



Media briefing document

Global Recycling Day & Global Recycling Foundation

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.

The Nine Primary Goals of the Global Recycling Foundation

- To support and celebrate Global Recycling Day each year on March 18th
- Promote the importance of prioritising the Seventh Resource
- Foster the promotion of recycling across the world, support and share best practices and innovation
- Protect biodiversity
- Commit to and promote eco responsibility and the circular economy
- Encourage responsible, sustainable and inclusive environment actions to benefit ecological developments
- Support statistical, economic, and social studies in the field of recycling
- Support research and innovation in the field of recycling
- Support educational programmes, university and scientific research in the field of recycling

About Global Recycling Day 2019

- Global Recycling Day is a movement dedicated to celebrating the importance of recycling and making the world think resource not waste.
- Events are taking place across the globe, including Europe, Africa, Asia and North and South America, as well as making waves across social media and being celebrated in schools worldwide.
- Educating the youth of today about the power of the Seventh Resource is a top global priority and this year the theme for Global Recycling Day is “Recycling into the Future” with a special focus on youth and education.

- There are two ways the Global Recycling Foundation is looking to involve youth in this year's campaign:
 - Through providing materials for education professionals to use in schools and clubs around Global Recycling Day on the 18 March 2019
 - Encouraging young people to take part in the #RecyclingGoals social media movement, running in the lead-up to Global Recycling Day. The campaign aims to use the global power of football to promote recycling. Social media users are asked to take a video of themselves scoring a "Top Bins" 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". Participants are then encouraged to share their videos on social media using the #RecyclingGoals hashtag.

Worldwide events 2019

Events are taking place around the world to celebrate Global Recycling Day – this includes Brussels, Dehli, Dubai, Durban, Lagos, London, Middleburg, Paris, Rotherham, Sao Paolo, Seoul and Washington DC.

Some highlights include:

Delhi, India

The Inland Importers and Consumers Association (IICA) is organising a celebration of Global Recycling Day for over 2,000 children including workshops, discussions and a lunch. The Tinna Group is also working with The British School in New Delhi and an orphanage to raise awareness of Global Recycling Day.

Lagos, Nigeria

U-Recycle, an organisation that educates local children on recycling, planning a fashion show with clothes made from recycled materials, a fun fair in the city, an art exhibition partnering with local schools and will host a series of recycling games, such as an obstacle course.

London, UK

Thanks to Shaftsbury, the Global Recycling Day team will be at Carnaby Street on 18th March encouraging individuals to take part in the #RecyclingGoals challenge. The activity aims to educate consumers in the area and local school children about the importance of recycling to help protect the planet's future.

The Forest School in London will also be conducting a litter pick up for students to educate them on the importance of recycling.

Middleburg, South Africa

Illy B's Environmental Education and Sustainability Awareness charity already hosted events for school children in Middleburg on 8th March 2019, including gathering plastic bottles, educating children on recycling as well as a 'fun day' that took place on 22nd February 2019, where children wore hats made of recycled goods.

Paris, France

FEDEREC will plan various activities in Paris as well as launching a social media campaign promoting the second life of recycled objects.

History of Global Recycling Day

- Global Recycling Day was launched on the 18th March 2018 and saw businesses and individuals come together to celebrate the Seventh Resource across the world.
- Global Recycling Day hosted events in Paris, Sydney, Dubai, Delhi, Johannesburg, Washington DC and Sao Paulo and witnessed off-shoot organic events in Ulaanbaatar, Mongolia; Mustang, Nepal; Jaipur, India; Abuja, Nigeria and Athens, Greece to name but a few.
- Thousands of participants took part in litter picks, educational programmes, community events, petition signing and more.
- Some of the biggest brands and names on the planet joined in the celebrations for Global Recycling Day across social media using #GlobalRecyclingDay to raise awareness of recycling, the circular economy and even create their own mini-campaigns, all culminating in 10.5 million impressions on the day itself.
- Some examples of these global brands included: Dell, Nestle Waters HQ, UNIDO, Veolia, L'Occitane, C&A, Greenpeace, Tetrapak, WWF EU, Coca-Cola EU Dialogue, DEFRA and Fjällräven.