

# The Journey of Plastics Webinar



# Technical Notes



## Microphone

All attendees are requested to be in **mute** mode throughout the presentation



## Video

All attendees are requested to be in **no video mode** throughout the presentation



## Q&A

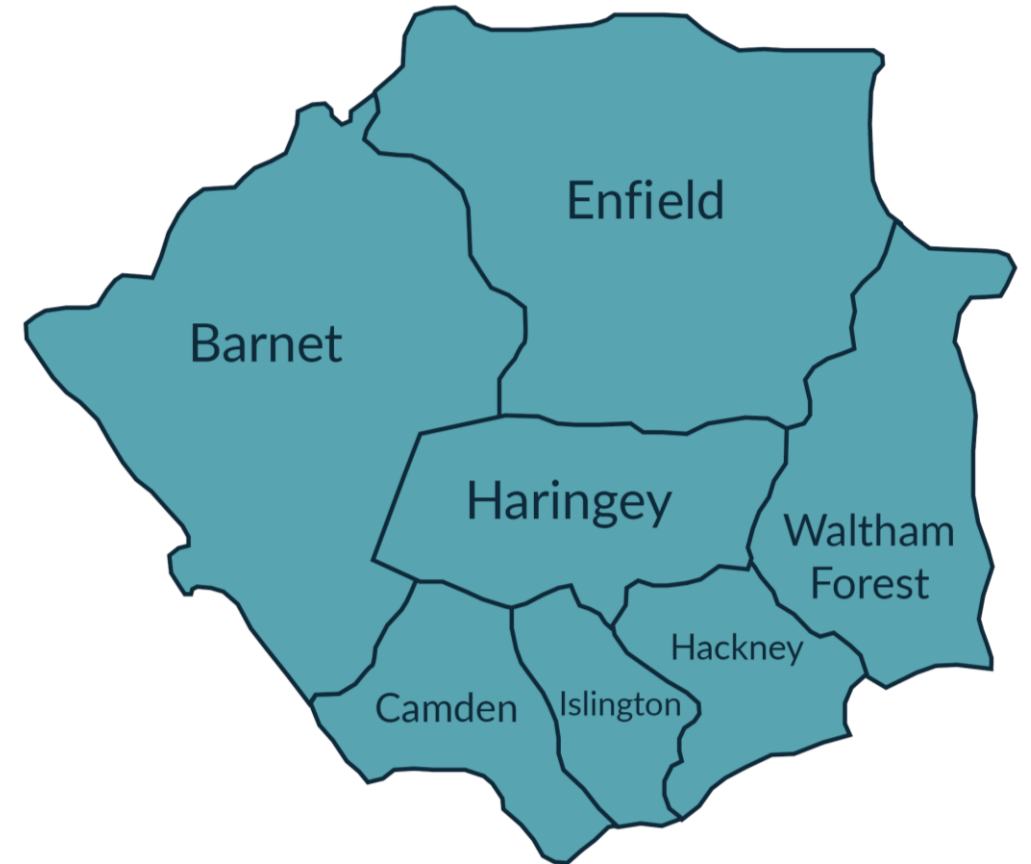
Any questions on the presentation/ suggestions to be submitted in the chat

# What is NLWA?

Second largest waste disposal authority in the country

NLWA's primary function:

- Arrange for recycling and treatment for most boroughs
- Manage reuse and recycling centres
- Promote waste minimisation and recycling



# North London Waste Authority (NLWA)

## Introduction to Waste Prevention Team

### Aim

- Reduce, reuse, and recycle
- Waste less lunch free, food waste stall, food waste presentations to community groups



# Overview

**01** Background

**02** Common Plastics

**03** Beyond the Bin

**04** Symbols (PICs)

**05** Unusual Plastics

**06** Why Recycle?

**07** What Now?

**08** The Role of Communications



# Background

- ❖ Plastic was invented by Alexander Parkes in 1856. In the early 1900s, the first plastic made from crude oil and PET in 1940.
- ❖ We produce 300 million tons of plastics per year! Half of which is single use.
- ❖ Most UK households will throw away 40kg of plastic each year. Enough to manufacture 3 recycling bins.
- ❖ We recycle only around 30% of plastics in the UK. Our target is to reach 75% by 2030.
- ❖ Plastic is made of crude oil and does not decompose.

# Common Plastics



# Common Plastics



**Packaging**



**Construction**



**Transport**



**Electronics**



**Agriculture**



**Healthcare**



**Sport &  
Leisure**

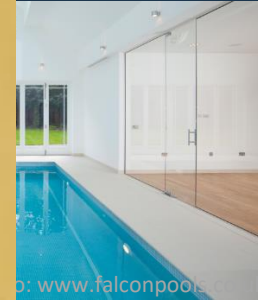


**Energy**

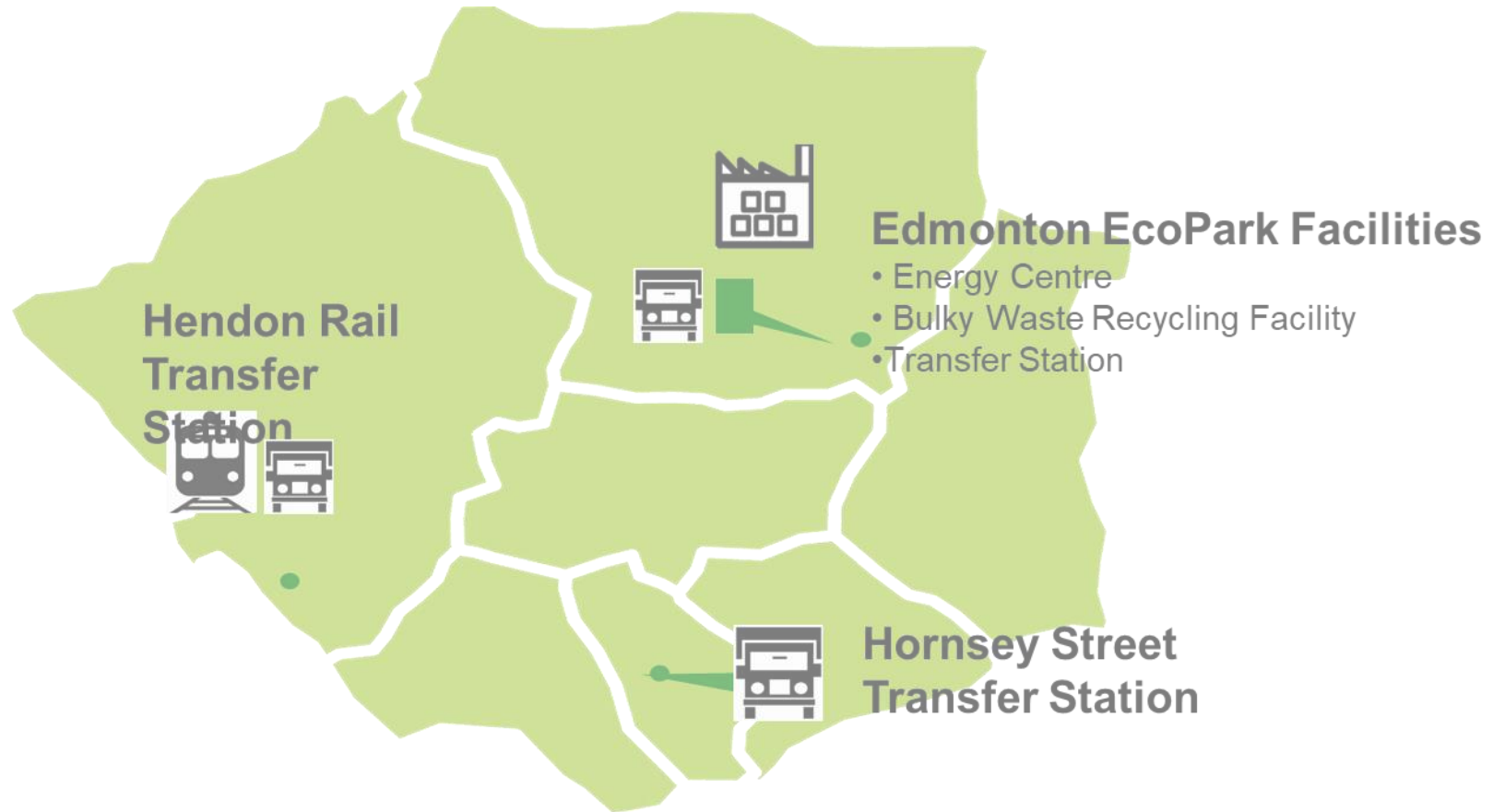
[www.plasticseurope.org/](http://www.plasticseurope.org/)



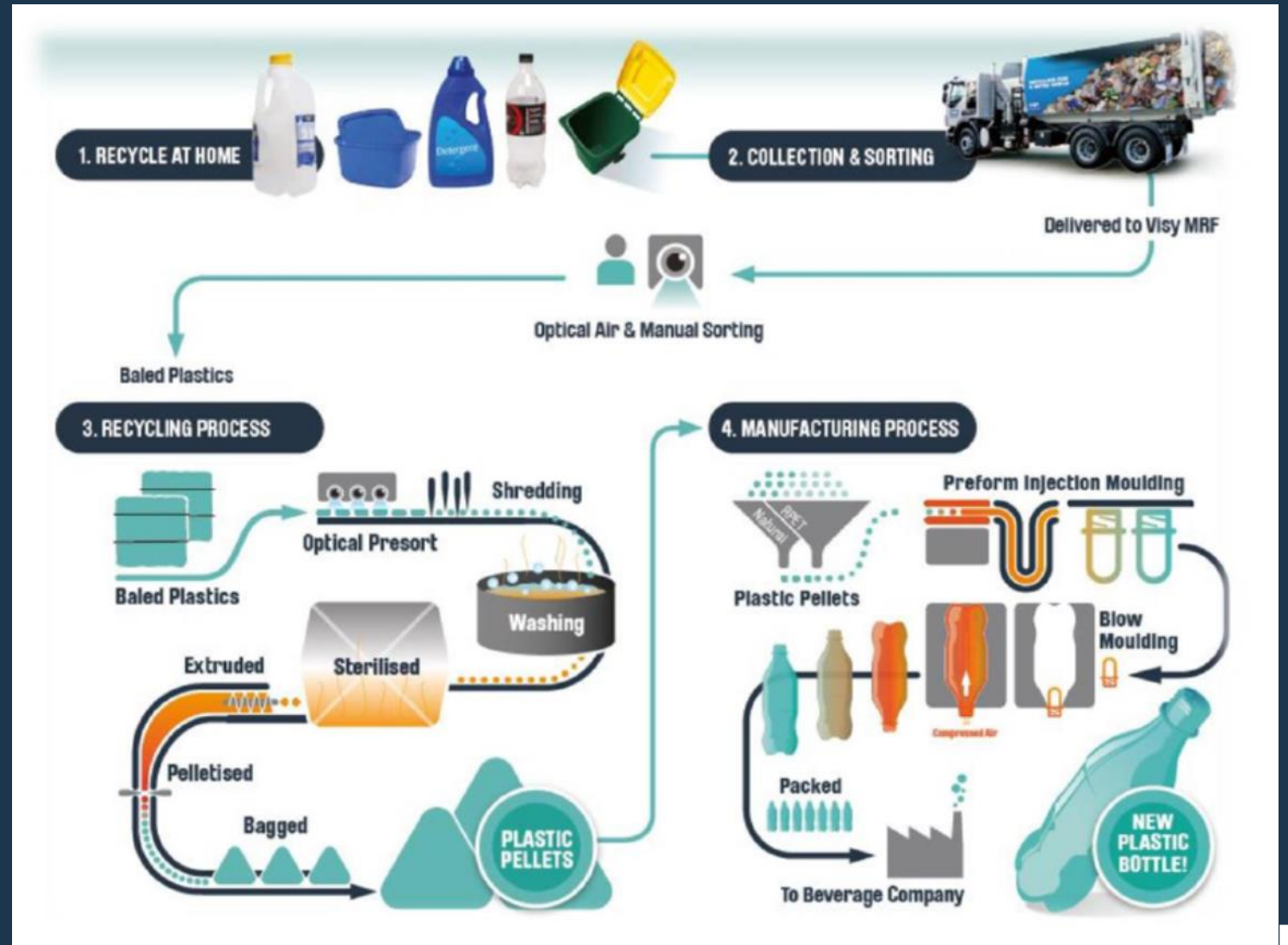
# Unusual Plastic



# Beyond the Bin



# Beyond the Bin



The Journey of Plastics

# Symbols -PIC



[HTTPS://WWW.SUNSHINEPOLYPET.COM/](https://www.sunshinepolypet.com/)



# Why Recycle?

- ✓ **Less greenhouse gases** released into the atmosphere during its production
- ✓ Provides a sustainable source of **raw materials** to the industry and avoids the consumption of the Earth's **oil stocks**
- ✓ Is **cheaper** than landfill (mainly PET and HDPE)
- ✓ Less **space required in landfill** sites
- ✓ Consumes **less energy** than producing new, virgin polymers
- ✓ Embeds the right **values and behaviour** and supports **circular economy**
- ✓ Less plastic reaching the waterways and **food chain**

# Why Recycle?





Plastics

# Why Recycle?



WHY RECYCLE?

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# Why Recycle?



WHY RECYCLE?





# What Now?

- ❖ New policies and research (single use plastic legislation)
  - ❖ Main producers of plastic materials – (Unilever, P&G, Coca-Cola, Nestle, PepsiCo)
  - ❖ The Plastic Pact
  - ❖ Clean-ups of the ocean
  - ❖ Talk to your local MP
  - ❖ Consumer consciousness
- Reduce:** plastics such as PVC and Polystyrene, single use plastics, microbead products, plastic bags, polyester.
- Choose:** to dispose your recycle material correctly, buy long lasting clothing, second-hand clothing, glass, aluminium, paper, refill app <https://refill.org.uk/>

# Helping residents to reduce their plastic waste

Prevent waste arisings in  
the north London area

Provide residents with  
tools/advice to embed  
waste prevention actions  
into everyday life



Increase  
understanding of the  
importance of  
recycling and how to  
recycle effectively

# Ways we can reach people



Events



News coverage



Social media and website



'Communications campaign'

# Example: Refill campaign

**Aim:** encourage use of reusable bottles

**Message:** save money and help the environment  
+ Refill app

## Tactics:

- Event: free bottles in exchange for selfie media invited
- Webpage
- Social media posts and advertising





# Results

- Coverage in 15 regional and national publications
- Reached 6.6 million people
- 260 people visited the webpage
- 146 post shares on social media





wastepreventionteam  
@nlwa.gov.uk



@connectNLWA



connectNLWA



@connectNLWA





**Any Questions**

