

Delivering more

The Biffa logo consists of the word "Biffa" in a white, bold, sans-serif font, centered within a solid red square.

## Biffa Municipal press release

6<sup>th</sup> July 2011

### **CRR LEGAL ACTION 'DIVISIVE AND VERY INTROSPECTIVE', SAYS BIFFA**

5<sup>th</sup> July 2011 – Leading household and commercial waste recycler Biffa has described the application by the Campaign for Real Recycling (CCR) for a judicial review of the revised Waste Framework Directive as 'a divisive and very introspective act that wastes time and energy'.

The CRR claims that including commingled recycling collections in the WFD does not properly transpose Article 11 of the Directive. The kerbside-sort supporter interprets Article 11 as requiring separate collection of paper, plastic, glass and metal by 2015.

Article 11 reads: "*Member States shall take measures to promote high quality recycling, and to this end, shall set up separate collections of waste where technically, environmentally and economically practicable and appropriate to meet the necessary quality standards for the relevant recycling sectors.*"

"Whatever the regulations say technically or legally, it is obvious that the Directive's bottom line intent is to separate 'dry recyclables' from residual waste," stated Biffa's municipal development director Pete Dickson. "That objective is being achieved today by both commingled and kerbside-sorted collections. Both should continue to co-exist in our diverse modern society as local authorities must have the right and flexibility to choose the most appropriate collection system for their needs."

He felt the CRR's application was not focused on the needs of those that produce waste, such as households and businesses, and was an unnecessary distraction from the great work that is being done by all players in the industry. "As an industry, we can be proud of our work and should be promoting it," added Dickson, "but it's hard to do that when blinkered points-of-view get in the way."

According to Dickson, Article 11 embodies everything that Biffa stands for. "In its pursuit of high quality recycling, Biffa has invested many millions in ultra-modern materials recycling facilities (MRFs) and has just opened the country's largest anaerobic digestion plant in Staffordshire. It also has well over £100 million-worth of local authority contracts for collecting municipal recyclables and refuse," he explained.

Delivering more

The Biffa logo consists of the word "Biffa" in a white, bold, sans-serif font, centered within a solid red square.

"Wherever it's appropriate, Biffa backs collecting commingled recyclables separately from refuse because it makes such commercial, practical and environmental sense," added Dickson. "We believe that we service the top three English councils for diverting waste, all co-incidentally running commingled collections, as well as the best-performing council using kerbside-sort collections. So we know what works and why."

Addressing CRR's claims that commingling reduces the final quality of recyclables processed at MRFs, Biffa's recycling director Michael Topham said: "Our MRF-sorted commingled recyclates sell for the same price as kerbside-sorted material. This says to me that both collection systems can achieve the same quality standards."

He added: "Biffa is uniquely a collector, sorter and reprocessor of municipal recyclables, and as such, we are only too aware of the vital importance of meeting quality specifications. Along with our colleagues in the industry, we're working together to launch the MRF Code of Practice, which will be a great step forward in this regard."

Dickson concluded: "We fully recognise and accept the role that kerbside-sorted recycling collections play in British recycling. Sadly, the CRR appears unable or unwilling to accept the valuable role that commingled collections also play in terms of ease-of-use and proven ability to lift recycling tonnages.

"The scores of tonnes of recyclates emerging daily from Biffa's MRFs to find eager buyers here and abroad is all the evidence you need to show that commingling and MRF processing do the job."

-ends-

**For further media information, contact:**

Blair Drummond, PR consultant

Tel (m) : 07798 686 217

Email : [blair.drummond@btopenworld.com](mailto:blair.drummond@btopenworld.com)

**Biffa Municipal Notes to Editors**

The municipal division of recycling, waste and renewable energy business Biffa ([www.biffa.co.uk](http://www.biffa.co.uk)) currently provides high quality, efficient recycling, refuse, street cleansing and grounds maintenance services for over 40 local authorities in England, Wales and Scotland. The division expanded considerably in late 2010 when municipal services specialist Verdant Group, and its 24 local authority contracts, joined Biffa when Greenstar UK was acquired. The municipal business makes over 2½ million collections per week, and employs in excess of 2,500 staff who use over 1,000 vehicles. Its notable successes include helping South Oxfordshire District Council achieve a recycling and composting rate of 70% during 2010, placing the council second in Defra's 2009-2010 league tables for overall recycling, composting and reuse and winning a LARAC Award for the most improved recycling authority. The first months of Vale of White Horse District Council's new service saw its recycling and composting rate match that of its South Oxfordshire neighbour, while a redesigned service for Surrey Heath Borough Council doubled its recycling and composting rate to almost 65%, helping it meet its 2025 target almost 15 years early.