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SUMMARY AND RECOMMENDATIONS

into the state of commercial recycling in Europe.

THE CHANGING FACE

OF COMMERCIAL RECYCLING IN EUROPE



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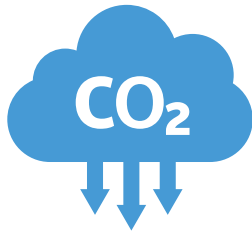
Most people now agree that the world is hovering on the edge of a waste-related ecological crisis. Smarter business practices and commercial recycling can play a vital role in helping mitigate this, but change can only come once we understand how well business fits into the refuse and recycling story today.

RCP's commitment to encouraging greater and better management of waste is ongoing and the Love Recycling survey that generated the data in this report remains open, collecting more responses and monitoring the evolving landscape.

TOP 10 LEARNINGS

Most business in Europe are already recycling to some extent, however it is clear that the majority plan to increase their focus on recycling in the next few years. There appears to be clear gaps in support and confirmation from Governments on how to do this better so clearly there is an opportunity for real business progression to be made in this area.

Here are the top ten key takeaways from this research for us all to consider moving forward.



1 Where does recycling fit in?

Businesses have a lot of practical and ethical challenges to deal with. Recycling and waste management are growing in importance and now rank alongside security of supply chain and carbon reduction in terms of priority.

2 Putting the E in CSER

Despite this growing engagement, business's recycling performance is still not a boardroom issue. Irrespective of how they make money virtually all businesses make waste. We'd like to see more of them taking responsibility for this and reporting their waste management performance in annual reports and other public-facing communications.



3 Many different approaches

Irrespective of all the good intentions, implementation on the ground still remains variable. Though they may not want to admit it, many businesses are operating in the dark. Most believe they're doing well, and that their recycled volumes are comparable to those of their peers, but the evidence suggests that few regularly check what those volumes really are or follow up on the practices of their waste management service providers. This means real efficiency is almost impossible to gauge and some businesses will undoubtedly be paying more than they need to for waste management. RCP's audit of recycling and waste management processes can help businesses get the data and insight they need.

4 The impact of Government

There is a perceived support gap in the recycling sector that is holding back real success. There is virtually 100% agreement that governments need to step in with incentives and support to help and encourage more engagement. There is perhaps a need for more concerted lobbying of national and local governments by business groups on this.



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5 The influence of infrastructure

Many businesses also feel there is insufficient infrastructure for recycling in their sectors. If a business doesn't believe it can recycle then it's unlikely to seriously attempt to do so.

6 The role of staff

Poor levels of staff training is also an issue. Few businesses are training their staff on the correct recycling protocols. Even when businesses have formal strategies in place, there is a disconnect between their intention and what then happens on the ground. More needs to be done by companies themselves to close this gap.

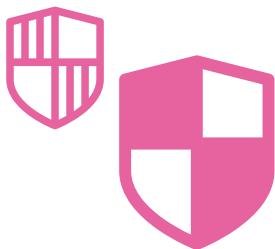


7 The opportunity

Broader society's attitudes to waste and especially to plastic are changing. We can see a real opportunity for forward-thinking businesses to take proactive steps to optimise their recycling performance and then to talk about this with customers and consumers in their marketing. Buyers like to do business with organisations that have clear, transparent and ethical practices and policies.

8 The Future

The majority of the businesses we've heard from agree it will be a bigger priority for them in the future and they are gearing up their investment plans as a result. We too are ready to help businesses that contact us do and achieve more.



9 Better performance

The intention and the will to invest are there so better performance should come in time. More recycling and better management of residual waste by businesses and greater support and incentivisation by governments can only be a good thing for everybody.

10 Looking forward

Despite the many barriers to success that remain, at RCP, we are optimistic about the future for recycling.



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About RCP, waste and recycling

RCP offers a wide range of products to meet the waste management, cleaning and hygiene needs of different sized enterprises and commercial sectors across Europe. The company is committed to creating the most durable and innovative solutions, whatever the sector and its products are designed to consistently out-perform and out-last those of the competition.

The complete report can be requested via verkoop@vepabins.nl



The image shows a graphic representation of a report cover. The cover has a green background with a white border. On the left side, there is a small image of the report cover itself, which features the 'love recycling' logo (a heart with a recycling symbol inside) and the text 'love recycling.com'. Below the logo, the title of the report is written in Dutch: 'HET VERANDERENDE GEZICHT VAN COMMERCIELE RECYCLING IN NEDERLAND' followed by 'WEEK 11'. At the bottom of the cover, there are logos for 'VEPA BINS' and 'Rubbermaid Commercial Products'. To the right of the report cover, the slogan 'Let's do this together' is written in large, white, sans-serif font.



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