

## **PRESS RELEASE**

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### **Bureau of International Recycling Attracts High Level Interest in Copenhagen**

*17 December 2009:* Crown Princess Victoria of Sweden, Danish Minister for the Environment Troels Lund Poulsen and the Swedish Ambassador in Denmark Lars Grundberg were among the hundreds of visitors to the Bureau of International Recycling's (BIR) stand at the Bright Green exhibition in Copenhagen this past weekend.

The exhibition, a parallel event to COP15, the United Nations Climate Change conference, presented state-of-the-art environmental technology for sustainable management of energy and resources, with a particular focus on CO2 reduction. With over 15,000 visitors, including representatives of NGOs and others attending COP15, and 170 exhibitors, the Bright Green Exhibition demonstrated the huge public interest in new technologies that respond to today's climate challenges.

BIR's stand showcased the various commodities represented by the organisation's worldwide membership, making the case for the environmental benefits of recycling in terms of CO2 emission savings and the reduction of energy and water consumption through the use of secondary materials.

“Today, any industry that wants to be taken seriously needs to show its environmental responsibility,” says BIR Communications Director Elisabeth Christ and points out the importance of achieving recognition for the recycling industry’s huge role in the protection of our planet.

Doug Woodring, one of the founders of Project Kaisei, an international initiative to study and resolve the problem of ocean pollution through plastic waste, also visited the BIR stand. His first mission into the North Pacific Gyre was sponsored by BIR in August 2009.

“Depending on the commodity, up to 50% of the world’s raw materials needs are already covered by our members, and this number will be increasing,” adds BIR Treasurer Björn Grufman of Metallvarden, “Our members are the future leaders of global raw material supply.”

“BIR’s recent study<sup>1</sup> on the environment benefits of recycling shows the important contribution our members make to energy, water and CO2 savings,” says BIR Director General Francis Veys. “That study demonstrated that our industry is responsible for 500 million tonnes of CO2 reductions per year, a conservative estimate based on sound scientific analysis.”

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<sup>1</sup>[Report on the Environmental Benefits of Recycling, prepared by Professor Sue Grimes, Professor John Donaldson, and Dr Gabriel Cebrian Gomez, Imperial College London, October 2008.](#)