

THE PAPER CUP MANIFESTO – LAUNCH

27 JUNE 2016

A Partnership of Business, Recyclers, Suppliers and the Public to increase the recovery and recycling of paper cups



Paper Cup Recovery and Recycling Group

Supported by  Anthesis

THE PAPER CUP MANIFESTO

A Partnership of Businesses, Recyclers, Suppliers and the Public to increase the recovery and recycling of paper cups

OBJECTIVE

By 2020, the greater majority of the UK population will have access to information, schemes and facilities that enable used paper cups to be sustainably recovered and recycled

PLEDGE The paper cup supply chain agrees to work together to ensure paper cups are designed, used, disposed of and collected to maximise the opportunities for recycling by further investment and funding of recycling, disposal and collection projects

THE PAPER CUP MANIFESTO

Signatories will work together to:

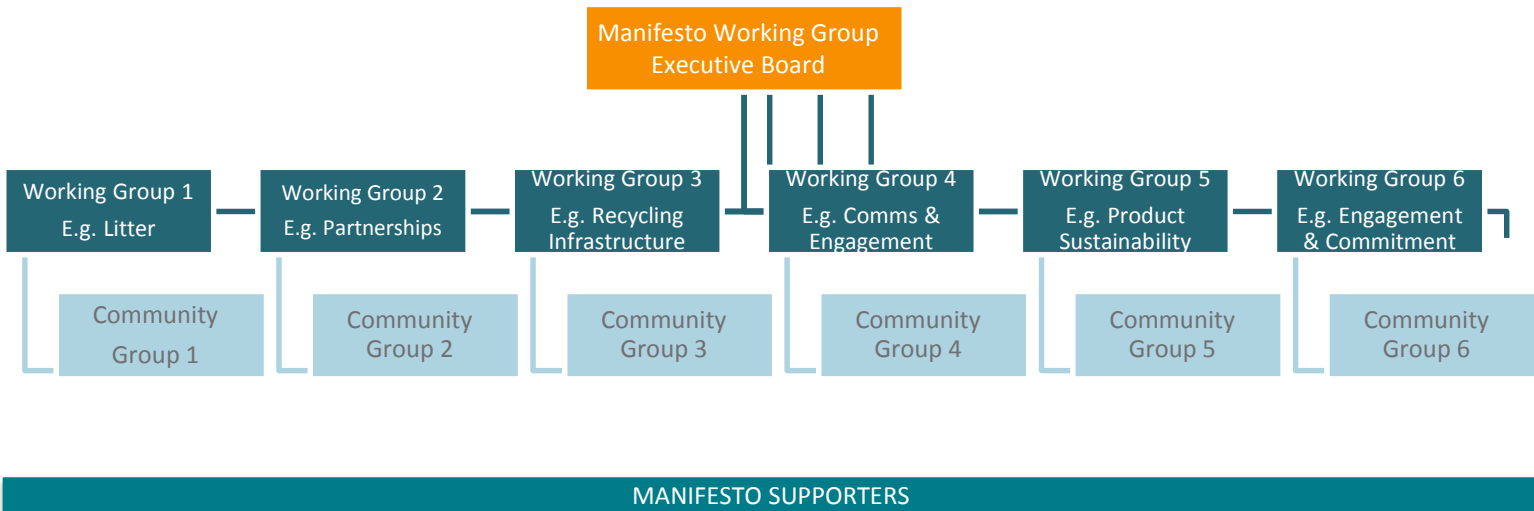
- Implement research and projects to understand the current lifecycle of used paper cups and identify opportunities to maximise recovery and recycling rates
- Engage with Government, other bodies and interested parties to explore ways in which to support the implementation of the Manifesto work programme
- Build on existing capabilities, skills and experiences to support and engage consumers and provide consistent recycling messaging and facilities
- Deliver a range of initiatives which will allow consumers and the wider industry to increase the recycling and recovery of paper cups

THE PAPER CUP MANIFESTO – WORKING GROUPS

Chaired by industry representatives

Focus on priority subjects (To be confirmed)

Deliver projects to achieve the Manifesto's objectives

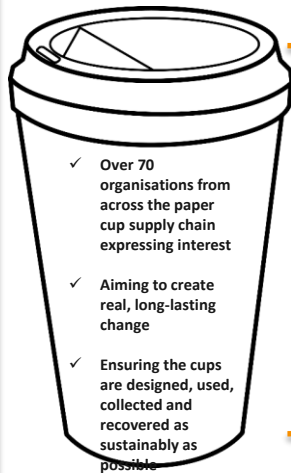


PAPER CUP MANIFESTO

A CROSS SUPPLY CHAIN, INDUSTRY-LED INITIATIVE TO DELIVER A UK WIDE MOVEMENT TO IMPROVE RECOVERY AND RECYCLING RATES OF USED PAPER CUPS.

THIS MANIFESTO OUTLINES SIX KEY FOCUS AREAS WHICH WE BELIEVE WILL HAVE THE BIGGEST IMPACT ON REDUCING THE ENVIRONMENTAL IMPACT AND IMPROVING THE RECOVERY AND RECYCLING RATES OF USED PAPER CUPS.

BY 2020, THE GREATER MAJORITY OF THE UK POPULATION WILL HAVE ACCESS TO INFORMATION, SCHEMES AND FACILITIES THAT ENABLE USED PAPER CUPS TO BE SUSTAINABLY RECOVERED AND RECYCLED



Resolving to:

- Capture more robust data to understand the current lifecycle of used paper cups, and identify opportunities to maximise recovery and recycling rates.
- Engage with Government, and other key stakeholder bodies as means to support implementation
- Creating a coherent consumer message by building on existing capabilities, skills and experiences to support and engage consumers
- Deliver a range of consumer-led initiatives to increase recovery and recycling rates for paper cups