



## Global Recycling Foundation launches #RecyclingGoals campaign to harness the global power of football in promoting recycling

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**RECYCLING**  
INTO THE FUTURE 18.3.2019

One month before the second Global Recycling Day on 18 March 2019, the **Global Recycling Foundation** has launched the **#RecyclingGoals challenge**; a social media movement that harnesses the power of football to inspire long term recycling habits in young people across the world.

[With only 12 years on the clock](#) to reverse catastrophic climate change, the state of the environment and its preservation is of the utmost importance. As the last generation who can halt the devastating impacts of climate change, the fate of our planet rests with young people, and yet, only [49% of 16-24 year olds](#) say they recycle all they can – the lowest of any age bracket. With this campaign, the Foundation hopes to motivate a movement of youth, passionate and urgent about protecting the future of our planet.

A step by step guide on how to participate in the **#RecyclingGoals challenge** has been created for the public, and all participants are invited to share, [download](#) and take part:



Ranjit S Baxi, Founding President of Global Recycling Day comments “Our vision is to connect the strong example the football industry sets for recycling with young people across the world. With the #RecyclingGoals campaign, we aim to encourage as many people as possible to share the message of the importance of recycling, actively get involved in the challenge, and propel the energy of the social media movement.”

In the lead up to **Global Recycling Day 2019**, social media users across the globe are asked to participate in the **#Recycling Goals** challenge by:

1. Capturing a video of themselves scoring a “Top Bins” goal (into a recycling bin in the top corner of the goal or just a normal goal) whilst pledging to make a long term commitment to better recycling practices e.g. “I pledge to recycle all my plastic drinking bottles from today and I nominate John Smith to take the #RecyclingGoals challenge”.
2. Sharing their videos and pictures of their challenge online using the hashtag #RecyclingGoals and tagging **Global Recycling Day** on [Instagram](#) or [Facebook](#).

On Global Recycling Day itself, **#RecyclingGoals** activities will be taking place on Carnaby Street, London. A temporary goal will be set up, complete with recycling bins in the top corners for participants to attempt their own #RecyclingGoals challenge.

**ENDS**

**For further information, contact the Global Recycling Foundation PR team:**

[press@globalrecyclingfoundation.org](mailto:press@globalrecyclingfoundation.org)

**Belinda Hallworth** +44 (0)20 7680 7114

**Radhika Sharma** +44 (0)20 7680 7118

**Claire Nelson** +44 (0)20 7680 7122

**Natasha Cobby** +44 (0)20 7680 7119

**Sophy Norris** +44 (0)1392 248 934 or +44 (0)7930 385 849

### ***About the Global Recycling Foundation***

*The Global Recycling Foundation, formed by the Bureau of International Recycling in October 2018, supports the promotion of recycling, and the recycling industry, across the world in order to showcase its vital role in preserving the future of the planet. It will promote Global Recycling Day as well as other educational programmes, awareness projects and innovation initiatives which focus on the sustainable and inclusive development of recycling.*