



PRESS KIT: November 2017



INTRODUCING GLOBAL RECYCLING DAY 2018

18 March

An initiative of the Bureau of International Recycling

globalrecyclingday.com

1. About Global Recycling Day

The Bureau of International Recycling (BIR) has established Global Recycling Day to help achieve its goal of greater international recognition of the benefits of recycling. Setting a day each year to mark the vital role that recycling plays in preserving the wellbeing of our planet is an effective way of focusing worldwide attention on the concrete steps urgently needed to help safeguard the earth.

Global Recycling Day is the vision of the President of the Bureau of International Recycling (BIR) Ranjit S Baxi, who first announced his desire to launch such a day at his inauguration at BIR's convention in Dubai in 2015.

The first Global Recycling Day will take place on 18 March 2018. On this day BIR also celebrates its 70th anniversary. During the course of 2017, BIR will be announcing a number of initiatives to mark Global Recycling Day. These will include global partnerships and calls for action.

As an international trade association, BIR has at its disposal a network of national recycling associations and member companies that can help spread this action across the globe.

BIR is also calling upon supranational organisations such as the United Nations, more in particular UNESCO and the United Nations Environment Programme, to include Global Recycling Day in the official calendar of internationally celebrated days.

2. Where can people learn more?

You can find out more about Global Recycling Day on the website www.globalrecyclingday.com and on its social channels Twitter ([@Glbreyclingday](https://twitter.com/Glbreyclingday)) and Facebook ([Global Recycling Day](https://www.facebook.com/GlobalRecyclingDay/)).

3. Introducing the world to the Seventh Resource

One of the overriding missions of Global Recycling Day is to shift the focus from 'waste' to resource. BIR wants people to recognise the value in the materials all around us, and to recognise the recycling industry's – and our own – role in using, and reusing them.

In line with this mission, Global Recycling Day is introducing the world to the Seventh Resource.



There are six major natural resources: water, air, coal, oil, natural gas and minerals. Recyclables should be recognized as the Seventh most important resource.

Global Recycling Day wants to raise awareness amongst the public regarding the Seventh Resource and enhance the perception that recycling is about creating a clean and sustainable environment for us and for future generations. We must also acknowledge that without the huge skills and expertise of the recycling industry, much of this Seventh Resource would not have been accessible.

4. The problem we are trying to solve

Climate change is the major issue of our time and the single greatest challenge facing environmental regulators. It is a growing crisis, with economic, health and safety, food production, security and other dimensions. Therefore, it is imperative to promote a sustainable solution, which will turn this challenge into an opportunity.

The cost of failure to raise awareness around recycling would be high for our planet with detrimental effects not only to the environment but also to our health and the global economy. Some regions, particularly Europe, are taking the lead by setting ambitious recycling targets and putting the right framework in place to make recycling an indispensable part of their societies and economies.

However, in other parts of the world such as Africa and Asia, recycling is less entrenched in everyday life, and much work remains to be done, particularly in terms of education and recycling infrastructure and legislation. Otherwise, the very real danger is that CO₂ emissions will increase exponentially together with the population of these areas. This time bomb is bigger than one or two continents can defuse alone: a global approach is required.

Everybody involved in the climate change discussion must simply start to recognise the huge untapped potential of recycling as a green partner. The reduction of CO₂ emissions is of paramount importance in the fight against climate change.

5. Millennium Development Goals and Sustainable Development Goals

The **Millennium Development Goals (MDGs)** are the world's time-bound and quantified targets for addressing extreme poverty in its many dimensions - income poverty, hunger, disease, lack of adequate shelter, and exclusion – whilst also promoting gender equality, education, and environmental sustainability. They are succeeded by the Sustainable Development Goals (SDGs), which represent a new set of 17 measurable goals, ranging from ending world poverty to achieving gender equality and empowering women and girls by 2030.

Global Recycling Day will highlight a number of these goals, and demonstrate that the industry is working to address a number of urgent issues. Vast – international – recycling combats climate change head-on, helps boost local employment and conserves primary resources.

To this end, in the EU alone recycling has generated 300,000 local jobs. Across the globe 1.6 million people worldwide are active in the industry.



A key BIR objective is to promote recycling globally – showcasing its benefits to industry, policy makers and the wider community. It is calling on supranational organizations such as the UN to include Global Recycling Day in the official calendar of internationally celebrated days.

6. The Seventh Resource Manifesto

The BIR has created the Seventh Resource Manifesto to raise the profile of the secondary materials we have the potential to harness, to show how we can make better use of them, and to draw attention to the public's own involvement in their recycling decisions.

The Manifesto will contain two series of critical questions:

Seven recycling questions that everyone on the planet should ask themselves every day:

1. Do I dispose of everything I have used (from plastic bottles to refrigerators to cars) properly, so it can be recycled?
2. Do I know my municipality's policies on recycling and do I follow them?
3. Do I know what happens to my recyclables once they are taken away by my local municipality?
4. Do I, my family and my friends, mend, repair and reuse in order to sustain the usefulness of the items around us for as long as possible?
5. Am I committed to producing as little waste as I can?
6. Do I know how, and do the brands that I buy make it easy for me, to make the right 'recycling friendly' purchasing decisions?
7. Am I sufficiently aware of my government's recycling legislation, or should I be demanding more?

Seven recycling commitments BIR wants world leaders to make in order to ensure we better use the Seventh Resource and thus preserve our planet. They are:

1. Implement and strengthen international agreements that promote recycling, and negotiate new ones as needed.
2. Support and promote the sustainable trade of recyclable materials to ecologically sound companies across the globe.
3. Educate, from the grass roots up, the public on the critical necessity of recycling.
4. Agree to a common language of recycling (same definitions, same messages).
5. Make recycling a community issue, supporting initiatives which help households and businesses provide Seventh Resource materials for repurposing.
6. Work with the industry to encourage 'design for recycling' in the reuse of materials – reducing waste and integrating 'end-of-life' functionality at the design stage.
7. Support innovation, research and initiatives that foster better recycling practices.



7. 18th March: A day of action

Global Recycling Day is all about action. It is about getting people across the globe to focus on a better future for the planet, taking better stewardship of the goods and materials we create, use and dispose of every day.

The day has three key areas of focus:

- **Learn** about the recycling industry globally and locally through local BIR members and action groups.
- **Sign** the BIR's change.org petition, and join voices across the world to show the UN and world leaders the concrete steps that needed to be taken to make recycling a truly global concern.
- **Do** something to make a positive change, and share that on Global Recycling Day's social channels.

8. Global Recycling Day Sponsors and Partners

Founding Sponsors

Sims Metal Management

Sims Metal Management is the global leader in metals and electronics recycling. With operations in 20 countries and customers worldwide, they provide innovative solutions to the growing global issues of waste management and resource scarcity. www.simsmm.com

9. Words of support for Global Recycling Day

“Our goal in launching Global Recycling Day is to show the world that there is a Seventh Resource, as precious as and more sustainable than all the others.”

Ranjit S. Baxi, Bureau of International Recycling President

“We must reduce consumption levels and design goods using less and more readily recyclable materials. But, realistically, the flow of waste will continue to be large, and the huge volume of products already in circulation will reach the end of its useful life. Global Recycling Day emphasizes the urgency of increasing the scale, quality and legitimacy of recycling: a critical environmental service to capture and process this material in a way that is equitable, efficient, and safe.”

Dr Yaakov Garb Lecturer, Ben Gurion University of the Negev Project Director, Towards Sustainable Management of E-Waste in Palestine Israel

“Recycling waste is the first step in closing resource loop. Currently what is seen as ‘waste’ can be reformed into a resource for green manufacturing, therefore creating environmental, social and economic value. This event is fantastic in raising awareness about what is the right thing to do in the face of the mounting waste challenge.”

*Scientia Professor Veena Sahajwalla,
FTSE FIEAust CPEng ARC LAUREATE FELLOW DIRECTOR, Centre for Sustainable Materials Research & Technology (SMaRT@UNSW) Faculty of Science University of New South Wales Australia*



10. About BIR

BIR is the global federation of the recycling industry, representing the interests of global private and public recycling industry.

Founded in 1948, it was the first federation to promote recycling worldwide. With around 750 member companies from the private sector and 34 national recycling associations in 70 countries, BIR is the largest international recycling federation.

2018 will mark the 70th anniversary of BIR.

One of its key objectives is to promote recycling across the globe among other industrial sectors, policy-makers and the wider community.

Ranjit S Baxi is the current President of BIR and its Director General is Arnaud Brunet.

11. All Press Releases can be found on the Global Recycling Day website

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