

THE 7 WONDERS OF THE RECYCLING WORLD

Solving the issue of Litter, Plastics and Natural England

1 AN INCENTIVE FOR MANUFACTURERS AND RETAILERS

A Tax on single use plastics - which are either not recovered (>70% capture) or do not contain 30% recycled content.

- Stimulates demand for recycled materials (we will collect more and local authorities will benefit on value)
- Reinforces producer responsibility and encourages investment in domestic infrastructure

2 AN INCENTIVE FOR THE CONSUMER

A Deposit Return Scheme (capture more material).

- Reduces litter and encourages producer responsibility
- Consumers are encouraged to be more environmentally conscious and are provided with a financial incentive - drives behaviour change
- Needs to work in tandem with existing recycling systems

3 MAKE IT EASY FOR THE CONSUMER / MAKE IT COMPETITIVE FOR RETAILERS

Labelling - 'The green RCV stamp' for 'really' recyclable products.

- Gives consumers a choice
- Removes confusion by explaining what is and isn't recyclable and is easily understood by the entire population (one symbol, one meaning)
- Similar to other standards such as 'Red Tractor' (food assurance scheme)
- Waste industry to advise on whether products are actually recyclable in reality
- Recognition for sustainable manufacturers and brands

4 SOLVE THE TECHNICAL BLOCKERS

'Worst offenders list' - technical innovation, keep functionality but use simple materials.

- Solve the non recyclability of composite materials (more than one material in a sandwich), thin plastic foils, laminated films, black plastic trays, crisp bags, peel off plastic etc
- Encourage sustainable design and manufacturing
- Fulfil consumer preference for sustainable packaging
- Increase recycling rates and reduce contamination

5 TAKE THE WEIGHT OFF LOCAL AUTHORITIES

Alternative to local authority weight based recycling targets.

- Leaving the EU provides the opportunity to re-evaluate the appropriateness of weight based targets - it's not the weight that matters it's the value and the impact
- Replacing weight by carbon impact would kill two birds with one stone. Sensible decisions and meet our climate commitments as a by-product
- Be the best environmentally in Europe

6 MAKE THE WASTE INDUSTRY WORK HARDER

Incentivise the packaging innovation - reform the PRN system.

- Reform the PRN system into a Resource Efficiency Certificate scheme (REC)
- Take the best of the PRN and drive more recycling in a free market system

7 BE THE BEST IN EUROPE

Infrastructure and landfill tax certainty.

- Encourage investment in domestic recycling and waste infrastructure
- Support UK growth, retain value of resources in the UK
- Provide secure and stable climate for encouraging and retaining investment

