

# BIR announces first Global Recycling Day

The Bureau of International Recycling's 70th anniversary also is 18 March 2018.

May 23, 2017

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Ranjit Baxi, president of the Brussels-based Bureau of International Recycling (BIR), has announced that the first Global Recycling Day will take place 18 March 2018. The day also marks the 70th anniversary of the creation of BIR.

"I am delighted to be announcing this very important date," says Baxi, who also serves as founder and chairman of London-based J&H Sales International Ltd. "We want to use this day to promote action on recycling around the world. Our members, who rank amongst the most prestigious recycling companies in the industry, want to take ownership of this powerful initiative. We were the first global trade body to be created and therefore our 70th anniversary is a fitting date for such an important event. We want people to think 'resource,' not 'waste'. There are 7 billion people on this Earth, and if we can just get 10% of these people to make one positive recycling change on Global Recycling Day, it will have a massive impact."

Baxi says the BIR considers recyclable materials to be just as important as the world's six major natural resources.

Baxi explains, "There are six major natural resources: water, air, coal, oil, natural gas and minerals. We believe that recyclables should be recognized as the seventh most important resource. We want to raise awareness amongst the public regarding this 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, this seventh resource would not have been accessible."

During the course of 2017, BIR says it will be announcing a number of initiatives to mark Global Recycling Day. These will include global partnerships and calls for action.

"The 18th of March 2018 will be the very first Global Recycling Day," says Baxi. "We are confident that this special day will gather momentum as it is repeated year after year."