Press release

Research reveals effective communication is key to success of workplace recycling

Every Can Counts launches online information hub to help businesses recycle more

Wednesday 9th, November – New research from drinks can recycling programme, Every Can Counts, has revealed that businesses are calling out for more support to help implement successful workplace recycling schemes[1].

According to surveys of employers and employees from more than 80 organisations, the greatest challenge encountered when implementing workplace recycling initiatives is staff understanding; nearly a quarter of businesses revealed their organisation struggled with communicating how and why to recycle to employees to create lasting behaviour change.

The research, which investigated attitudes to recycling in the workplace, also revealed that over half of the businesses running a recycling programme were motivated to do so by environmental concerns. Furthermore, almost 20 percent of employers with a scheme in place cited cost saving over regular waste disposal as a motivation for starting recycling.

With many organisations working towards sustainability objectives, including zero waste to landfill targets, the research demonstrates that businesses would benefit from greater support to help achieve their environmental goals. In response Every Can Counts has launched a new online information hub designed to help organisations and individuals increase recycling in their workplace. Recognising that an effective recycling programme combines service with promotion, the new online hub, www.everycancounts.co.uk, provides information and advice on setting up or reinvigorating a recycling scheme, along with communications resources to help with promotion to staff and customers.

The new site also includes a series of case studies of organisations including Emap and Land Securities discussing how they successfully implemented the recycling programme and

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recycle

providing advice on employee and customer engagement. The latest in the series is from Jaguar Land Rover who has been using the Every Can Counts programme for the last 18 months at three of its UK sites to help achieve their commitment to environmental responsibility. This case study can be viewed at www.everycancounts.co.uk/casestudies.

As an added initiative to help boost drinks can recycling, new organisations that register with Every Can Counts before the 31st December 2011, will receive a free starter pack, and be entered into a draw for a chance to win an Every Can Counts drinks can crusher worth over £800[2]. The winner will also receive a consultation from an Every Can Counts representative, and promotional materials to kick start or invigorate their recycling scheme.

Rick Hindley, Director of Every Can Counts, commented: "Our experience tells us that putting a recycling box in an office doesn't constitute a recycling programme, you have to educate people how to use it! Successful recycling and lasting behaviour change requires regular communication to remind staff how, what and where to recycle. We know that Every Can Counts helps increase drinks can recycling, and also boosts collections of other recyclables in a workplace. With the right resources, workplaces can easily encourage long-term behaviour change among the workforce and achieve their environmental goals. We intend to build on the insight this research provides to continue to offer practical help and support to anyone wanting to step up their recycling, whatever their workplace."

The Every Can Counts programme is currently running in 485 organisations, across 1,300 sites and there are 4,000 recycling collection points. In 2010, the programme helped recycle over 27 million drinks cans in the workplace, equivalent to every employee at organisations registered with the programme recycling four cans per month.

For more information about how Every Can Counts has helped participating organisations, please visit the website to view relevant case studies www.everycancounts.co.uk/casestudies

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Notes to editors

[1]Research conducted by Resource Futures and by Alupro. Field work conducted between May and June 2011. Online surveys conducted by Every Can Counts in November 2011 and February 2012.

[2]The Prize Draw
Any organisation that signs up for the Every Can Counts programme between Monday 8th November 2011 and 31st December 2011, will be eligible to receive a free starter pack and will be automatically entered into a draw to win the prize for their workplace.
Full terms and conditions are available online http://www.everycancounts.co.uk/standard-rules-for-prize-draw-and-competitions/

For images, information or to organise an interview with Every Can Counts, please contact onechocolate communications on 020 7437 0227 or EveryCanCounts@onechocolatecomms.co.uk

About Every Can Counts
Every Can Counts is a partnership between the European and UK drinks can manufacturers and the aluminium and steel packaging and recycling industries, and supported by the Waste & Resources Action Programme (WRAP) It aims to enable and encourage more people to recycle the drinks cans they use outside the home. For more information visit www.everycancounts.co.uk/about. You can also follow Every Can Counts on Facebook and Twitter.

Every Can Counts – Funding Partners

1. BCME (Beverage Can Makers Europe) is a not-for-profit making association whose prime objective is to promote the beverage can in Europe. The three members are: Ball Packaging Europe, Crown Bevcan Europe and Middle East and Rexam Beverage Can Europe & Asia.
2. CPUK: 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.
3. Novelis operates Europe's only dedicated used aluminium can recycling plant in Warrington, Cheshire. The plant has the capacity to recycle every aluminium can sold in the UK for the foreseeable future (currently 6.6 billion cans, which equates to approximately 101,000 tonnes in weight).
4. Red Bull established its business 23 years ago, in Austria. Nowadays, Red Bull Energy Drink is available in more than 160 countries and sold more than 4 billion times a year. To read more about Red Bull can and its lifecycle please click this link: www.redbull.co.uk/cs/Satellite/en_UK/can-lifecycle/001243026254131
5. Tata Steel: TATA is the largest steel recycler in the UK. TATA Steel promotes steel packaging recycling to consumers, local authorities and the commercial sector.
6. The UK Can Makers represents the UK manufacturers of beer and carbonated soft drinks cans and promotes the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.