

Communications Resources Pack

THE BUSINESS OF RECYCLING WALES

Food and Cardboard

Food

Glass

Plastic, Cartons
and Metal

Plastic, Cartons
and Metal

Plastic, Cartons
and Metal

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THE BUSINESS
OF RECYCLING
WALES



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The workplace recycling regulations require workplaces such as businesses, public bodies and third sector, to separate these recyclable materials from their general waste 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 law?

The law requires the following materials 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

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.

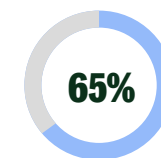
The law will help improve the quality and quantity of materials collected for recycling.

To help organisations understand and navigate the 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

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BENEFITS OF WORKPLACE RECYCLING

4/13

✓ 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, are 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

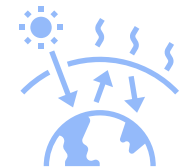
Recycling reduces the need for extracting (mining, quarrying, and logging), refining and processing raw materials, all of which create substantial air and water pollution and damage habitats. It also reduces emissions of greenhouse gases, like carbon dioxide (CO₂), which helps tackle climate change.



Save money
recycling costs less than
waste disposal



Save energy
recycling uses
considerably
less energy

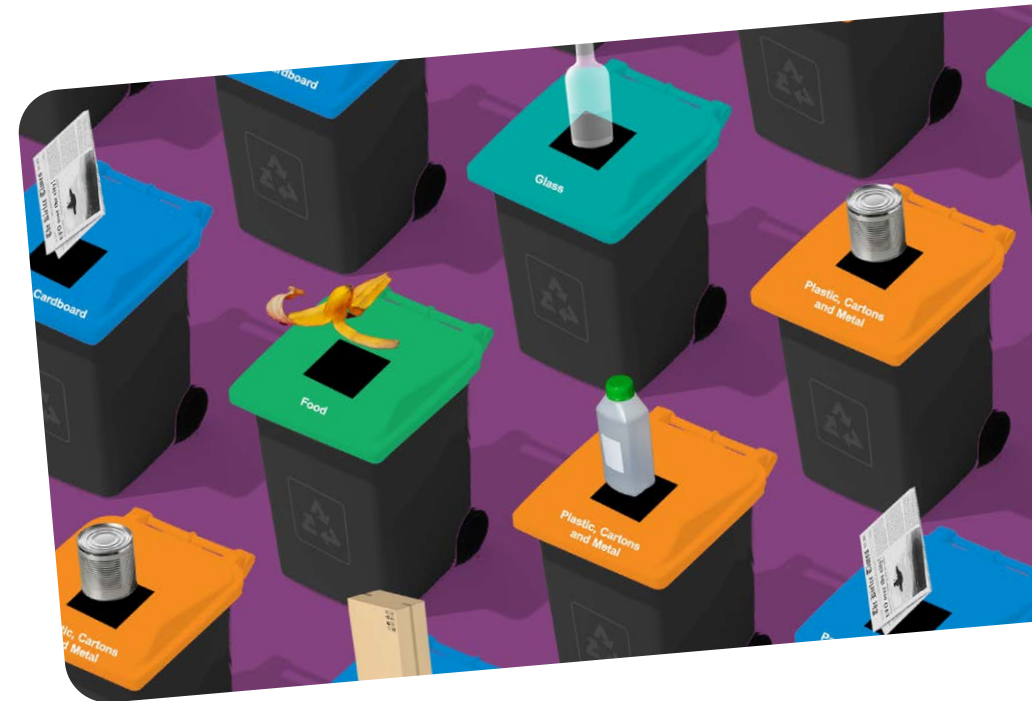


Reduces emissions
of greenhouse gases, like
carbon dioxide (CO₂)

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 now 2nd in the world for household recycling.

- 70% of office waste is recyclable²
- 77% of hospitality waste is recyclable³
- 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 eaten⁴
- On average, 18% of the food purchased by the UK hospitality and food service industry is being thrown away⁴
- Over 74% of materials in the commercial waste stream could be recycled⁵



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**

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BUSINESS OF RECYCLING WALES SUPPORT

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To inform, prepare and support workplaces about the law through the provision of:

The **Business of Recycling Wales website** has been developed to support workplaces by providing guidance to various sectors, ensuring they understand what they need to do to start or 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.



- Logos for the The Business of Recycling Wales
- Instructional posters (A3, A4 and A5) to promote recycling in the workplace
- 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



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LOGOS AND APPLICATION

Four colour variations with both landscape and stacked options available. These are available as SVG, JPEG and PNG files.



Master landscape logo



Master stacked logo



Lime landscape logo



Lime stacked logo



White landscape logo



White stacked logo



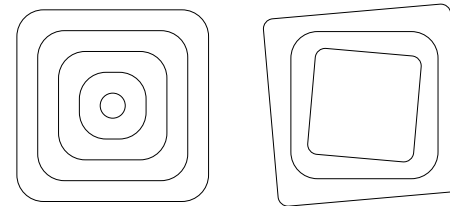
Black landscape logo



Black stacked 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 4 colour variants of this logo - the Master logo, a lime version for Forest backgrounds, a white version for dark backgrounds and an all black version
- The landscape logo should be reproduced at no less than 115mm wide and the stacked logo must be no less than 60mm wide. A clear space should be kept around the logo equivalent to the size of the wrap 'P' within the logo
- Always use the correct jpg, png or svg 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 *Forest Green*, *Earth*, *Sand*, *Lime*, and *Sky Blue*.

Typeface: Marr Sans Cond Web or if unavailable Inter can be used as an alternative (both can be used in a variety of weights).

Forest Green
HEX #0B301A
RGB 11, 48, 26

Earth
HEX #A9AD94
RGB 169, 173, 148

Sand
HEX #E8E0D6
RGB 232, 224, 214

Lime
HEX #CBFF89
RGB 203, 255, 137

Sky Blue
HEX #94B9FA
RGB 148, 185, 250

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INSTRUCTIONAL POSTERS

9/13

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.ngo. 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

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

10 /13

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.ngo** 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

wrap.ngo/cymru

businessofrecyclingwales.com

WalesRecycles@wrap.ngo

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