



## **Material Recovery:**

## **How to get buy in from consumers**

[www.oprl.org.uk](http://www.oprl.org.uk)



Founded in 2009 as a not-for-profit, we're exclusively licensed by WRAP to use the Recycle Now swoosh in labelling of packaging

Now an award winning and internationally cited independent company, with a Board of Independent Directors, backed by 7 guarantors and with 460 member companies



# Raising the efficiency of waste management

Seeing a label that indicates a YES/NO answer can guide this

Have I thrown away an item like this before?

Do I feel confident that it's recyclable?

Do I prefer to do something, or to avoid a mistake?

Information about the consequences is needed here



no



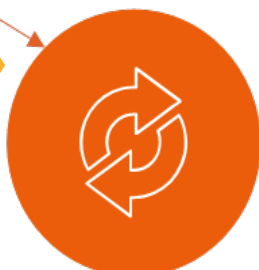
no



Don't get it wrong/  
Don't worry



yes



**REPEAT  
PREVIOUS  
BEHAVIOUR**

yes



**PUT IN  
RECYCLE BIN**

Do something



**PUT IN  
RECYCLE BIN**

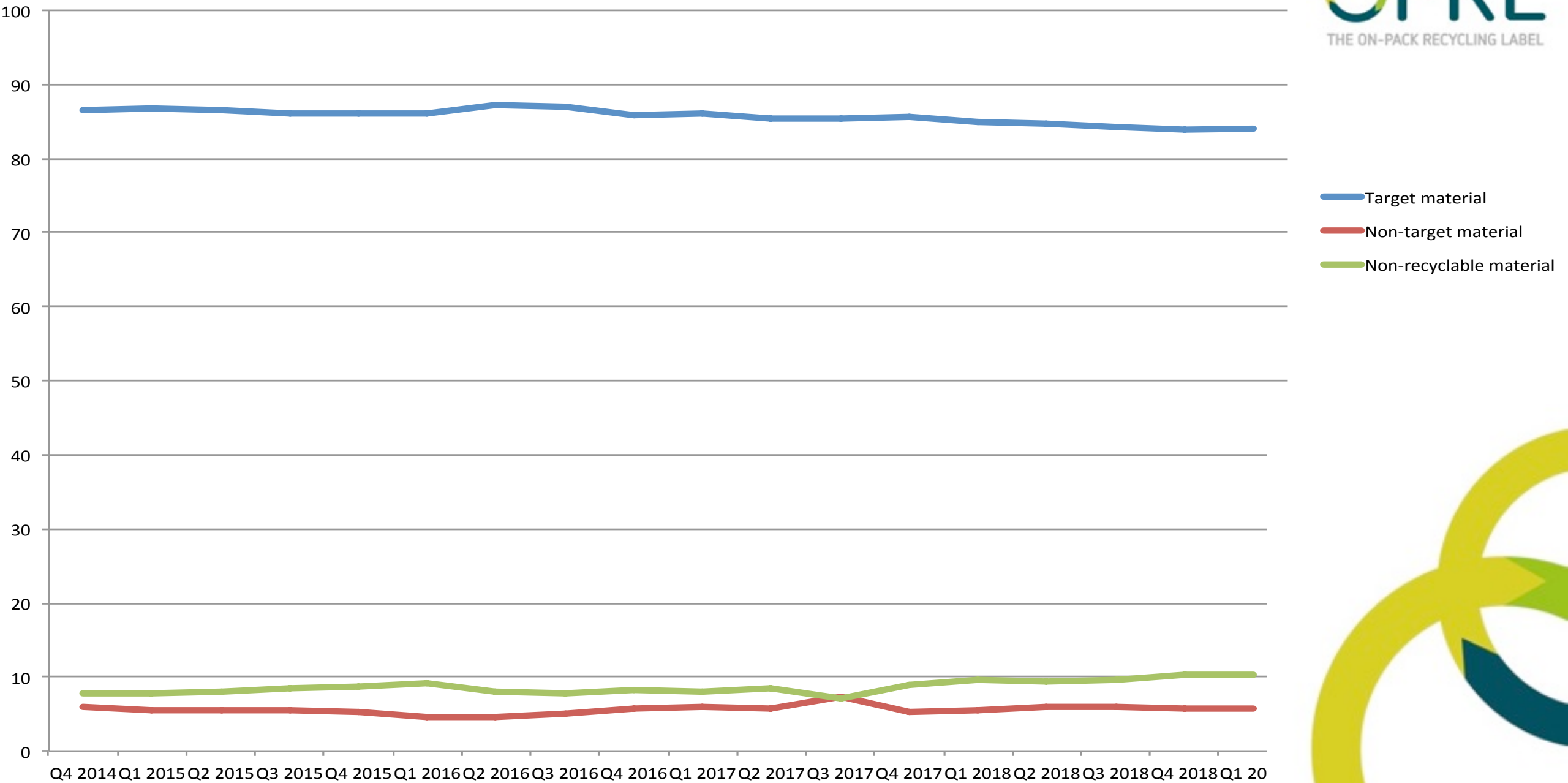
**PUT IN  
GENERAL  
WASTE**

Something disruptive would be required to impact this; new information/ education

Tangible: Based on 50 in-depth interviews

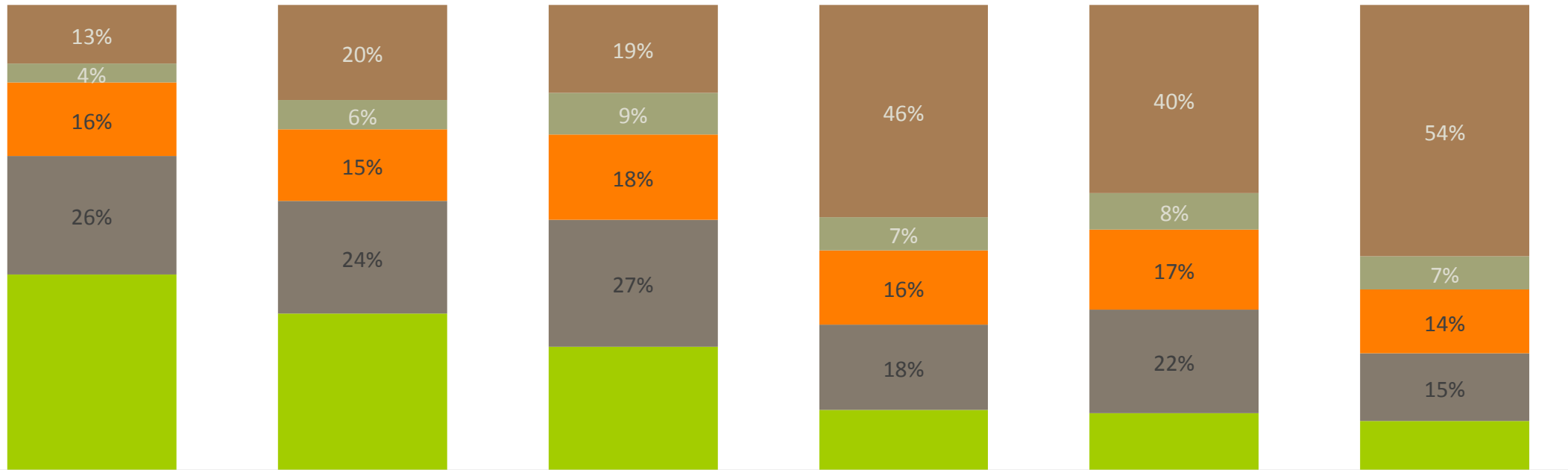


# Improving the quality of collections



# Helping consumer engagement

*Where do you get your knowledge about recycling and how to do it?*



Tangible:  
Total sample  
2,580

From what it says on the packaging

From what it says on the recycling box/bag/sticker on the bin

From a council leaflet

From friends/family/neighbours

From the council's website

from the Recycling Locator

■ I rarely/never look at this for information

■ I look at this occasionally for information in case it's changed

■ I look at this regularly for information

■ I used to use it but I don't any more

■ I look at this occasionally for information when I'm not sure



# Introducing clear labelling and boosting recycling

## A binary system in the making

Founded on ISO 14021 principles:

1. Widely collected from consumers 2. Technically recyclable 3. Effective markets operating



1. More than 75% of UK councils collect for recycling
2. Industry guidance shows infrastructure sorts and processes for recycling
3. Sold on as recyclate



Fewer than 50% of UK councils collect for recycling

*or*

More than 50% of councils collect but industry guidance shows infrastructure cannot sort or no markets for recyclate.



# Innovative materials

## Recyclability Labelling Decision Tree

