

Autumn 2011

CanMail



news from Every Can Counts



**Making an impact...
In workplaces,
At Festivals,
On the high street**

Red Bull gives us wiings!

Summertime, and can recycling is easy – thanks to Every Can Counts!

This summer saw the Every Can Counts team going all out to promote can recycling 'on the go'. We travelled the country, braving all weather conditions, to communicate the can recycling message. Although only in its second year the events programme is now a key part of our efforts to promote recycling 'on the go', raising awareness of drinks can recycling facilities and reminding everybody that it is important to recycle every single can, wherever you are!

Summer got underway in June at the Isle of Wight Festival, where for the second year running we teamed up with waste contractor Biffa and local community group Haylands Farm; who did a fantastic job of can collecting come rain or shine. And rain it did! But, with all proceeds from the cans going to support the charity's work with adults with learning difficulties, getting wet and muddy was worthwhile. Following last year's success we once again invited Isle of Wight festival-goers to take a shot at the targets in our giant football goal in return for recycling their cans. Anyone scoring four goals from four shots got the chance to win tickets for next year's festival, via a competition on our Facebook page.

New for this year, but on the same theme, we introduced another competition which made its debut at Download Festival. Here we pitted the boys against the girls to see who could shoot the fastest goal in our speed cage competition. Four days of fierce competition ended with a penalty shootout and two participants each going home with a ticket for Download 2012.

In addition to the packed festival programme, we have helped Lewisham Shopping Centre launch their new can recycling service to customers and outlets, and more can crushers have been added along the North Devon coastline, at Ilfracombe. Every Can Counts spent a day at each location challenging residents and visitors to 'guess the number of cans in a crushed bale' in order to raise awareness of drinks can recycling and the new recycling facilities available.

For full details of Every Can Counts' events programme go to www.everycancount.co.uk/events

You can follow us on Twitter @everycancounts and Facebook to keep track of the number of cans collected and see photos. We'll be announcing the results of our summer of festival recycling in the next issue of Canmail.



Isle of Wight

Download

Endorset

Beautiful Days

While Every Can Counts concentrates on promoting and encouraging can recycling, crucial to the success of any festival or event recycling operation are the waste and recycling crews, who work behind the scenes picking up and sorting cans, and other recyclables, for recycling.

This year we have again worked with Ryans Event Cleaning at four events. We have also teamed up with social enterprise, and festival recycling experts, Festival Green. Their team of green messengers are all volunteers who work tirelessly throughout the festival talking to campers, staffing recycling points at campsites and arena entrances and processing cans. We couldn't make every can count without them!

Lovebox

V Festival

Latitude

High Voltage

The Big Chill

Ilfracombe Beach

Red Bull gives Every Can Counts wings

Energy drink brand leader Red Bull has joined Every Can Counts as a funding partner, the first drinks brand to become actively involved in the programme.

Red Bull and Every Can Counts will work together to explore new ways of encouraging consumers to recycle drinks cans, including actively encouraging recycling at Red Bull's own events.

"To say that we are excited about the prospect of working with Red Bull is an understatement," says Every Can Counts Director Rick Hindley. "Red Bull have a reputation for leading from the front, being creative and innovative in their approach to everything from events to retail, so we are really looking forward to working with their teams to give an edge to our promotion of recycling in workplaces, universities and 'on the go'."

Red Bull UK Managing Director Nigel Trood adds: "Joining Every Can Counts gives us the opportunity to directly support and encourage drinks can recycling among our consumers and a wider audience. We hope to develop an exciting, dynamic relationship with the programme and its users."

The Every Can Counts team went along to Red Bull Flugtag, which took place in Leeds during July. Flugtag (which means "flying day" in German) challenges the brave and brainy to design, build and pilot home-made flying machines off a 30-foot high flight deck in hopes of soaring into the wild blue yonder...or, more often, plunging into the waters below. Teams are judged on three criteria: flight distance, creativity of the craft, and showmanship. Since the first Red Bull Flugtag took place in Vienna, Austria, in 1991, almost 100 Red Bull Flugtags have been held around the globe.

For the Leeds Flugtag Every Can Counts created a statue based on the myth of Icarus, who used home made wings to escape his prison - only to fly too close to the sun and fall back to earth. The statue, which stood 3m tall, was filled during the day with cans recycled by visitors to the event. In all 1700 cans were collected to fill the statue before they were all recycled.



Every Can Counts helps businesses recycle **27 million** more cans

Every Can Counts helped businesses across the UK to collect 394 tonnes, or 27 million, used drink cans for recycling in 2010. The figure is equivalent to each employee at organisations registered with the programme recycling four cans per month.¹

Every Can Counts calculates that by enabling over 394 tonnes of drinks cans to be recycled last year over 4000 tonnes of greenhouse gas emissions have been avoided.

In its first two years the programme has been embraced by over 400 organisations, all keen to demonstrate their commitment to sustainability and encourage their staff and customers to recycle more. Organisations using the programme range across the public and private sector and from SMEs to FTSE-listed companies. All are using Every Can Counts to help them achieve corporate social responsibility (CSR) and sustainability objectives, including zero waste to landfill targets.

There are now over 4000-branded collection points around the UK; in offices, shopping centres, universities and tourist attractions. Results from participating organisations show that although the programme specifically targets drinks cans, volumes of other recyclables also increase as a result of using the Every Can Counts programme.

Diana Caldwell of Every Can Counts says: "We are really pleased with what Every Can Counts achieved in 2010. And 2011 is shaping up to be another excellent year for the programme, with more organisations joining us as they understand the contribution the programme can make to workplace recycling and CSR schemes.

"Every Can Counts is establishing itself as a strong brand in successfully promoting the recycling of drinks cans outside the home: both in the workplace and encouraging consumers to recycle whilst 'on the go'."

Diana Caldwell of Every Can Counts.

¹ figures verified by the Waste & Resources Action Programme (WRAP)

...and welcomes a new funding partner

Beverage can maker Can-Pack (CPUK) has become a partner of the Every Can Counts programme, initially committing funding for a three year period. Can-Pack will join representatives from the other beverage can makers and aluminium and steel packaging recyclers on the national steering committee for the programme.

Philip Fisher, Managing Director, Can-Pack UK, comments: "Can-Pack is committed to both recycling and sustainability, so we wanted to join the UK's leading programme. Every Can Counts is an excellent initiative which is making a meaningful contribution to increasing 'on the go' recycling rates for drinks cans used outside the home."

CPUK is part of the Can-Pack group of companies (CP Group), with headquarters in Krakow, Poland. Can-Pack group is a leading supplier of metal and glass containers and metal closures.

"We welcome Can-Pack as a key supporter of our programme and look forward to our future work together"

Rick Hindley of Every Can Counts.

Every Can Counts hits the streets

With around a third of the 9 billion drink cans sold in the UK every year being used outside the home Every Can Counts is keen to explore ways to make sure that as many as possible make it into the recycling system. Recently the programme teamed up with two district councils in Oxfordshire to help promote and encourage residents and visitors to use new on-street recycling bins.

Vale of the White Horse and South Oxfordshire District Councils installed new on-street recycling facilities in seven towns across the two districts over the summer. Town centre roadshows are being held in each locality to raise awareness of the new compartmentalised bins, which match the domestic recycling system, making it easy for residents to understand what goes where.

As well as providing assistance with the roadshow events Every Can Counts supported activities at schools in the area. Our inflatable football goal and 'Can you kick it' challenge toured schools and colleges during Recycle Week in June giving us the chance to talk to local youngsters about the new facilities. We also visited the Abingdon Airshow to raise awareness, and we'll be looking to follow this activity up in the coming months.



Kicking off the new service in Henley:

Cllr David Dodds (Cabinet Member) and Cllr Elizabeth Hodgkin (Deputy Mayor, South Oxfordshire District Council), Diana Caldwell (Every Can Counts) and Matthew Beesley (Recycling & Education Officer, Biffa)

Want to get involved?

We have everything businesses need to get people recycling at work – from bins to leaflets and even stickers for the office fridge. If you're not already recycling it's easy – to get involved just get in touch. Here's how...

Get the latest information about drinks can recycling

www.everycancounts.co.uk

Get updates from the Every Can Counts team on **twitter**

@everycancounts

Show your support by joining us on **facebook**.

See video case studies of our projects on **YouTube**

To join Every Can Counts, or to find out more about how we can help you with drinks can recycling please contact us:

Tel: 01527 597757 (answer phone outside office hours) **Email: everycancounts@alupro.org.uk**



Every Can Counts is managed by Alupro and funded by the drinks can manufacturers (Beverage Can Makers Europe, UK Canmakers, Can-Pack), aluminium and steel packaging reprocessors Tata Steel, Novelis UK Ltd and Red Bull. It is supported by the Waste & Resources Action Programme (WRAP)