

# WELCOME, RECYCLING CHAMPIONS!

You've been recognised as a positive influence in your workplace when it comes to recycling.

This guide gives you practical tips and tools to help make recycling easier and more effective in your workplace, to inspire colleagues and create positive change.



**As a Recycling Champion, you'll be playing a vital part in helping your workplace meet its recycling goals and build a culture of sustainability.**



A suggested role of a Recycling Champion includes:

#### Lead by example



Demonstrate best practices in recycling and waste separation. Be a visible advocate and role model for responsible waste management.

#### Promote awareness



Help colleagues understand what can be recycled and how. Share updates, tips, and guidance to keep recycling front of mind.

#### Support implementation



Assist in setting up and maintaining recycling stations. Identify and report any issues or barriers to effective recycling.

#### Inspire participation



Encourage others to get involved and take ownership of recycling. Celebrate successes and share positive stories to build momentum.

#### Provide feedback



Act as a link between staff and management, sharing insights and suggestions. Help monitor progress and suggest improvements where needed.

#### Stay informed



Keep up to date with recycling policies and procedures.



# Top 8 key activities of a Recycling Champion



1

## Learn the recycling rules



Familiarise yourself with your organisation's recycling procedures. Understand what materials can and cannot be recycled, and how they should be separated.

3

## Make recycling easy for others



Help ensure bins and recycling points are clearly labelled and accessible for all employees. Suggest improvements to signage or bin placement if needed.

5

## Share tips and reminders



Demonstrate best practices in recycling and waste separation. Be a visible advocate and role model for responsible waste management.

7

## Monitor and report



Keep an eye on recycling performance in your area, checking whether incorrect items are being placed in recycling bins or if recyclables are being disposed of in general waste bins. Report issues or successes to your manager or sustainability lead.

Every workplace is different, so the activities listed below are flexible suggestions. **Champions and their managers should agree on the most suitable actions for their team and organisation.**

2

## Follow the procedures



Always use the correct bins and sorting methods. Avoid contamination by ensuring recyclables are clean and properly prepared. Taking part in a Waste Audit or undertaking an audit may be beneficial to fully understand any recycling issues.

4

## Be present and approachable



Be visible in your role - wear a badge or include your role in your email signature. Make yourself available to answer questions or offer help.

6

## Lead initiatives



Organise mini campaigns, challenges, or awareness days to boost engagement. Encourage friendly competition and provide recognition for good recycling habits.

8

## Stay informed and engaged



Attend any training courses or updates provided. Stay curious and share new ideas or best practices from other organisations. Champions should understand and broadly explain that recycling conserves natural resources, reduces greenhouse gas emissions, and keeps waste out of landfill—helping protect our environment for future generations.



# Overcoming challenges may you face as a **Recycling Champion**



## Confusion about what can be recycled

### Challenge

Unclear signage or inconsistent messaging can lead to contamination.

### Solution

Consider working with your Facilities or Estates team to update bin labels and create a simple visual guide for all departments which produce waste including staff kitchens and offices.

## Infrastructure barriers

### Challenge

Poor bin placement or lack of recycling stations..

### Solution

Identify high-traffic areas and consider whether recycling bins are suitably located. Propose suggestions to your Estates or Facilities team for relocating bins for better access or to maximise usage and capture of recyclables.

## Low Engagement from Colleagues

### Challenge

Some colleagues may not see recycling as a priority.

### Solution

Share relatable examples of how recycling benefits the business or environment. Consider running a “Recycling Week” linking up with national recycling initiatives such as the Recycle Week campaign and provide small prizes for participation, to boost interest and involvement.

## Limited time to champion the role

### Challenge

Champions may struggle to balance their main job with their recycling responsibilities.

### Solution

Ensure line managers and Champions agree the amount of dedicated time required each month to check bins, share updates, and meet with other champions to share ideas.

## Feeling undervalued

### Challenge

Champions feel their efforts go unnoticed.

### Solution

Consider talking to your manager or senior-team about how you're feeling. You could suggest ways your contributions could be recognised more visibly - for example, being mentioned in team meetings, newsletters, or even in your personal performance appraisal. Recognition doesn't just boost morale, it helps others understand the value of your role too.

