

PLEDGE2LOCAL

OCTOBER 2021

INTRODUCTION



Welcome to the latest edition of Pledge2LOCAL. We hope that you were able to join the RECOUP Conference at the end of September. If you missed it, a review will be shared on the RECOUP website in the coming weeks. You can keep up with the work of the team by following us on social media @RECOUP_UK or @Pledge2Recycle.

If you would like to find out more, share what you are working on or would like to know more about a specific plastics recycling topic, **please do get in touch**.

WHAT WE ARE WORKING ON



PLEDGE2RECYCLEPLASTICS – TALK TO US **Wednesday 3rd November 2021, 10:00am**

Join the Pledge2Recycle team to discover the range of free resources and education tools available to help encourage plastics recycling.

We will be sharing some of new education tools that have been created in collaboration with BPF and Plastics Europe. In addition, there you can access free artwork, social media, and graphics available for plastics recycling and litter campaigns.

The team will share insights into the background citizen insights into the importance of the recycling journey education material and how the network of RECOUP members and Pledge2Recycle Plastics followers can provide an effective way to engage with citizens. Discover some of the key insights on investment v engagement from existing campaigns.

We are also keen to find out your thoughts and views around plastics recycling. Can we help answer your questions, shape campaigns to save you time and money by working together.

Please share the link with other teams and colleagues if you think this may be of interest to them? Perhaps other recycling officers, communications teams or community engagements colleagues? This webinar is open to all RECOUP Members, Local Authorities and Waste Management organisations.

Reserve your place here



PLEDGE2RECYCLE CUTTING THE CONFUSION PODCAST **COMPOSTABLES, FEATURING FRANZ KRAUS, TIPA**

Do you know the difference between biodegradables and compostable? Know which waste stream you can put compostables in? Find out the answers plus more with our latest **Pledge2Recycle Cutting the Confusion Podcast** with compostables expert Franz Kraus.



RECOUP WEBINARS NOVEMBER 2021

PLASTICS PACKAGING RECYCLING MARKETS - THE FUTURE

Tuesday 16 November 2021, 10:00am

With legislation changes and recycling technology developing, the Plastic Packaging Tax, Extended Producer Responsibility, Deposit Return Schemes, End of Waste protocols, requirements around material exports and new technology such as chemical recycling will all have an impact. This webinar will look at how plastic packaging recycling markets could change, and how the UK will need to adapt and increase its own recycling capability to meet future demands.

CONSUMER BEHAVIOUR IN RELATION TO PLASTICS PACKAGING

- Wednesday 17 November 2021, 10:00am

This webinar is aimed at highlighting the challenge in delivering and driving behaviour change on plastics recycling through the recycling message. The session will draw on case studies and ask the question 'how can we better engage citizens, and how can we educate to increase plastics recycling rates and reduce plastics pollution'. The session asks if plastics packaging benefits are understood in relation to other less sustainable materials and how can we educate without unintended consequences.

CIRCULARITY AND SUSTAINABILITY IN COMPLEX SECTORS - Tuesday 23 November 2021 10:00am



Many advances have been made in addressing the challenges posed by the collection, sorting and recycling of plastics. However, there are still a number of sectors with challenges to achieve circularity due to factors such as the environment the plastic is used in, product design requirements or lack of recycling infrastructure. This webinar will explore some of the challenges and solutions within some of these complex sectors.

FILM RECYCLING SUPPLY CHAIN OPPORTUNITIES

Thursday 25th November 2021, 10:00am

The aim of this webinar is to give an overview on collections, capture and sorting, in respect of film recycling. To discuss and highlight the current state of play within film recycling and the supply chain opportunities that are available.

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