



## PRESS RELEASE



### ***Global Recycling Day organisers announce their first Federation Partner***

[www.globalrecyclingday.com](http://www.globalrecyclingday.com)

**For immediate release**

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Organisers of the first-ever Global Recycling Day are delighted to announce that the [Institute of Scrap Recycling Industries](#) (ISRI) is their first Federation Partner.

ISRI is a Washington DC-based private, non-profit trade association, with members in nearly 4,000 locations throughout the USA and 41 countries around the world. It represents approximately 1,300 companies.

Global Recycling Day, which is the brainchild of the Bureau of International Recycling (BIR), will unite 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 the “Seventh Resource” - the goods we recycle every day. Its mission is set out in its recently launched [“The Seventh Resource Manifesto”](#).

With a motto of the “Voice of the Recycling Industry,” ISRI promotes public awareness of the value and importance of recycling to the production of the world’s goods and services, along with the positive environmental benefits derived from scrap recycling.

“We are delighted to announce ISRI as our first Federation Partner,” comments Ranjit Baxi, BIR President. “This is Global Recycling Day’s first year, and we know ISRI’s support will be invaluable in us spreading the word across the USA and throughout their global membership and we are proud to champion them as a visionary organisation, one that is crucial to the success of the recycling industry.”

“As the voice of the recycling industry, ISRI is delighted to play an important part in the success of the inaugural Global Recycling Day,” said ISRI President Robin Wiener. “With membership in 41 countries around the globe, we fully understand the importance of the world coming together with a single voice to address how we can better improve the lives of all and create a sustainable environment through recycling.”

Global Recycling Day will be a day focused on action, aimed at a global approach towards recycling and calling on world leaders, international businesses, communities and individuals to make seven clear commitments in their approach to recycling. People can commit to making one change in their recycling habits on the day, as well as joining in on social media channels.

**ENDS**

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### **About Global Recycling Day**

Global Recycling Day is an initiative of the Bureau of International Recycling (BIR).

BIR is the global federation of the recycling industry, representing the interests of the global industry.

One of BIR’s key objectives is to promote recycling globally – showcasing its benefits to industry, policy makers and the wider community.

2018 marks the 70<sup>th</sup> anniversary of BIR (indeed 18<sup>th</sup> March is its 70<sup>th</sup> birthday), a landmark year in which to create a day which recognised the vital role recycling and the industry plays in protecting the planet.

The first ever Global Recycling Day will unite 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 new initiative is the brain child of 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 will be a day of action, aimed at building a global approach towards recycling, calling on world leaders, international businesses, communities and individuals to make seven clear commitments in their approach to recycling. Consumers are also being asked to ask themselves some key questions about recycling, to think of it in a new way.