

PRESS RELEASE

BIR launches Global Recycling Foundation to champion worldwide initiatives

Donors invited to become 'Friends of the Foundation'

London, 6 October 2018

The Bureau of International Recycling (BIR) today launched the Global Recycling Foundation at its World Recycling Convention in London, where it also invited members to become the first cohort of Foundation "Friends" when they donate.

Current BIR President Ranjit Baxi is the Foundation's Founding President.

The Foundation, formed by BIR but run as an independent organisation, will promote and support the global recycling industry in its mission to showcase the crucial role of recycling in preserving our planet's future.

This is a direct result of the success of Global Recycling Day 2018. Global Recycling Day 2019 will be the biggest activity supported by the Foundation.

The first-ever Global Recycling Day took place in March 2018. Its aim was to celebrate the importance of recycling in preserving the planet's primary resources and it introduced the world to the Seventh Resource (the materials we recycle). The first Global Recycling Day reached millions of people (over 10.5 million on social media channels alone) and ignited a movement across the world, from Mongolia to Sao Paulo, Paris to the Maldives.

With plans underway for the second annual awareness day on 18th March 2019 (with a new theme of "Recycling Into the Future"), the creation of the Foundation is a crucial step in securing the future of the Global Recycling Day and other initiatives aiming at the promotion of a global and united approach to recycling.

The Global Recycling Foundation has nine primary goals which underpin its mission to ensure recycling remains central to the preservation of our planet's resources and future:

1. Continue to support and celebrate Global Recycling Day on 18 March each year.
2. Promote the prioritization of the Seventh Resource.
3. Foster the promotion of recycling across the world, and support and share best practices and innovation.
4. Protect biodiversity.

BIR – REPRESENTING THE FUTURE LEADING RAW MATERIAL SUPPLIERS

5. Commit to, and promote, eco-responsibility and the circular economy.
6. Encourage responsible, sustainable and inclusive environmental actions to the benefit of ecological developments.
7. Support statistical, economic and social studies in the field of recycling.
8. Support research and innovation in the field of recycling.
9. Support educational programmes, university and scientific research in the field of recycling.

Ranjit Baxi comments:

“The world needs to wake up to the fact that recycling is not optional, but necessary. The recycling industry is at the epicentre of action on resource preservation. Without it all our used and discarded fridges, plastic bottles, packing boxes, cars, cell phones, clothes and paper cups will contribute to the growing waste mountains, be incinerated or go to landfill – never to be used again.

“The role of the Foundation is to show the world that Recycling is a collective endeavour, crucial for the future of the planet. No-one can act in isolation and it is imperative we engage the widest population possible, from BIR members to world leaders, businesses to individuals – no matter where they are located. The establishment of the Global Recycling Foundation will underpin this mission, and ensure a global approach, supporting joint initiatives and achieving goals to foster better recycling practices into the future.”

The Global Recycling Foundation is a private foundation, formed by the Bureau of International Recycling in Brussels. Tom Bird (current BIR Treasurer) will be Vice President and David Chiao, BIR Executive Committee Member, will be the first board member.

The Foundation will use funds from donors and partners across the globe to foster promotional and educational campaigns which highlight the vital role of recycling in creating a sustainable future for the planet. Donations may be eligible for tax benefits and donors will be able to build their involvement into their Corporate and Social Responsibility (CSR) programmes.

Arnaud Brunet, Director General of BIR, comments: “The launch of the Global Recycling Foundation is a vitally important step in raising the awareness, and growing the amount of, recycling across the world. We at BIR have long been saying recycling is too important to be anything other than a global issue. For 70 years we have been working with the industry and world leaders to ensure recycling, and recycled goods, remain at the top of the ecology agenda.

“The incredible success of the first Global Recycling Day this year showed just how ready the world is to hear our call to action, and the creation of the Foundation will provide the framework to ensure the Day continues to grow, and to fund further projects needed to deepen engagement across the planet.”

New branding and a new website have also been created for the Global Recycling Foundation. See www.globalrecyclingfoundation.org for a beta version of the site.

ENDS

For further information, contact the Global Recycling Foundation PR team at Flagship Consulting:

press@globalrecyclingfoundation.org



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

Belinda Hallworth +44 (0)20 7680 7114

Claire Nelson +44 (0)20 7680 7122

(We can also be reached on grd@flagshipconsulting.co.uk)

About BIR

BIR is the global federation of the recycling industry, representing the interests of major recycling companies and national associations from 70 countries worldwide. A key BIR objective is to promote recycling globally - showcasing its benefits to industry, policy makers and the wider community.

BIR celebrates its 70th anniversary in 2018, a landmark year to create a day which recognizes the vital role recycling, and industrial recycling, plays in protecting the planet.

About Global Recycling Day

The first ever Global Recycling Day was launched on 18th March 2018 and united people across the world, highlighting the need to conserve our six primary resources (water, air, coal, oil, natural gas and minerals) and celebrating the power of the newly termed “Seventh Resource”- the goods we recycle every day. The initiative is the brain child of BIR President Ranjit Baxi, who announced his vision for a day dedicated to recycling at the inauguration of his Presidency at BIR’s 2015 Dubai Convention.

Global Recycling Day 2019 will build on what has already been achieved in 2018 with the theme “Recycling into the Future”. It will focus on youth, innovation, inclusive sustainability and the United Nation’s Sustainable Development Goals.