

## BIR launches foundation in support of Global Recycling Day

(WW) – The Bureau of International Recycling (BIR) is working to expand the reach of its Global Recycling Day efforts through a new foundation. The BIR's president Ranjit Baxi launched the new "Global Recycling Foundation" at the organisation's London convention held in London on the first weekend of October.

With its new, broader scope, the foundation would be structuring its activities to address both civil society and policy makers, Mr Baxi explained. Already an important aspect of the first Global Recycling Day, youth outreach is to be one of the organisation's four pillars. Organisers are attempting to incorporate schools and sport, particularly football, into their youth campaign. The foundation also aimed to fund university and scientific research into innovative recycling solutions. On the policy side, the Foundation is seeking to have Global Recycling Day recognized by the UN and would work to build its relationship with the United Nations Industrial Development Organization (Unido). A meeting with Unido is scheduled next month in Vienna.

In establishing a foundation, BIR was also seeking to make its global recycling initiatives more "CSR friendly" and provide donor companies the opportunity to access tax benefits from corporate giving. It was announced at a press conference at the convention that Sims Metal Management would be among the corporate donors to the newly established foundation. The programme has also already attracted support from the national associations ISRI (USA), Federec (France), IICA (India) and the BMRA (UK). Businesses are invited to become "friends of the foundation".

The Foundation will initially be working closely together with the BIR, and its governance would be through the recycling organisation. Ranjit Baxi is the founding president, Tom Bird, interim BIR ferrous division president and chief operating officer, Chiho Environmental Group, will serve as vice president, and David Chiao, BIR non-ferrous division president and co-founder of Uni-All Group, is to round out the board.

The next Global Recycling Day will take place on 18 March 2019 with the theme "Recycling Into the Future". For this year, BIR is aiming to add more official events and to provide a clear structure for participation. In support of the programme, a new web platform will be launched.