

Biffa Press Release

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Biffa and Alupro Aim to Make Recycling Every Can Count

New recycling scheme for used drink cans promotes 'greener' habits at work and on campus.

A major new recycling scheme, 'Every Can Counts', launches this week in association with recycling and waste management specialists, Biffa.

Around 30% of the eight billion cans sold every year (30,000 tonnes of aluminium, 8,000 tonnes of steel) are consumed outside the home, so do not get recycled through local authority kerbside collections. 'Every Can Counts' will offer organisations the opportunity to set up, promote and sustain a drinks can recycling scheme of their own.

Biffa will be working with beverage can manufacturers and recyclers to encourage the recycling of used drink cans consumed in the workplace and on university and college campuses. The scheme has been developed by the Aluminium Packaging Recycling Organisation (Alupro) and is funded by Beverage Can Makers Europe (BCME), UK Canmakers, the aluminium packaging and recycling industry and the Waste & Resources Action Programme (WRAP).

The scheme is designed to encourage employees to get into the recycling habit at work. Promotional resources are available to order or download via the website, www.everycancounts.co.uk. Communications resources specifically aimed at students in higher education are also available.

Rick Hindley, Executive Director of Alupro, hopes that within three years a full national roll-out will be underway and believes the time is right for a workplace recycling programme such as Every Can Counts, "Government policy and social attitudes are both working to create a need for businesses to become more sustainable. Recycling helps them to manage waste effectively and meet pre-treatment legislation; added to this their employees and their customers want to know that they are committed to acting sustainably. We believe that Every Can Counts can help to address all of these issues and contribute to creating lasting behaviour change, by providing a collection infrastructure reinforced by an informative and exciting communications programme."

Biffa will introduce the programme to existing customers and will offer the service to businesses that sign up as part of a recruitment campaign managed by Alupro.

Further recycling information from

Biffa Recycling on 0800 307 307 or visit www.everycancounts.co.uk and www.biffa.co.uk.

- Biffa Waste Services Limited is one of the largest single suppliers of waste management services in the UK. It collects, treats, recovers and disposes of municipal, commercial and industrial waste nationwide. It is owned by Waste AcquisitionCo Ltd, an entity formed by Global Infrastructure Partners (GIP), Montagu Private Equity & UCIL (Uberior Co-Investments Limited).

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