

BIR seeks support for Global Recycling Day

Worldwide recycling organisation the Bureau of International Recycling (BIR) is calling for backing for a Global Recycling Day to promote action on recycling around the world.

The organisation began a project in 2016 to lead the development of a Global Recycling Day, and has today (23 January) launched a [dedicated website](#) for the project as well as a [petition](#) to endorse the initiative.



BIR is calling for support for its campaign to establish a Global Recycling Day

BIR is also calling on supra-national organisations including the United Nations to include the Global Recycling Day in the official calendar of internationally celebrated days.

Through its network of members – which in the UK includes trade bodies The Recycling Association, British Metals Recycling Association and the Textile Recycling Association as well as businesses including DS Smith Recycling, Suez, Viridor, EMR and SIMS – BIR is aiming to rally additional support for the initiative.

All members have been sent a brochure outlining some of the key themes and actions that could be incorporated on Global Recycling Day, as well as facts and data highlighting how recycling can benefit the environment.

Awareness

In a statement on its website, BIR said: “Our aim is to dramatically increase the visibility of the international recycling industry and vigorously highlight the important contribution of recycling to climate change mitigation and the protection of our planet. As a result, political decision makers, other industrial sectors and the public will be aware of who we are and how the recycling industry benefits society.

“We are putting all our efforts in teaming up with strong partners such as the United Nations, but eventually it is with the support of our company members and national associations that we will translate this global initiative into an impressive statement on behalf of the international recycling industry.”

Related Links

[BIR Global Recycling Day website](#)