

The Business of Recycling Wales

Communications Resources Pack

Cardboard

The Kettle Times
UFO over the city!

Glass

Food

Plastic, Cartons
and Metal

Plastic, Cartons
and Metal

Plastic, Cartons
and Metal



Y Busnes o Ailgylchu Cymru | The Business of Recycling Wales

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A new law comes into effect from 6 April 2024 that means all workplaces such as businesses, public sector organisations and charities will need to separate their recyclable materials in the same way most householders already do.

Workplaces already have a **'Duty of Care'** to store, transport and dispose of their waste without harming the environment.

It also applies to all waste and recycling collectors and processors who manage household-like waste from workplaces.

What is the new law?

The following materials will need to be separated for collection, and collected separately:

- ✓ **Food waste** – only for premises that produce more than 5kg of food waste a week
- ✓ **Glass bottles and jars**
- ✓ **Metal, plastic and cartons**– this can be mixed together in the same container
- ✓ **Cardboard and paper** – this can be mixed together in the same container
- ✓ **Unsold small waste electrical and electronic equipment (sWEEE)**
- ✓ **Unsold textiles including clothing, home textiles, carpets, rugs and mattresses**

There will be a ban on:

- ✗ Sending food waste to sewer (any amount)
- ✗ Separately collected waste going to incineration and landfill
- ✗ All wood waste going to landfill

As this will be a legal requirement, organisations will need to check waste transfer notes provided by waste collectors to ensure this is not happening.

Why the law is being introduced?

Wales is currently third in the world when it comes to recycling waste from households. The current household recycling rate is just over 65% and helps save around 400,000 tonnes of carbon emissions each year.

The aim is to build on the success of household recycling and ensure high recycling rates across workplaces too.

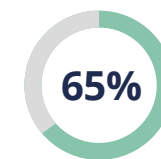
The new law will help improve the quality and quantity of materials collected for recycling.

To help organisations understand and navigate the new law, WRAP Cymru has developed the new **Business of Recycling Wales website**.

This will provide guidance and free downloadable resources to help organisations start/improve recycling in the workplace.



It's compulsory for workplaces to arrange a separate collection of these materials, so they can be recycled efficiently.



65% recycling rate
of waste material
collected by our
local authorities



400,000 tonnes
of carbon emissions
saved each year

✓ Increase recycling in the workplace

All businesses, public sector organisations and charities who produce waste streams that are similar in nature and composition to household waste but is classed as business waste, will be required to separate recyclables (food waste; glass bottles and jars; metals, plastics and cartons; cardboard and paper; unsold sWEEE; and unsold textiles). This will help improve the quality and quantity of recycling from workplaces.

✓ Not recycling leads to unnecessary waste

Sorting materials for recycling allows them to be transformed into something new, supporting the circular economy to maximise their use and life. This allows us to gain the maximum value from them whilst reducing negative environmental impacts.

✓ It can help save money

Recycling costs less than waste disposal.

✓ It saves energy

Using recycled materials in the manufacturing process uses considerably less energy than that required for producing new products from raw materials – even when comparing all associated costs, like transport.

✓ It protects the environment and helps tackle the climate emergency

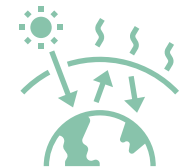
Recycling reduces the need for extracting (mining, quarrying, and logging), refining and processing raw materials, all of which create substantial air and water pollution and damage habitats. It also reduces emissions of greenhouse gases, like carbon dioxide (CO₂), which helps tackle climate change.



Save money
recycling costs less
than waste disposal



Save energy
recycling uses
considerably
less energy

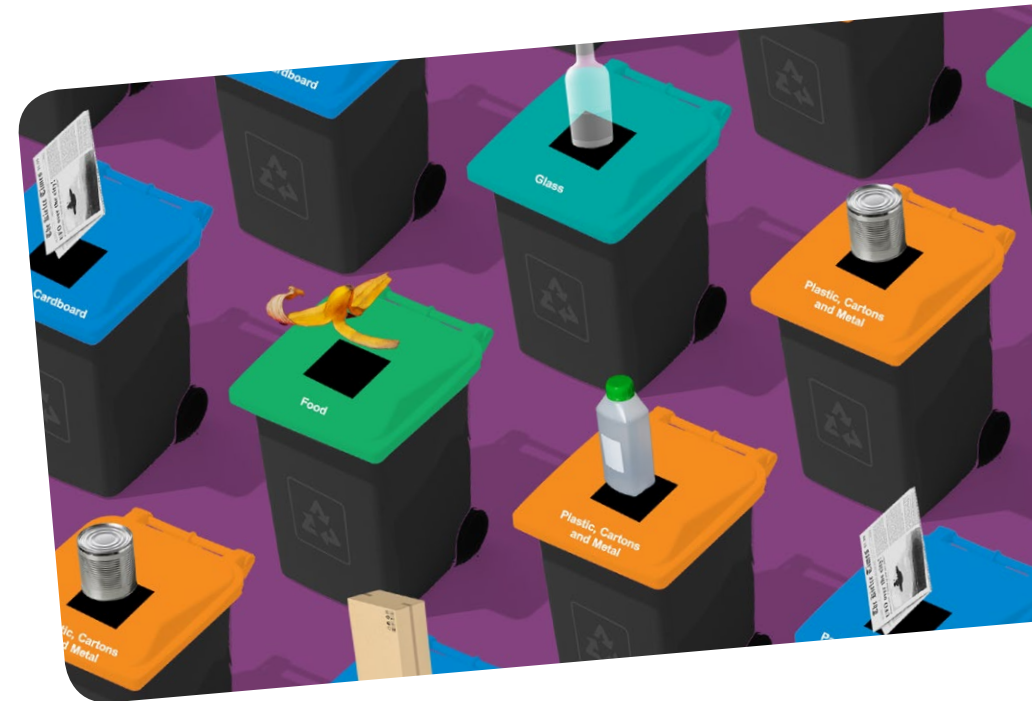


Reduces emissions
of greenhouse gases,
like carbon dioxide
(CO₂)

Wales has some of the highest levels of recycling in the UK and is now first in the UK for household recycling, with an average recycling rate of 65%.¹

Wales is currently ranked 3rd in the world for household recycling.

- 70% of office waste is recyclable.²
- 77% of hospitality waste is recyclable.³
- Waste food is costing the UK hospitality and food service industry £3.2 billion a year, and 75% of the food wasted could have been eaten.⁴
- On average, 18% of the food purchased by the UK hospitality and food service industry is being thrown away.⁴
- Over 74% of materials in the commercial waste stream could be recycled.⁵



Sources:

- 1 Recycling - Who really leads the world, Eunomia, 2017
- 2 Survey of Industrial and Commercial Waste Generated in Wales, Natural Resources Wales, 2018
- 3 Overview of Waste in the UK Hospitality and Food Service Sector, WRAP, 2013
- 4 Guardians of Grub, WRAP, 2013
- 5 Composition of Residual Commercial and Industrial Waste in Wales, WRAP, 2020



70% of office waste is recyclable²



77% of hospitality waste is recyclable³



Over 74% of materials in the commercial waste stream could be recycled⁵

Communications Resources Pack

Business of Recycling Wales support

To inform, prepare and support workplaces about the new recycling law coming into force on 6 April 2024 through the provision of:

The **Business of Recycling Wales website**, including guidance to help workplaces in the following sectors understand what they need to do and how to start/improve recycling:

- Hospitality and food services
- Retail
- Small and medium size businesses (SMEs)
- Education settings and universities
- Residential settings (including care homes)
- Outdoor events (for example, festivals)
- Entertainment and leisure facilities (including campsites, chalets, lodges, hotels, caravans)

Free downloadable resources – a suite of resources to help raise awareness and implement recycling in the workplace. For example, posters and signage for bins and a PowerPoint template.



- Logos for the The Business of Recycling Wales
- Instructional posters (A3, A4 and A5) to promote recycling in the workplace
- PowerPoint template to use to support staff briefings
- Material stream icons to create stickers for your recycling and non-recyclable waste containers, and to use on signage, to help you inform your customers about what goes where



Logos



PowerPoint template



Material stream icons



Posters

Three colour variations in 3 colours.
These are available as AI, JPEG and PNG files.



Master logo



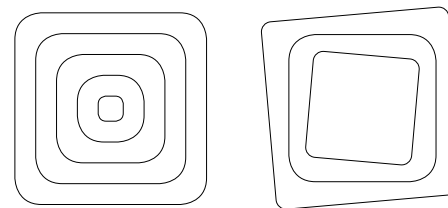
White logo



Black logo

- This is The Business of Recycling logo, locked up with the WRAP logo
- Do not change the position or proportion of the elements
- There are 3 colour variants of this logo - the Master logo, a white version for dark backgrounds and an all black version
- The logo should be reproduced at no less than 40mm wide. A clear space should be kept around the logo equivalent to the size of the wrap 'w' within the logo
- Always use the correct jpg, png or eps files. Avoid stretching, distorting or changing the proportions or colour of the logo

Graphic devices



All shapes should have curved edges. The edges should be rounded at 10px. This should remain the same despite the size of the shape. Shapes can remain at a 90° or be tilted exactly 5° either left or right.

The Business of Recycling Wales colour palette

The Business of Recycling brand palette is drawn from WRAP's brand guidelines. The primary colour palette consists of *Core Dark Blue*, *Duck Egg*, *Citrus*, *Black*, and *White*.

Typeface: Open Sans (can be used in a variety of weights).

Core dark blue
Pantone: 655M
CMYK: 100/79/12/59
RGB: 0/37/84
HEX: #002554

Duck egg
Pantone: 564M
CMYK: 37/0/20/0
RGB: 135/195/171
HEX: #87C3AB

Citrus
Pantone: 584M
CMYK: 12/0/79/8
RGB: 206/214/73
HEX: #CED649

Free to download and available in A3, A4, and A5 sizes in PDF and InDesign file formats. A4 posters are also available in MS Word.

Posters will be available for the following materials:

- Food waste
- Glass bottles and jars
- Metals, plastics and cartons
- Cardboard and paper
- Metal cans, tins, aerosols and foil
- Plastic pots, tubs and trays
- Food and drink cartons
- Small electrical items
- Textiles
- Non-recyclable waste

The posters can be used to promote recycling collection points, such as kitchen areas/canteens, printing areas and meeting areas, to help educate employees about how to recycle. This will help organisations reinforce what can and can't be recycled.

The A5 versions can be used to label recycling bins.

We have created printer friendly versions of all the posters to help save on ink if printing internally!

The font is Futura EF. If you'd like us to send you this font, please email us at WalesRecycles@wrap.org.uk We might be able to share this with you for free, depending on your organisation type.

Poster layout

1. Bilingual – Welsh and English language
2. Type of recyclable material
3. Focus on what items can be recycled using visuals and wording
4. Wales Recycles material stream icon
5. List of items that cannot be recycled
6. Wales Recycles logo. The bottom banner is editable in MS Word and InDesign to allow organisations to add their own logo

Wales Recycles identity

The Business of Recycling Wales posters follow the Wales Recycles brand guidelines. The primary palette is *Lime Green, Black, and White*. Wales Recycles logo guidelines can be accessed [here](#).

Typeface: Futura EF (Should be used in bold for headings and regular for copy).

Recycle Now and Wales Recycles Green
 Pantone® 376C
 CMYK: 50/0/100/0
 R141 G198 B63
 HEX: #8DC63F



Material stream colour palette



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Workplace material stream icons

These icons provide a set of practical signposts that show what can be recycled in the workplace and can be used in many applications, for example:

- Business recycling communications
- Recycling collection points
- Bin stickers / container labels
- Website / Intranet
- Social media content



The font for the icons is Futura EF. If you'd like us to send you this font, please email us at WalesRecycles@wrap.org.uk We might be able to share this with you for free, depending on your organisation type.

Raising awareness of how, what and where to recycle in the workplace is key to getting people involved and changing behaviour.

Using the posters to promote dedicated recycling points and clearly explaining what items can and cannot be recycled is essential. This allows people to act immediately at the point of disposal.

1



Visit the Resources page at businessofrecyclingwales.com

2



Select the instructional posters that match the materials you collect

3



Print off the posters. A5 can be used as bin labels. We have also created printer friendly versions to save ink!

4



Place the poster on the wall above the bin and add a label to the bin if required

5



Inform your staff where the recycling bins are located

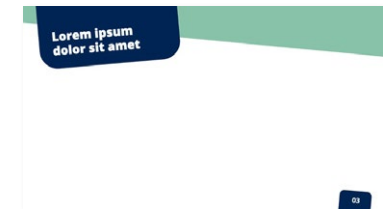
6



To find out more about recycling at work, visit businessofrecyclingwales.com

Communications Resources Pack PowerPoint template

A PowerPoint template has been developed to help employers share workplace recycling information internally and externally. For example, when communicating recycling policies, instructions about what can be recycled and where, etc.



wrapcymru.org.uk

businessofrecyclingwales.com

WalesRecycles@wrap.org.uk



Y Busnes o
Ailgylchu Cymru

The Business of
Recycling Wales