

impact report 2017

Contents

Preface	3
2017 impact overview	4
Education	
#BringBackHeavyMetal	5
MetalMatters in Bristol	8
Metal recycling school workshops	10
Infrastructure	
First battery recycling plant	12
Collaboration	
Hubbub partnership	14
Evidence procurement	15
Innovation	
Impact Solutions project	16
Change for Good	
Feed Bristol wildlife pond	17
joinmyjourney	19
Reducing our own impact	21
What's next in 2018?	23

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Preface

It's been quite a year in the world of compliance. 2017 has seen the hidden issue of how the UK recycles its own waste finally uncovered, thanks to a focus on Packaging Recovery Note reform – particularly for plastics via high-profile documentaries on its effect on the world's oceans – as well as WEEE regulations and the lack of battery recycling facilities in the UK.

It's also been quite a year for Ecosurety. We are so committed and passionate about the fundamental need for transparency in the waste and recycling industry, that we have decided to publish this impact report to show where we have invested on our members behalf, and the benefits that have taken place as a result, whether these are educational, collaborative, innovative, or have mostly affected infrastructure.



Education



Infrastructure



Collaboration



Innovation



James Piper
Managing director

Our report demonstrates that impact can be national, regional or even local. This is our journey to help reach the end destination of better UK recycling.

The support and insight of members, suppliers and other stakeholders has enabled us to make compelling arguments to Government and relevant regulatory bodies that improvements do not need to be at the expense of profit. Our initiation and financial backing of the #BringBackHeavyMetal battery recycling campaign underscored how innovative thinking can disrupt consumer perceptions and encourage greater recycling.

Meanwhile, an exciting think-outside-of-the-box partnership is helping to make the UK's first battery recycling plant a reality. At the same time, we have continued to focus on how we deliver the best service to ensure that we provide value for members and the market.

Compliance is a perfect opportunity to invest in the UK's recycling infrastructure and create higher recycling rates. Everybody's journey will be different, but what is common to all is the need to start.

If your company would like to be part of this change for good, please do get in touch with us via 0845 094 2228. It all starts with a conversation after all.

2017 impact overview



Education

2 awareness
campaigns sponsored

58.2M opportunities
to see or hear the campaigns



Infrastructure

1st UK
battery recycling
plant initiated



Collaboration

50% UK
sourced PRN
evidence



Innovation

1 R&D
project
completed



Change for good

98%

of customers would
recommend us*

92%

of employees would
recommend working for us**

* Results from the Ecosurety member survey conducted in May 2017
** Results from the Ecosurety employee survey conducted in June 2017



#BringBackHeavyMetal



During October 2017 we ran a consumer awareness campaign like no other, to really make some noise about battery recycling!

Following a missed UK collection target in 2016, we commissioned research that revealed a staggering number of used batteries are stored in households across the UK. It was clear that action was required, so we set about creating a unique coalition of partners to help us turn the volume of battery recycling all the way up to 11...

Facts



52%

admit to throwing
batteries away in
the waste bin

178 million

used batteries languish in UK
households



380 tonnes

short of the UK battery collection
target in 2016*



28%

of people never
recycle their
batteries

34%

of people don't recycle their batteries because they
don't know where to dispose of them correctly





Education



We collaborated with environmental charity Hubbub to create a fun and engaging UK-wide consumer awareness campaign that would:

1. Encourage households across the UK to recycle their batteries
2. Highlight the environmental importance of recycling batteries
3. Promote the availability of recycling points

Currys  PC World

MARKS &
SPENCER

Morrisons
Since 1889

B&Q

GP

ASDA

Entertainer
The Toy Shop.com

Targeting households, the campaign was supported by a unique coalition of retailers and manufacturers through in-store promotion, employee engagement and social media.

Together with Hubbub we produced three Youtube videos, a consumer information website, in-store collateral, a social media campaign and a big PR splash. With the support of our valued member GP Batteries, we also launched a selfie competition with more than 100 prizes of rechargeable battery packs.

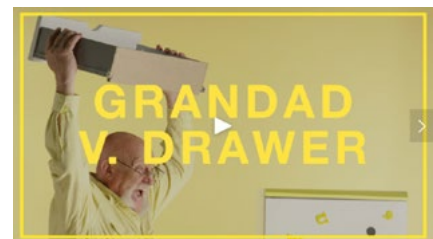
Youtube videos



Watch now: <http://bit.ly/2Gd5YrH>



Watch now: <http://bit.ly/2rAvfZB>



Watch now: <http://bit.ly/2Dx1H0z>

Social media campaign



You Tube

In-store promotion

Dedicated website



www.bringbackheavymetal.co.uk



Seaside boards



Stickers



Posters



Impact



58M
opportunities
to see/hear the
campaign

Full media report: <https://releasd.com/4f52>

470

stores with
promo material



64%
increase

in battery collections
at Currys PC World
stores in October 2017
(compared to October 2016)

1,600

additional battery
recycling points
to recyclenow.com



“By fully engaging with promotion of the campaign both in-store and on social media, we realised an incredible 64% increase in battery collections. Needless to say we’d urge other retailers and key stakeholders to full heartedly back the campaign too in 2018.”



Matt Manning, Compliance & Recycling Operations Manager at Dixons Carphone

Learnings and next steps

The final batteries collection figures for 2017 have not been published so the overall impact of this campaign on UK recycling is not yet known. Early indications from Currys PC World, who really engaged with the campaign, have been very positive however.

Comments and feedback on social media during this campaign confirmed a key insight from our research – that there is low consumer awareness that batteries can be recycled, and where to dispose of them correctly.

Raising awareness was the primary objective of this campaign but significantly changing consumer behaviour will be a long term process. This is why we are already planning to run the campaign again in 2018, aiming for even more engagement from supporting organisations and industry stakeholders to increase the impact.

To this end we have also contributed a significant number of recycling points to the primary consumer awareness site run by WRAP, recyclenow.com, to help consumers find more collection points near them.



MetalMatters in Bristol



Metals are 100% recyclable, and with extensive kerbside collections there really is no excuse for them to be lost to landfill.

The amount of metal packaging disposed of in the city of Bristol alone is staggering, which is why we worked with key industry stakeholders to bring the well-established MetalMatters awareness campaign to our own neighbourhood for the first time. We part-funded and collaborated with Alupro and The Bristol Waste Company to target every household in our home city.

Facts

230_M

cans, foil trays & aerosols
are disposed of every
year in Bristol



We'd save

6,324 tonnes

of CO₂ (equivalent to removing
1,345 cars in Bristol for a year)
if 100% of this metal is recycled





Education

This campaign included a leaflet drop targeting all Bristol households in September and October 2017 plus media and an advertising campaign, including branded refuse vehicles and buses.

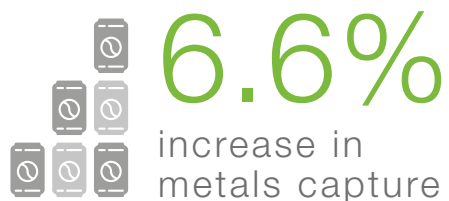
The campaign raised awareness of the benefits of metal recycling, specifically highlighting the new products that recycled tins, cans and foil could be transformed into, and the significant environmental savings of doing so.

Impact



During the last quarter of 2017, metals capture in Bristol increased by 6.6% compared to 2016. For a material that experiences monthly fluctuations in capture rates, trends can be difficult to ascertain and an overall increase is certainly a positive result.

Undoubtedly this campaign has provided valuable learnings for future consumer awareness campaigns.



Source: Alupro - Sept-Nov 2017 v Sept-Nov 2016



“Don’t forget every can recycled saves enough energy to run a TV for four hours, so a small action like putting your empty bean tin into your recycling box, can make a big difference.”

Tracey Morgan, Managing Director,
Bristol Waste Company



Watch: <https://vimeo.com/ecosurety/metal-matters-launches-in-bristol>



Metal recycling school workshops



Crown Packaging are a valued member of Ecosurety who work hard to lower their impact on the environment. For example, whilst beverage can production has increased by 50% (approximately 21 billion cans) over the last 10 years, Crown has achieved significant reductions in several key environmental metrics including a 4% decrease in aluminium usage, a 10% decrease in direct greenhouse gas emissions and a 49% decrease in waste to landfill.

Source: <https://sustainability.crowncork.com>

As part of their commitment to environmental performance, Crown worked with Ecosurety to invest a proportion of their PRN spend into education workshops with a local school.

By agreeing to do this, Crown could tangibly increase the profile of steel packaging recycling by funding education workshops with local school children.

Run in collaboration with the education outreach team from one of their main suppliers, Tata Steel, the interactive and fun workshops have helped to inspire the younger generation who can now take the important message about metal recycling home.

The education workshops took place at the Crown Aerosols manufacturing plant near Nottingham and taught the year 7 children about the benefits of steel as a packaging material, why it is so sustainable and how it can be recycled into new products. This was implemented through a mixture of engaging presentations, video and interactive games.





Impact



50+
children
participated



2 successful
workshops



1 school
Skegby Academy
School, Notts

Learnings and next steps

PRN spend shouldn't only be viewed as a way to offset environmental obligations, as this project with Crown Packaging proves.

There is great potential to transparently make an impact on recycling through direct investment in specific projects; including recycling infrastructure, innovation development, public awareness campaigns and education programmes. If it is possible to link this investment to a stakeholder of your business, such as a producer or recycler, then even better.

This project is only one example. If all PRN spend was invested transparently in specific projects, we could together make a very significant, positive impact on recycling in the UK.

We are keen to replicate similar initiatives with our members working in other industries and with other materials. Talk to us today if you are a producer or recycler looking to identify opportunities with your PRNs.

“This was our first chance to enhance our own sustainability program by investing PRN money into a real project within the environmental field.”

Elaine Barrett, Environment Manager,
Crown Packaging



Watch: <https://vimeo.com/ecosurety/crown-packaging-school-workshops>



First UK battery recycling plant



Through a key partnership we are working hard to establish the UK's first battery recycling plant.

Facts

Batteries are extremely harmful to the environment and to human health due to the dangerous chemicals and metals contained within them. If batteries end up in landfill, those toxic substances are leached into the air, the earth and into our water system.

Whilst we work hard to increase the collections of used batteries, the battery recycling process itself is often overlooked. It involves sorting collected batteries into the different chemistry types, which can either be done using an optical sorter or by hand.

The sorted batteries are then taken to a treatment centre where they are shredded up and the materials are separated by various different recovery processes.

Until now the UK has been exporting most of its batteries for treatment overseas to ensure it meets the EU recycling targets, due to a lack of facilities on UK soil. Countries which currently process this waste include Poland, France and Germany.

This comes with a weighty carbon cost as large trucks, lorries and containers are used to transport the batteries to their final recycling destination overseas.

16,871 tonnes

of waste batteries were collected in 2016 with no UK recycling facility*



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



Infrastructure

Impact



Through our partnership with Belmont Trading UK Limited, a global leader in secure and sustainable reuse, recycling and material recovery solutions, a recycling plant in the UK is being established to sort, process and recycle waste batteries domestically.

The arrangement to process up to 20,000 tonnes of batteries per annum will be able to cover the UK's entire battery waste requirements. It means the UK can

become virtually self-sufficient in battery recycling as the country prepares to leave the EU.

Importantly the partnership has the potential to halt the UK's shipment of batteries to Europe for recycling, therefore dramatically lowering the country's waste export bill.

Costs could also reduce for producers, due to the fact that export rates will no longer be included in the cost of complying with their battery obligations.

The UK plant will initially have the capacity to deal with around 80% of the country's waste batteries, with future plans to process domestic lithium-ion batteries - bringing the total percentage of used batteries able to be recycled at the plant to 90%.

Capacity to recycle
20,000 tonnes
of batteries annually



Including
80%
of portable
battery types



Demand secured for
5,000 tonnes
of batteries to be processed
in the first six months of operation



"We look forward to helping domestic battery producers extract maximum economic value with minimum environmental impact by recycling in the UK."

Jeff Borrmann, UK managing director
at Belmont Trading UK Limited



Next steps

90%
of portable
battery types
recycled in UK
by end of 2020





Hubbub partnership



Last summer we announced a partnership with environmental charity Hubbub. Working together we have one clear aim – to boost UK recycling through new collaborative initiatives.

Facts

We are at a pivotal moment in the UK. Household recycling rates are stagnating whilst the inadequacies of domestic recycling infrastructure and the impacts of single use packaging are thrust into the spotlight.

As the wider industry and government accept that it is no longer enough to maintain the status quo, now is the time to take action.

“The values of Ecosurety chime with those of Hubbub. To take a fresh look at environmental communication, collaborate with like-minded organisations and test new approaches that can achieve a long-term significant impact.”



Trewin Restorick, CEO and founder of Hubbub

Along with our commitment to invest in recycling infrastructure and innovation, we are also focussed on education and awareness. In this manner the quality and quantity of recycled material in the UK will improve. We know that we need to go beyond compliance if the UK is to reach its maximum recycling potential.

This is why we have agreed a formal partnership with Hubbub. They bring to the table connections with retailers and brands, communication expertise and an ability to reach consumer audiences. Combined with our technical expertise and the financial backing of members' compliance obligations, we are able to create meaningful and impactful coalitions of key partners, to make successful campaigns happen.

Next steps

It started with #BringBackHeavyMetal in 2017 and it continues with a commitment to undertake at least two campaigns a year. Work is already underway on these with the support and commitment of a number of key stakeholders, ensuring that our work together really will make an impact. Read more at:

ciwm-journal.co.uk/fresh-thinking



Evidence procurement

UK v Export evidence source in 2017

In 2017 50% of our packaging recycling evidence came from UK suppliers.

A huge amount of work has been undertaken in 2017, and continues today, to develop relationships with UK recyclers in order to support domestic recycling infrastructure and reduce our reliance on export PRNs.

Our ambitions are not without significant challenge however. As the size of our scheme grows our commitment to UK recycling evidence will become more difficult to implement as there is currently not enough capacity to reprocess all of our waste domestically (see our news story [Not enough plastic recycling plants in the UK](#)).

This is why we are committed to support and invest in UK recycling infrastructure and innovation, to increase domestic recycling capabilities and reduce the amount of waste that needs to be exported for treatment.

As such we pledge to increase UK PRN purchasing by 5% every year, towards a target of at least 65% UK recycling evidence in 2020.

Coupled with investment in UK infrastructure, this commitment will prevent hundreds of thousands of tonnes of waste from being exported. This will not only allow more transparency of waste treatment, the environmental impact reduction is significant also. Assuming it would otherwise be exported to China, the CO₂ savings from transportation alone are huge.

From now to 2020 we aim to prevent
295,000 tonnes
of UK waste being exported



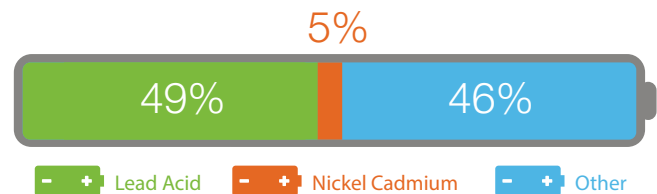
equivalent to saving more than
69,400 tonnes of CO₂*

*Assuming waste is shipped from UK to Hong Kong by container ship.

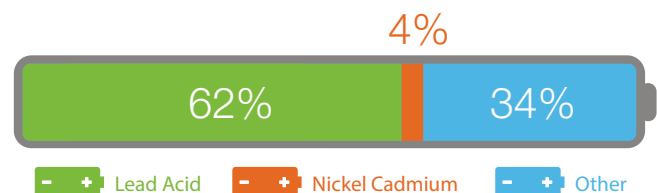
CO₂ calculation: https://www.ecfa.com/resources/Documents/Best%20Practices%20Guidelines/guideline_for_measuring_and_managing_co2.pdf

Focus on batteries evidence procurement

Ecosurety batteries evidence by chemistry 2015-17



Market batteries evidence by chemistry 2015-17*



*Not including 2017 Q4 figures as these were not available at time of publication

Currently in the UK we are seeing a disconnect between the chemistry breakdown of placed on market portable batteries, and battery evidence gathered to satisfy producer obligations. For instance lithium and alkaline batteries fall into the 'other batteries' category that represents 93% of the batteries placed on the market. However evidence issued for this category represents only 34% of the total evidence issued for the past three years.

While the market as a whole debates the explanations for this disparity, we as a batteries scheme are striving to recycle batteries and obtain evidence that is more reflective of the placed on market data that is provided to us by our members.

Thanks to our partnership with Belmont Trading UK Limited, we are able to recycle lithium and alkaline batteries and with the support of our consumer awareness campaign to encourage batteries recycling, #BringBackHeavyMetal, we have been able to increase the proportion of 'other batteries' in Ecosurety evidence to 46% in 2017.



Impact Solutions project



In 2017 we partnered with Impact Solutions, a product development and technology incubator based in Scotland, to support and invest in innovative recycling technology R&D.

With 120 years of combined experience in plastics and 6 million hours of test data, Impact Solutions are true plastic experts. And with a mission to create a thriving community of innovators, providing them with a support frame work to develop ideas, grow and thrive, they provide a truly unique start-up accelerator and R&D programme.

It was clear they were the perfect partner to nurture fresh thinking from concept through to launch, so it was only natural that we joined forces. By doing so we are able to provide financial support and expertise when it really matters for environmental innovators taking part in their programme.



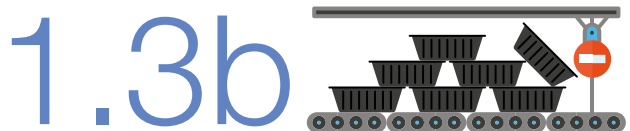
“Ecosurety is an essential partner, enabling us to support innovative and vital R&D in the recycling sector.”

Thomas Rose – Impact Solutions



Facts

The first project we supported was research into removing the colour from waste plastic, returning it to the original virgin colour without degrading the material properties. This would open up huge opportunities and applications, increasing the types of materials currently recycled.



black CPET trays are used as packaging in the UK each year that can't be sorted for recycling*

Next steps

The next stage of the project will carry out research on the types of colours which can be removed and the materials it can be removed from. Impact Solutions will be working with Ecosurety and collaborating with other partners yet to be identified in this exciting project.

* Source: <https://resource.co/article/one-show-tackles-black-plastic-confusion-11742>



Change for good

Feed Bristol wildlife pond



Each year we select a new CSR project proposed by members of our team via a Dragons Den style process. The winning proposal selected in 2017 saw us volunteering with Avon Wildlife Trust at their Feed Bristol site, helping to improve a valuable natural habitat within our local community.

This project focussed on the creation of a large new pond with an educational dipping platform and a surrounding native plant habitat that would serve as a vital link to other key habitats across the site.

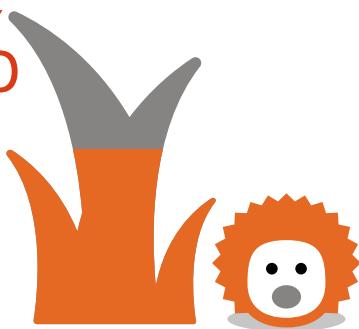
Our team volunteered 240 hours over four weeks to

landscape and plant the pond area and construct a new covered dipping platform. Thousands of native wild flowers were planted, propagated from seeds and cuttings of plants found in nature reserves across the South West.

Facts

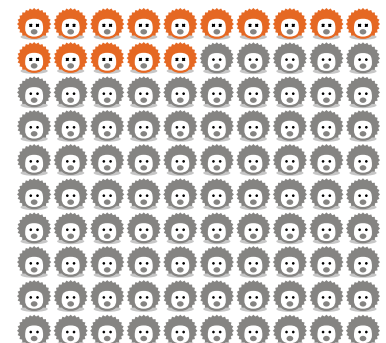
56%

of UK
species
are in
decline



15%

of those
species
face
extinction





Change for good

The pond and surrounding area is now an established key habitat and educational facility, enabling community and volunteer groups to safely explore and learn about the different native species that make their home in the city's green spaces.

“This pond is a vital new haven for wildlife here at Feed Bristol – and is the final stepping stone habitat around the perimeter of the site, giving animals including newts, frogs, hedgehogs and slow-worms a chance to move freely and safely through spaces that link together.”



Ian Barrett, CEO of Avon Wildlife Trust

Impact

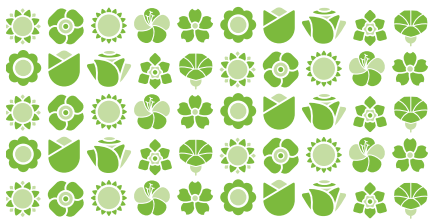
This may only be one pond on the edge of a city, but the impact has extended far beyond our initial expectations. The wildlife has swiftly established itself, and thanks to the diversity of native planting, the area is now treated as a living seed bank that will help to establish native flora on other sites.

Avon Wildlife Trust's eight Grow Leader Placements have used the pond as a learning opportunity to develop techniques in conservation management, and hundreds of people that attend courses there have enjoyed the space as well.

It has also been utilised by rehabilitation groups working with vulnerable adults and schools regularly visit with local children. Around 50 volunteers per week at Feed Bristol regularly use the space, as observing how the pond becomes established has quickly become a focus of activities on the site!

50 varieties

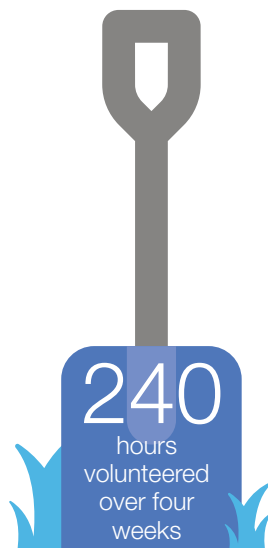
of native wild-flowers grown on site



1,000+

visitors

have explored the site in 2017



2,000+

plants
planted



120 children

from four schools have used the dipping platform





Change for good

Joinmyjourney



Our 2015 CSR project that continues to make an impact for hundreds of companies and thousands of commuters.

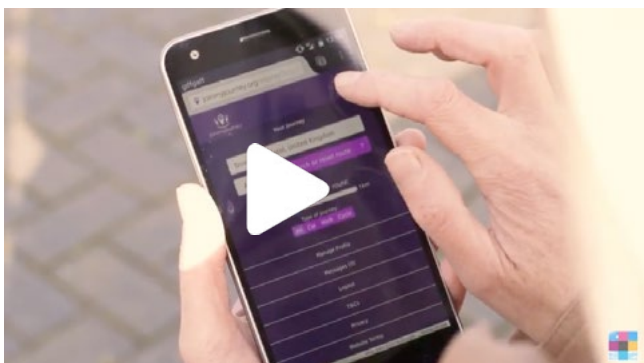
It all started with a problem close to home that we were determined to help ease. As a company we were not big enough for our own car share scheme, and with no commercially viable solution for business parks, we needed a drastic solution for our home of Aztec West.

In 2015 we collaborated with South Gloucester Council and North Bristol SusCom to create our own bespoke solution that would be free to use for all Aztec West organisations, utilising our team's expertise in project management, systems development and marketing.

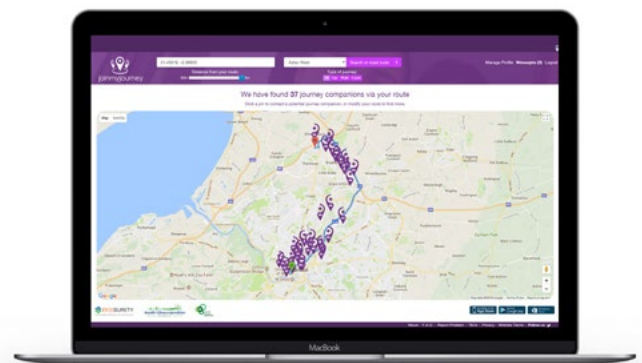
Facts



7,957 cars commute to Aztec West each day on average*



Watch now: <http://bit.ly/2DAc5ok>



www.joinmyjourney.org

Source: Weekday traffic figures entering Aztec West in June 2016 - North Bristol SusCom



Change for good



FREE for Aztec West commuters

Easily share commuting journeys by
car, bike and foot



Impact

21 destinations



available in the South West (+200% compared to 2016)

85,000+
commuters

can now reduce their gas emission by using
joinmyjourney (+40.5% compared to 2016)

A selection of organisations now on joinmyjourney:



Learnings and next steps

Currently we cannot accurately measure the actual success of the initiative as the portal does not capture usage data, and we do not track users journeys. We have conducted user surveys however, and these indicate that inspiring commuters to change their habits is a significant challenge.

That's why we are launching new features in 2018 to increase employer engagement, including CO₂ reporting, usage statistics and downloadable promotional resources. By empowering the champions in each business, we hope that it will in turn increase their employees use of joinmyjourney.

We are committed to providing joinmyjourney as a low cost solution to businesses, with 100% of proceeds used solely for supporting the platform. This way we can ensure it continues to be a sustainable solution to a very unsustainable problem.

It will also be available for free to Ecosurety members on a Gold membership package – please talk to your account manager to find out more.

“joinmyjourney is a fast, easy way for employees to identify someone to share their journey with and to help tackle congestion. It is a great example of how the public and private sector can come together to design a solution to a shared problem.”

Ann O'Driscoll, Director, North Bristol SusCom





Change for good

Reducing our own impact



In 2017 we moved to a new office location – it may only have been half a mile away, but it was a giant leap for Ecosurety.

Previously we were in a shared, serviced building which meant we did not have any control of our facilities and interior environment, right down to the furniture and energy suppliers.

We had three key objectives for the new office: to be as eco-friendly as possible, to work with sustainable suppliers and to improve how we use, reuse and recycle. As such we installed a number of features in our new office to reduce our footprint.



Reduce - Reuse - Recycle

We have installed LED lights where additional lighting was required, and for the pre-existing lights we are also replacing every used bulb light with LEDs. The addition of movement sensors throughout the office also ensures that no light is left on longer than necessary.

New timed controls and sensors ensure that our heating and air-con system runs as efficiently as possible.

New electric vehicle charging points have been installed for two cars, these are used for both our company electric car and for staff vehicles.

Results



27% of business miles travelled sustainably



Change for good

We have utilised reclaimed furniture to fit-out our office, with the sole exception of our boardroom table that was constructed from sustainable UK timber.

We also commissioned an up-cycled 'hub' table, constructed from an old cable drum by Bristol Wood Recycling Project, complete with stools made from old scaffolding planks. This central hub is complimented by a lighting feature made from up-cycled glass bottles.

Alongside our standard recycle bins we are now separating and recycling our food waste.

“Our move from a managed office to one with sole occupancy gives us a wider scope of influence and control over our impact on the environment and is enabling us to be more sustainable far into the future – a further example of our ‘Change for Good’ philosophy.”



Julie McCarthy – facilities manager



The cable drum hub table with up-cycled glass bottle lighting

Learnings and next steps

We have only been in our new office for a few months, therefore we don't have a full view of our impact as yet. We are measuring our energy performance and will set targets to reduce our consumption as much as possible.

For example, we have set ourselves the target for at least 35% of business miles to be travelled sustainably in 2018.



The David Attenborough meeting room with locally sourced woollen clouds

What's next in 2018?

To continue to make an impact, in 2018 we will focus our efforts and investments in four areas:

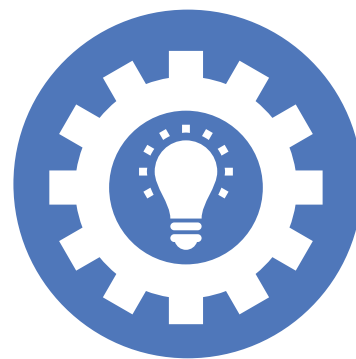


Organise two awareness campaigns

Consumers have a pivotal role to play in improving recycling rates in the UK. With our partner Hubbub we commit to organise two consumer awareness campaigns per year as a minimum.

Support innovation

We would like to see more material types being recycled. To encourage this we will support and fund innovators who we believe can make a difference in the future.



Source at least 55% of packaging recycling evidence from UK sources

To support UK infrastructure we commit to source at least 55% of our packaging recycling evidence from UK suppliers. To improve our UK v export procurement ratio, we are actively seeking opportunities to invest in and support UK recycling infrastructure.

Encourage supply chain collaboration

We are utilising our extensive networks to connect recyclers and producers to encourage collaboration that maximises the value of the recycling evidence system. We will continue to facilitate projects that improve recycling, reduce waste or minimise impact on the environment.





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