

# PLEDGE2LOCAL

December 2020



## INTRODUCTION



Thank you for the positive feedback we received after our first edition of **PLEDGE2LOCAL**.

This month we introduce a new Christmas social media campaign, we want to make sure we can all keep in contact, and want to thank everyone who helped contribute to the RECOUP UK Household Plastics Collection Survey.

Pledge2Recycle Plastics is the national plastics recycling initiative which aims to boost plastic recycling in the UK and achieve behaviour change through consistent and simple messages. The initiative aims to reduce confusion of householders when recycling plastics via kerbside collection. Plastic is a truly sustainable and circular resource, and we know that positive consumer behaviour change is central to tackling ongoing ambitious targets and circular economy aspirations. By working together to provide a clear message we aim to help boost these results.

## WHAT WE ARE WORKING ON



### IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS

Whatever our thoughts on the season, there is no avoiding that Christmas is getting closer. As such we are keen to recommit to keep recycling.

**Pledge2Recycle Plastics** have designed a series of seasonal social media posts that will run during December. You can download the images from **Pledge2Recycle Campaigns**. Please feel free to use the images on your social media, along with messaging, including the hashtag **#P2RChristmas**. This will allow us to tag and share your posts.

Following feedback from previous campaigns we now aim to produce all campaigns in English and Welsh. We have to thank **James Thompson, Cyngor Sir Powys / Powys County Council** for his help with our Christmas campaign. Diolch!



### LET'S KEEP TALKING

We all know that good intentions and habits can easily drop off if we don't keep them in mind. We're keen to keep the conversation going. Thank you to everyone who is already following Pledge2Recycle and RECOUP via social media. We appreciate all your likes, comments and shared posts.

The Pledge2Recycle.co.uk website is currently undergoing a makeover. We are updating information to help provide a range of resources. If there is anything you think we should include or you would like to see let us know and we will try to incorporate your suggestions.

You can find the latest information by following **@RECOUP\_UK** and our citizen engagement work **@PLEDGE2RECYCLE** on the following social media channels. Please encourage your communications teams to get involved too. We are also happy to follow and share your posts as well.

Twitter	<a href="#">@Pledge2Recycle</a>	<a href="#">@RECOUP_UK</a>
Instagram	<a href="#">@Pledge2Recycle</a>	<a href="#">@RECOUP_UK</a>
Facebook	<a href="#">facebook.com/pledge2recycle</a>	
LinkedIn	<a href="https://www.linkedin.com/company/recoup">https://www.linkedin.com/company/recoup</a>	



### UK HOUSEHOLD PLASTIC COLLECTION SURVEY 2020 – THANK YOU!

Thank you to everyone who took the time to reply to provide data via the UK Plastics Household Collections Survey during the summer. This is the RECOUP annual survey that is carried out using data directly gathered from Local Authorities and Waste Management Companies. Despite everyone being busier than ever over 250 responses were received. This data has been analysed and allowed RECOUP to produce a report that is a true reflection of what is happening to the collection of household plastics.

RECOUP hosted an Introduction to UK Household Plastics Collection Survey webinar to give the first look at the findings of the year's report. You can listen again or share with your colleagues by **downloading the webinar from the RECOUP website**. A **Summary** is also publicly available.

If you would like more information or have any questions about the survey please contact [enquiries@RECOUP.org](mailto:enquiries@RECOUP.org).

## SHARE YOUR NEWS AND VIEWS



### WHAT ARE YOU WORKING ON?

Thanks to everyone who got in touch after our first update.

We're always happy to find out what you're working on and share messaging particularly with regards to work you're doing on your plastics recycling project. We work with organisations across the country so may have contacts, resources or information that could help? We'd love to help promote your recycling campaigns and customer engagement successes as well.

Contact [Amanda.Bakewell@recoup.org](mailto:Amanda.Bakewell@recoup.org) and share your news.

## BIT OF BACKGROUND



### RECOUP MEMBERSHIP

Have you considered supporting PLEDGE2RECYCLE by becoming a member of RECOUP? We are always keen to bring new companies and organisations into the RECOUP network, never more so that at this important time, with so much to do ahead. The more support we have, the more effective we can be.

As a member you get a say in the work and priorities of RECOUP, have exclusive access to reports and information – including the full edition of the UK Household Plastics Collection Survey. You also can receive one to one support, get FREE access to our annual conference, and much more – what's not to like? You are also seen to support all RECOUP core work and the business aims of the organisation. Take a look at our [current members list](#) to see who is already supporting us and who else we are working with.

RECOUP is active across all sectors, formats, and parts of the value chain in terms of project development and implementation, collection, education, research, and strategy. Part of our role is also to keep up to date with legislative and practical changes in plastic resource efficiency and recycling, and work to represent the collective interests and views of RECOUP members.

[Click here](#) to view the 2020 RECOUP brochure.

If you are wondering what RECOUP could do for you, or can't wait to get signed up as a supporter, simply email [enquiry@recoup.org](mailto:enquiry@recoup.org) and we will be in touch!

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