



city centre recycling is not a waste

28 May 2009

Over 50 tonnes of waste destined for landfill has been used to create employment and environmental improvements, as people embrace Scotland's first city centre recycling banks.

Glasgow Recycles is a pioneering partnership project which began in March '08 and set out to tackle social, environmental and economic issues in the city, introducing recycling banks to city centre litter hotspots, using a team of local unemployed people to raise awareness.

Glasgow Recycles, delivered in partnership with Danone Waters (UK and Ireland), Valpak Consulting, Glasgow City Council, the Wise Group and Waste Aware Scotland, installed fifteen recycling banks throughout Glasgow City Centre to collect paper, cans and plastic bottles.

The training and employment opportunities gained helped all participants move into employment.

Valpak Consulting calculated that the balance of the working partnership was a strong force behind the success of the project, which has been economically positive.

Steve Gough Chief Executive of Valpak Limited said:

"This is the first time that anyone has pulled together all parts of a project and given them an economic value. From this we can clearly see that partnership working is crucial for social, economic and environmental sustainability."

Laurie Russell, the Chief Executive of the Wise Group said:

"It's a fantastic example of social enterprise, private and public sectors, working in partnership to ensure environmental and social improvements to Glasgow."

The Glasgow Recycles executive summary is attached.

If you wish to find out more about the Glasgow Recycles project please call **0141 314 3521** or email: consulting@valpak.co.uk

- ENDS -

Notes to editors:

- 1) **Valpak Consulting** - Valpak Consulting is fast developing as a reputable sustainable development consultancy, known for its impartial & innovative work in the fields of packaging, recycling and waste. In particular we specialise in:
 - Recycling & Waste Management Consultancy
 - Carbon Footprints & Life Cycle Assessment
 - Product Stewardship and Sustainable Social Partnerships

- **Producer Responsibility**

Established in response to demand from Valpak members and industry stakeholders for the knowledge, data and practical experience of the company to be shared, Valpak Consulting has grown considerably over the last few years into a strong team of experienced consultants and researchers.

- 2) **Valpak Limited** is the UK's largest compliance scheme, serving over 5,000 companies and with over 3,000 members. Under the packaging waste regulations we are committed to meeting the legal obligations of our members. We offer nationwide compliance for all packaging materials.

Valpak acts as a source of information and expertise for its members and as a channel of communication and best practise for the recovery industry. Revenue from Packaging Waste Recovery Notes (PRNs) is reinvested in recovery and recycling infrastructure in the UK. We work with and represent a wide range of UK businesses to achieve the UK's recovery and recycling targets.

- 3) **The Wise Group** – is a social enterprise that works with partners to make a positive difference to the lives of individuals, the communities in which they live and the society to which they belong. We believe that work has the power to change peoples' lives. The Wise Group helps unemployed people to find, and keep a job. By the end of December 2008, we had helped 27,793 people from across Scotland and the North East of England to move into employment, 3,105 of which were in 2008 alone. 2008 was the Wise Group's 25th anniversary.

- 4) **Waste Aware Scotland** - The Scottish Waste Awareness Group (SWAG) was set up in 2000 with the remit of changing public attitudes and behaviour towards domestic waste. One of SWAG's key aims is to deliver the national campaign, Waste Aware Scotland. This campaign aims to raise awareness of, and change public attitudes and behaviour towards Reduce, Reuse and Recycle. The campaign is delivered at a local level through a range of campaigning activities and in parallel with the implementation phase of the National Waste Plan for Scotland. For more information visit www.wasteawarescotland.org.uk

Waste Aware Scotland is a programme of Keep Scotland Beautiful. Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland). Scottish Charity Number SC030332.

Waste Aware Scotland is funded by the Scottish Government, as part of their commitment to a Greener Scotland. For further information visit www.itsourfuture.co.uk

- 5) **Danone, Evian and Volvic**

The mission of the Danone Group is to provide health through healthful eating to as many people as it can. With 150 manufacturing sites and about 76,000 employees, Danone is a global health foods leader. The Danone Group is included in the main social responsibility indexes—the Stoxx and the World Dow Jones Sustainability Indexes, the Eurozone ASPI and the Ethibel Sustainability Index.

For more information visit: www.danone.com

The Evian brand is represented on five continents and in over 120 countries. Its balanced mineral composition results from being filtered for over 15 years in the heart of the French Alps. At the end of this journey, Evian natural mineral water emerges in the Cachat Spring in the French town of Evian-les-Bains on the shore of Lake Geneva. Evian has a long-standing commitment to lowering its environmental impact. It has reduced the weight of its bottles by 20% over the past ten years, makes its bottles from 25% recycled PET and in Europe takes two-thirds of its production to market by train.

For more information visit: www.evian.com

The Volvic brand is made up of both natural mineral water and flavoured natural mineral water ranges and is represented in over 60 countries. Volvic is sourced from the lush green Volvic volcano in the French Auvergne where it is uniquely filtered through 6 layers of volcanic rock and therefore has a unique volcanic mineral composition and provides your body with deep volcanic hydration. Volvic has sustainability at the heart of the brand and has over a number of years made progress towards lowering its impact on the environment; it has reduced the weight of its packaging plastic by 30% over the last 15 years and makes its bottles from 25% recycled PET. In 2008 Volvic launched a recycling partnership called Glasgow Recycles to increase recycling rates and Volvic hopes to extend this initiative in the future. Volvic is also committed to giving back to society and has launched the 1L-for-10L programme in partnership with development agency World Vision which has already generated over 1 billion litres of drinkable water for people in Africa via the creation of fresh water wells. For more information visit: www.volvic1for10.co.uk