



**APSE**

**Nottingham 18th October 2018**

**How Do We Realistically Achieve High  
Quality Recycling?**

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**The Recycling Association**

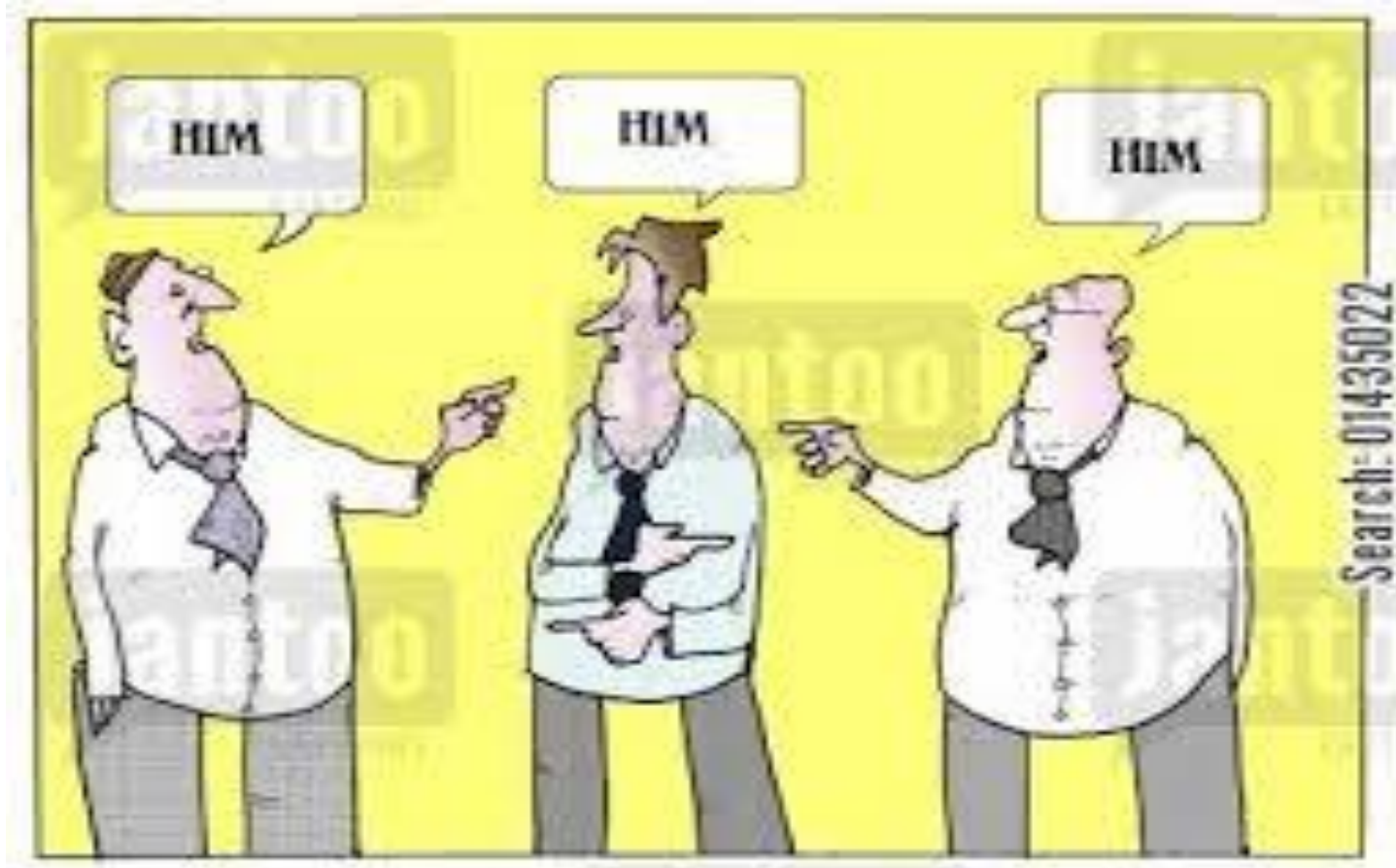


## Today's Rant.....

- The background of where we are today
- The global and political climate
- What are the barriers to achieving quality?
- What are we doing about it?
- What have we achieved?



# Who's Responsibility Is It?



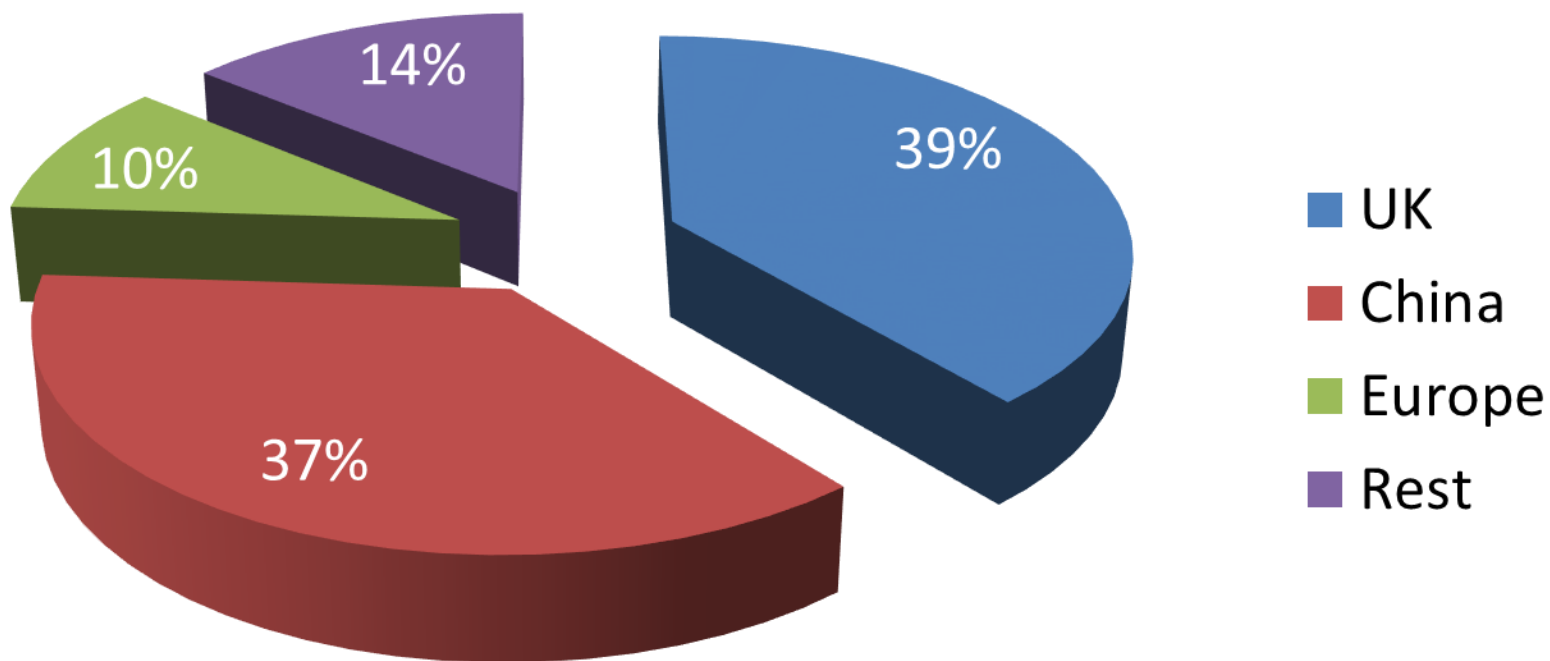


# Why Do We Need to Achieve High Quality Recycling?

- Over reliance on export markets
- Huge changes in the global marketplace
- China - Green Fence, National Sword
- Blue Sky 2018 – “Beautiful China” - quality and self-sufficiency
- Total **Ban** on all imports of “solid waste”?
- Other export markets following suit?
- Where will it all go?
- Positioning the UK - TRA Quality First campaign



# Utilisation of UK Recovered Paper 7.8M Tonnes 2017









# This is Political ! Everybody is at the Table

- A media frenzy - Blue Planet, Sky Ocean Rescue, BBC etc etc etc
- The public are engaged
- Secretary of State
- Eu Circular Economy Package
- Environment Audit Committee, Packaging Committee, EPR, DRS and various reviews & consultations, Supermarkets, Manufacturers

**Unprecedented Attention, Unprecedented Opportunity – Resource and Waste Strategy 2018**

And they're  
not even in  
Braille!









# Breaking Down Barriers To Quality Recycling

- Pass that buck! - repairing the broken links
- Government policy led - CSR at top of supply chain
- EPR – force 100 % responsibility and provide funding down the supply chain – designing for quality, clear labelling, consistency and local authorities, technology
- Growing UK markets – minimum recycled contents
- Taxation system – what do we mean by single use? Tax benefits for secondary materials? VAT?
- Brexit – opportunities? Is the Eu a barrier?

**Don't Forget the Waste Hierarchy!!!!**



# UK Quality What Have We Done?





# Quality First Objectives

- Produce quality commodities
- React to changing global markets
- Position the UK as the number one global supplier
- Advertise the UK as the number one global supplier
- Weed out illegal operators
- Promote supply chain responsibility
- Re-invent UK industry – change perceptions
- Forward facing – challenging the status quo

## Changing Cultures



# Food Protection a Myth?







# Thinking Outside The Box







# Progress Made – UK Fibre

- UK fibre significantly improved
- CCIC data places UK #1 quality to China Q1 2018
- OCC exceeding EN643
- Mixed papers in demand – strong fibre (Amazon factor)
- European mills buying large quantities
- MRFs evolving – dual stream, slowing down



# Some Words of Caution

- Not all plastics are bad!
- Biodegradable/Compostable/Oxo Degradable
- Unintended consequences
- Joined up approach – in it together
- It's not a race, it's not a competition



# Secondary is the New Primary

