



PRESS RELEASE

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Less than two months until Global Recycling Day on 18 March 2019

London, January 24 2019

With less than two months to go until the second annual Global Recycling Day on 18th March 2019, the Global Recycling Foundation is bringing cities and organisations together from across the world to encourage everyone recognise the role we can all play in improving the circular economy.

In 2018, Global Recycling Day saw over 13 million people take part in recycling awareness and celebrating initiatives across the world. This year, the theme is **“Recycling into the Future”**, focusing on the importance and power of youth, innovation and education in ensuring a brighter future for the planet.

On the 18th March, official Global Recycling Day events will take place in numerous cities around the world, details of which will be announced soon. Organisations in these cities will work with schools and young people to raise awareness of recycling through special events and competitions, as well as asking individuals to make a pledge to change their recycling habits, with more exciting initiatives to be launched in the coming weeks. The world is encouraged to join in across social media channels using the hashtag #GlobalRecyclingDay.

Founding President of Global Recycling Foundation, Ranjit Baxi, says: “The success of the first Global Recycling Day in 2018 showed just how many millions of people across the world are willing to support recycling. We now want to spread the message further and make sure that the importance of better recycling practices is at the forefront of everyone’s minds.

“The second Global Recycling Day will allow the Global Recycling Foundation to communicate with young people globally, ensuring they know of the positive impact they can have on the future of the planet and the preservation of our natural resources. The future is in our hands and together we can make a difference.”

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About the Global Recycling Foundation

The Global Recycling Foundation, formed by the Bureau of International Recycling in October 2018, supports the promotion of recycling, and the recycling industry, across the world in order to showcase its vital role in preserving the future of the planet. It will fund Global Recycling Day as well as other educational programmes, awareness projects and innovation initiatives which focus on the sustainable and inclusive development of recycling.

About the Bureau of International Recycling

The Bureau of International Recycling (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.