidence costs

Source: <https://www.ecosurety.com/news/boost-to-uk-recycling-as-ecosurety-and-recycling-technologies-strike-new-partnership/>



“We chose to enter into this three-year contract with Ecosurety to accelerate our growth and expand our capacity to **recycle more plastic waste here in the UK**, reducing the country’s dependence on exporting, landfilling and incinerating plastic waste.”

Adrian Griffiths, CEO, Recycling Technologies



Innovation

Facts



1m tonnes
of coloured plastic packaging
cannot be recycled annually

Source: <https://www.dssmith.com/recycling/insights/blogs/2018/7/closing-the-loop-on-black-plastic-ready-meal-trays>



PolyMet will
remove colour
without destroying polymers



1% increase
of PRNs could
reduce prices by 10%

Source: Ecosurety PRN elasticity model - June 2018

PolyMet

£0.8m research to accelerate coloured plastic recycling

The UK sends around 1m tonnes of coloured rigid plastic to landfill or incineration each year because it cannot be detected by recycling sorting machines or it produces such a low grade of recyclate that it is not commercially viable to process it.

Impact

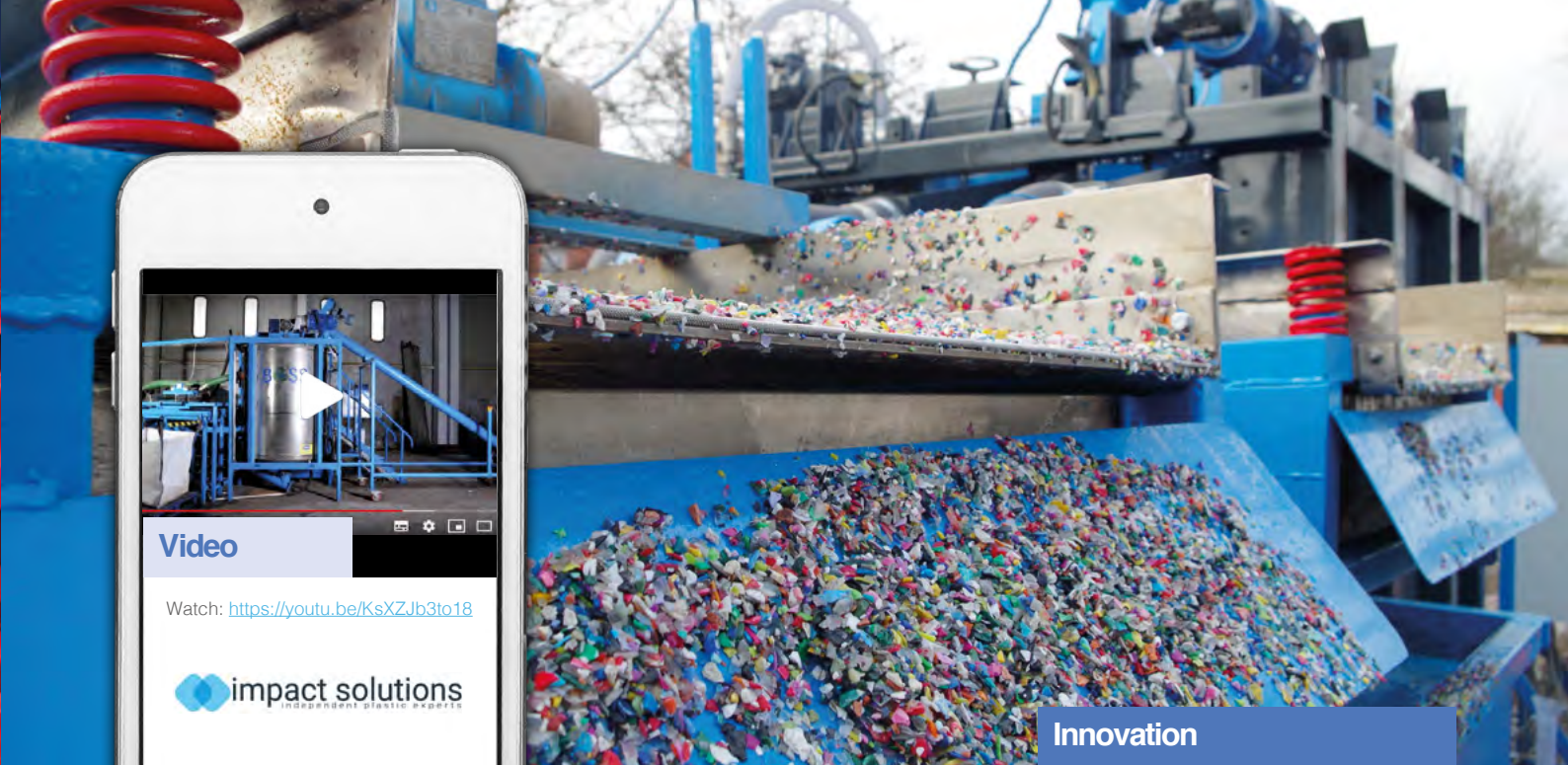
Project lead partner Impact Solutions have secured a £0.8m Innovate UK grant to develop the PolyMet process which aims to offer the first commercial method for removing pigment dispersed in mixed coloured rigid recyclates without destroying the original polymers. PolyMet treated material could be sold into the higher value recyclate market, doubling the value of recycled coloured plastic and helping to reduce the reliance on virgin plastic in manufacture. This has the potential to increase new UK PRNs, reduce landfill and prevent export of plastic waste.

Ecosurety financially backed the initial research of PolyMet in 2017 and is now acting as a key consultant to advise on which plastics and pigments will have

maximum industry impact, ensuring the technology is developed in line with industry requirements.

Learning and next steps

The vision is for PolyMet to be a low-cost technology that can easily be incorporated into existing recycling facilities. Ecosurety will identify business case and market opportunities via our membership base and address our member concerns about how to recycle their problematic packaging. Over the 24 month project duration Impact Solutions will seek to scale up the process to a commercially viable level. By enabling more material to be recycled in the UK, it has the potential to generate jobs in high-priority regional areas. For example, for every 10,000 tonnes of plastic recycled in the UK, 76 jobs are created across the circular economy.



Innovation

BOSS machine

Separating hard to recycle mixed plastics

Impact Recycling have developed a technology to separate hard to recycle, mixed plastics. The Baffled Oscillation Separation System (BOSS) utilises well established technology from the pharmaceutical industry, using only water to accurately sort material types according to density and buoyancy. Developed and patented in Scotland, the first plant was commissioned in Newcastle-upon-Tyne in 2018.

Impact

The first plant has transformed low-value mixed waste plastic into a 98% pure stream of polyethylene and polypropylene of a grade that is suitable for manufacturing, with nearly 500 tonnes of the processed raw material sold on in 2018 for use in new products in the UK and Europe. Ecosurety purchased over 100 new UK PRNs from

this first plant, securing plastic recycling evidence of material that was previously being incinerated.

Learning and next steps

Due to a plant upgrade, over 3,000 tonnes of plastic can be recycled in 2019 at this first plant alone, material that was otherwise incinerated or landfilled.

“Transforming low-grade material destined for incineration into a valuable resource for manufacturing, whilst **generating new UK recycling** evidence, is truly impressive. We will continue to support this technology on behalf of our members.”

James Piper, CEO, Ecosurety

The UK manufactured modular systems are also easily installed at other existing reprocessor sites. Ecosurety will continue to support this technology on behalf of our members through our PRN investment, as Impact Recycling seek to commercialise the BOSS technology across the global plastic marketplace.

Facts



Transforming low-value
mixed plastic into

98% pure material



685 tonnes
of plastic diverted
from landfill



New UK PRNs
purchased
by Ecosurety

Prioritising UK evidence

Supporting domestic infrastructure

Facts

In 2018 we witnessed a dramatic shift in the recycling landscape. China shut their doors to our sub-standard exported waste and Blue Planet II thrust the impact of plastic pollution firmly into the public consciousness. The need to support and improve our inadequate domestic recycling infrastructure has never been so important.

For many years, the PRN system has favoured exported waste evidence, primarily because an export PRN can be issued on a tonne of unsorted, contaminated waste as it leaves our shores. UK recycling evidence in contrast can only be issued on a tonne of recycled material at the end of the process. In short, exporters can generate more PRNs for a given quantity of material and have no requirement to track where or how the waste is treated – if it is at all.

In 2017, 50% of the packaging recycling evidence we procured on behalf of our members came from the UK. This was in line with the industry average and we pledged to increase our UK PRN purchasing by 5% every year to reach a target of 65% by 2020. No mean feat in a competitive market with insufficient UK capacity.

Impact

We are pleased to report that we exceeded our annual target of 55%, procuring 61.4% of packaging recycling evidence from UK reproprocessors in 2018. The number of UK PRN reproprocessors we work with also increased by 19% compared to the previous year.

“Producers can claim to source all their PRNs from UK reproprocessors, however, **without actively making efforts to add new PRNs to the ‘pot’ they are simply taking away UK PRNs from other producers**, they haven’t improved UK recycling.”

James Piper, CEO, Ecosurety

To read the full story:

<https://www.ecosurety.com/news/resource-and-waste-strategy-reform-what-we-hope-to-see/>

We are well aware that compliance schemes competing over existing UK evidence is not in itself helping to recycle extra material. That is why we are focused on procuring new UK evidence for material streams that were previously being exported, landfilled or incinerated. In 2018 over 4,500 tonnes of our plastic evidence came from new UK sources, as did more than 12,500 tonnes of our glass evidence.

Learning and next steps

Despite the fact that we far exceeded our expectations in 2018, we still aim for a target of 65% UK PRN evidence in 2020. This is because we know that it will get substantially more difficult to achieve our target the closer we get to it.

Our focus in 2019 remains to support new reproprocessors to become accredited, building lasting relationships that secure long-term supplies of new domestic recycling evidence for our

members and to seek opportunities to make extra investment to flow into UK recycling infrastructure and innovation, helped by major producers allocating a percentage of their evidence price for investment and innovation at home.

The more evidence we produce, the greater our recycling capacity. The greater our capacity, the lower the cost of recycling and the less we rely on exports.

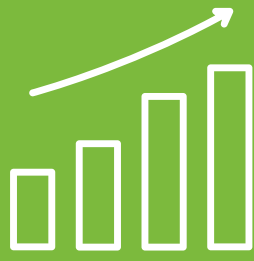
Facts

61.4%
of our PRNs
from the UK



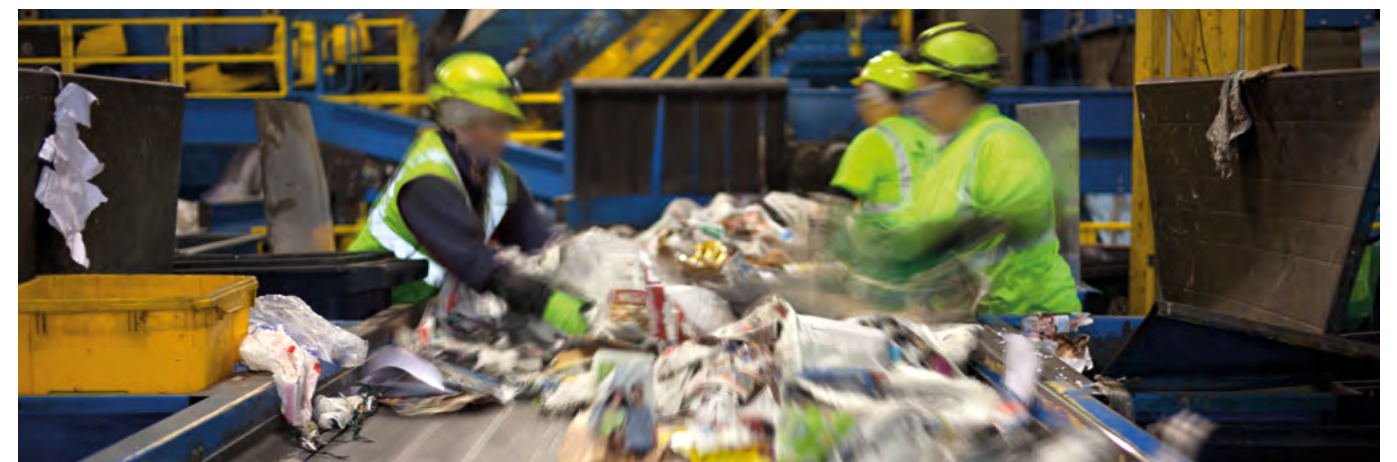
4,600
tonnes of new
plastic PRNs
purchased

19%
increase
in UK PRN
suppliers



“The UK desperately needs improved recycling infrastructure and the time to act is now. Rather than sitting back and waiting for future legislation changes to improve the situation, **we remain focused on the action we can take now.** That is why we support emerging technologies and recyclers producing new UK evidence, recycling material that was previously landfilled, incinerated or exported.”

Sue Nolan, Procurement manager, Ecosurety





Infrastructure

Plastic Expert

Investing in diverting plastic from landfill

Facts

1

new team member employed

Over

£10,000

invested in marketing

450%

increase in website visits since launch

6000

tonnes of extra plastic recycling per year

Facts

Over the last eight years Plastic Expert has worked hard to divert plastic and packaging waste from landfill and incineration through measurable and ethical recycling processes, most recently establishing a network of regional collectors and collection centres to capture high quality, segregated material that is recycled in Europe and used in the manufacturing of new products.

Ecosurety has invested tens of thousands of pounds to help Plastic Expert effectively market their services, with the aim of capturing an extra 500 tonnes per month of plastic packaging that was previously destined to end up in landfill or incineration.



Impact

Launched in December 2018 after six months work, the new optimised website has resulted in a 450% increase in visits, with users spending 64% longer on the site. A new team member has been hired to focus on new business acquisition, following up leads generated by the website.

This has translated into a significant increase in new business, already achieving at least ten high quality leads per week with four new businesses now supplying 50 tonnes of additional material per month.

Learning and next steps

The hard work has not ended here, as Plastic Expert continue to regularly produce new website content and undertake website optimisation on a monthly basis, with a target to generate 600 high quality leads in 2019.

By focusing efforts to target specific, niche waste streams in various locations across the UK, Plastic Expert is able to utilise their network of regional collectors to collectively process ever greater amounts of waste which previously wasn't recycled.

Ultimately this work will result in significant new streams of quality, segregated waste plastic, creating even more new recycling evidence in 2019 for Ecosurety members.



<https://www.plasticexpert.co.uk/>



“Ecosurety’s investment in our marketing project has put Plastic Expert in front of many more waste producers all over the UK, enabling us to engage directly with them to not only reduce their environmental impact but deliver financial savings.”

Kevin Basham, Co-founder and director, Plastic Expert





Infrastructure

Indigo Environmental

Supporting a new UK recycler start-up

Facts

Indigo Environmental is a start-up plastics recycler based in Cheshire, specialising in closed loop and re-use solutions for industry, manufacturing and local authorities. Since opening their first site in 2017 they have since opened a second and have invested extensively in the latest shredding, granulating and washing technologies. Indigo are able to process many forms of plastic packaging waste, from industrial drums and containers direct from manufacturers, to consumer food and beverage packaging.

The technology investment enables Indigo Environmental to specialise in recycling packaging materials that were traditionally landfilled due to high levels of contamination, enabling them to produce valuable new UK PRNs and material for manufacture.

Impact

To support a new forward-thinking recycler with high ethical standards, in 2018 we invested thousands of pounds to help facilitate their start-up phase and directly purchased over 1,000 tonnes of UK plastic PRNs from them. Indigo have witnessed strong growth, already quadrupling the number of their recycling lines.

Learning and next steps

In 2019 we continue to invest thousands of pounds to support their growth, to enable them to capture and recycle even more plastic that is normally sent to landfill and secure a source of new UK PRNs for our members. We will also help facilitate closed loop solutions – providing PRNs to producers whose material is being recycled by Indigo Environmental.

Projects such as this one are absolutely essential to build our domestic recycling capacity and help prevent plastic being disposed of in the environment.

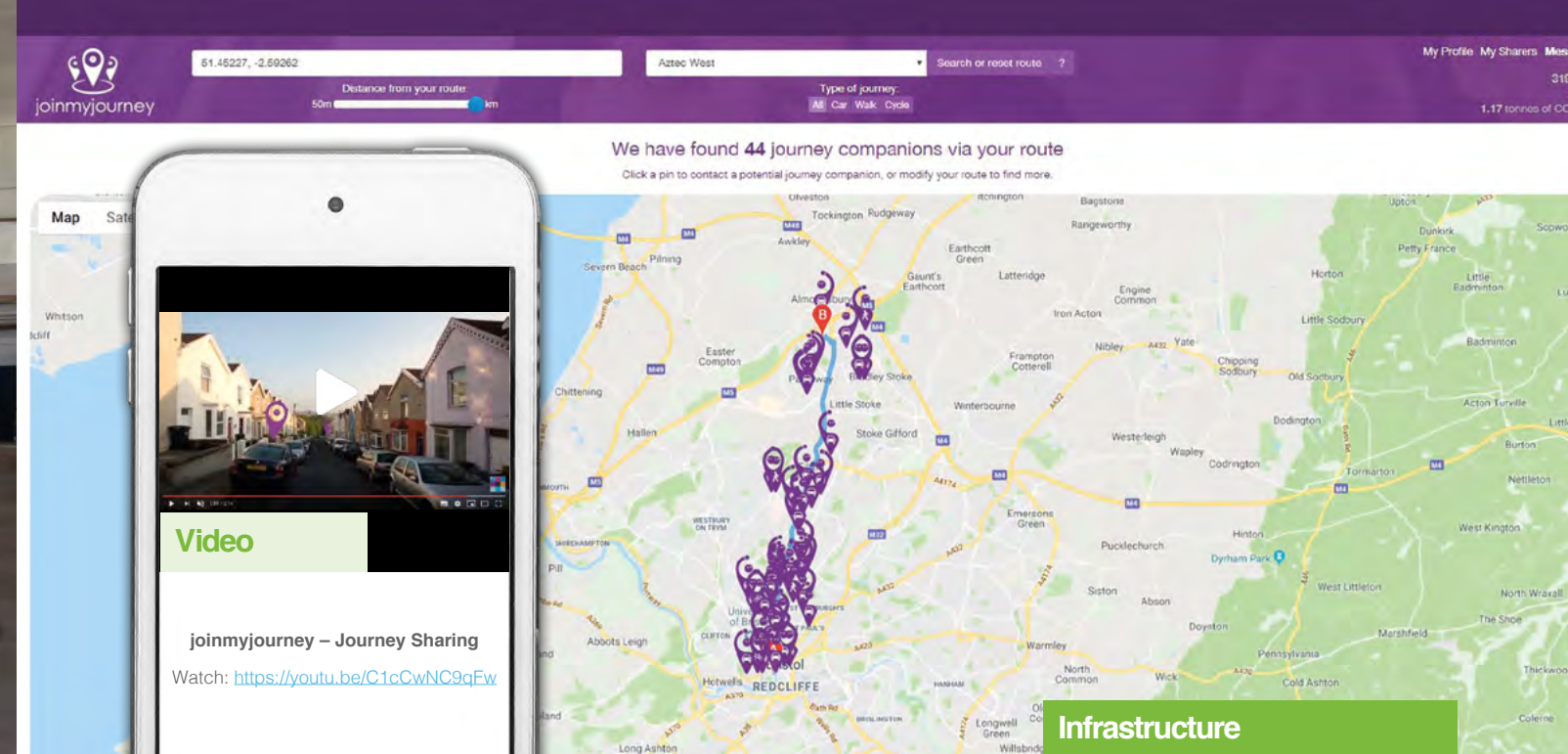
Over
1,000
tonnes of new UK
PRNs purchased

Thousands
of pounds
invested in
new recycling
facilities



“The Ecosurety vision of increasing growth within the UK plastic recycling sector aligns with that of Indigo Environmental, our investment and growth to date sends a clear signal to UK manufacturing that the **Circularity model is alive** and delivering. Indigo are pleased to support that vision and we are looking for further partners to demonstrate what is achievable.”

Paul L Rendle-Barnes,
Director recovery and recycling,
Indigo Environmental



Infrastructure

joinmyjourney

Reducing the impact of commuting for hundreds of organisations

Facts

Our 2015 CSR project celebrated its third anniversary of helping thousands of commuters and organisations to reduce their environmental impact.

What started as a collaboration with our Local Authority to provide a free journey sharing solution to the 8,000 commuters at our local business park, is now supported by South Gloucestershire, Bristol, North Somerset and Bath & North East Somerset councils.



Supported by
four
Local Authorities



42%
increase of
joinmyjourney
sites since 2017



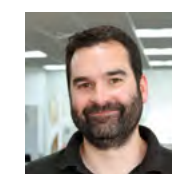
Over
230
organisations
now registered

Impact

In 2018 we released a major update to the website, providing new tools that empower organisations to achieve increased employee engagement. The new admin area allows organisations to monitor employee registrations, calculate CO2 savings, access free marketing materials to promote the journey sharing scheme and share their successes on social media.

Learning and next steps

Three years on, joinmyjourney remains not for profit and we are working hard to secure funding to cover future maintenance, development and administration, ensuring it can continue to be available into the future.



“joinmyjourney remains a powerful tool for organisations to reduce the carbon footprint of their employees’ commute to work. We are thrilled that several years after it was launched, joinmyjourney not only continues to evolve but is benefiting even more commuters, organisations and the environment – and at no cost to the end user.”

Ben Luger, Marketing and
communications specialist,
Ecosurety

What's next in 2019?

A roadmap to continue our positive impact on recycling in 2019



Initiate at least two awareness campaigns

We will continue to invest in raising consumer awareness about recycling, driving positive behaviour change to increase collection rates and reduce contamination.



Support innovative recycling technologies

We will actively help innovators who are developing the recycling technologies of tomorrow, to recycle the problematic materials of today.



Assist Government in making informed regulatory decisions

Working closely with members, reprocessors and other compliance schemes, we will continue to champion change for good to ensure that future regulations achieve better recycling.



Support UK recycling infrastructure

By helping UK reprocessors set up new activities and increase recycling capabilities, we will continue to contribute to UK recycling infrastructure development so that we can rely less on exported waste.

Get in touch

We are very keen to hear of any opportunity for us to help grow UK recycling infrastructure and capacity across all materials.

If you are a producer, reprocessor, innovator or other stakeholder and have a great idea or project that you think we should be supporting, please contact us on **0333 4330 370** or email info@ecosurety.com



 0333 4330 370

 info@ecosurety.com

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