



PRESS RELEASE

RUBBERMAID COMMERCIAL PRODUCTS (RCP) RELEASES UK “LOVE RECYCLING” RESEARCH REPORT – A DETAILED BREAKDOWN INTO THE STATE OF COMMERCIAL RECYCLING.

RCP’s Love Recycling initiative publishes its UK-specific report today. Following on from continental findings released earlier this year, the regional report delivers specific insights derived from one of the largest commercially funded quantitative studies into business recycling and waste management ever conducted in Europe.

The study was performed with the aim of providing a detailed breakdown of how companies of different sizes are undertaking waste management and recycling processes, what can be improved within existing processes and what impediments there are to greater adoption of sustainable practices. Country specific data, augmented with in-depth interviews of commercial waste management buyers in the UK, show an increasing level of importance placed on the implementation of recycling practices - but also – a need for more information, education and governmental support to bridge the gap between intention and action.

These are revealed in a number of key findings:

- Across Europe, recycling is a top-3 issue for business, but in the UK, it ranks 5th
- 99% of UK businesses expect the government to provide increased education for businesses, incentives to drive adoption and sanctions for companies that don’t do more.
- Two-thirds of UK businesses stated a lack of government incentives as a factor in not doing more, while 53% say they get minimal or no government support at all.
- Nearly half of UK companies cite a lack of shareholder engagement as an impediment to doing more

The UK report reveals the same phenomenon identified in the initial continental report. Businesses across the UK have a desire to go further with their recycling initiatives but are held back either by cost, bureaucracy or both.

Emilio Capelli, Vice President, Rubbermaid Commercial Products EMEA said, "As we take a deeper dive into the data gathered during our commercial recycling and waste management research, we find many businesses have good intentions, but implementation is falling behind. That said, businesses are already considering future opportunities. Despite half seeing cost as a barrier to doing more, 93% of those surveyed expected to increase their spending and 95% recognise the growing importance of the issue as a whole. The virtually unanimous support for greater government leadership reflects a growing desire from all sectors for better infrastructure as a means of supporting improved recycling operations."

To read through the findings and get the full set of insights from the research, download 'The Changing Face of Commercial Recycling in the UK' free from loverecycling.com, alongside the previous continental-level report. RCP continues to analyse the data gathered during the research phase, with plans to release sector-based reporting later in the year.

RCP is a leading global provider of waste management products. Their broad range of durable and innovative products meet the hygiene needs of businesses of any size, across multiple sectors. RCP is a company committed to improving recycling and waste management through superior knowledge, products and performance.

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