

Every Can Counts – a 10 country effort to boost the awareness about recycling cans consumed ‘out-of-home’

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Outline

1. Aims, purpose and principles
2. Background – started in the UK
3. Working together to change consumer behaviour
4. Telling the story of ‘Every Can Counts’
5. Making recycling “fun” and “engaging”
6. A simple clear message across Europe
7. What’s in it for brands?

Aims, Purpose and Principles

- Every Can Counts enables and encourages more people to recycle their drink cans **consumed outside the home**, specifically in **workplaces** (offices, canteens, etc.), **colleges** and **universities** and at **locations and on occasions when people are 'on the go'** (sport events, pop concerts, etc.).
- The key purpose of Every Can Counts is to communicate the **uniquely sustainable qualities of the beverage can**, based on a set of key messages.
- Every Can Counts **supports established national recycling systems**, and collected cans must count towards that country's recycling performance for beverage cans and metal packaging in general.

Whatever the Collection System....



Behaviour change as a main objective !



Every Can Counts across Europe: The 'Umbrella' Brand for Promoting Drinks Can Recycling Across Europe



Every Can Counts...

- **Industry initiative to encourage consumers to recycle their beverage cans away from home**
- **Objectives:**
 - Test the barriers and drivers to establishing successful 'out of home' recycling programmes
 - **Workplaces – 'captive' cans**
 - **'On the go' – 'nomadic' cans**
 - Develop workable model(s) to demonstrate recycling potential
 - Share best practice

Born in the UK

- 2008 - “unique partnership” came together to develop a three year trial.
- Initial focus – cans consumed in workplaces – offices, canteens and universities.
- “one stop shop” to help organisations easily start recycling.
- Early adopters included Asda, Jaguar LandRover, John Lewis Partnership
- www.everycancounts.co.uk



From Workplaces to Shopping Centres, Beaches and Festivals



Programme Cornerstones

- Local collection system
- Partnerships
- Co-operation
- Networking



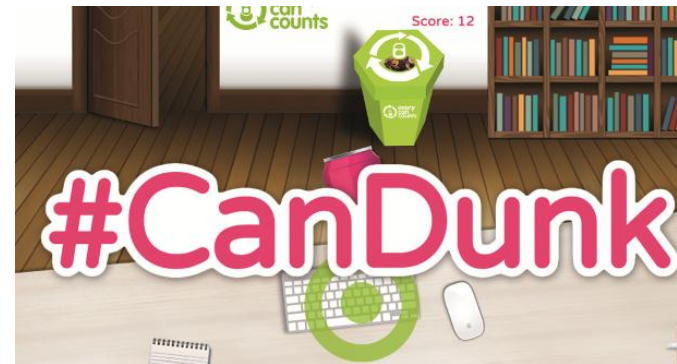
Every Can Counts today...

- Strong, credible brand
- Non commercial & non-political
- Unique in the packaging industry
- Perceived by key stakeholders as the leading programme delivering best practice
- **Potential partners are now coming to us:**
 - **Fillers and brand owners**
 - **Waste collectors, Environmental NGO's**
 - **Producer Responsibility Systems?**



Communications Tools

- Tailored to each market.
- Websites
- Digital channels



- Creative, engaging and fun!



Our Brand Partners

Core Funding:

- European Beverage Can Manufacturers (BCME)
- European Aluminium

Brand Support:

- National Funding Partner
- Project/event specific funding partner.



What We Learned

- ✓ A recycling bin isn't a recycling system
- ✓ It's all about communication !
- ✓ Collection containers and communications tools
- ✓ "Recycling Champions" are essential
- ✓ Flexible approach
- ✓ Strong partnerships with recycling collection organisations are essential



France:

- Workplaces
- Events (24h Le Mans)
- Universities
- Fairs and exhibitions





Spain:

- Summer youth camps
- Events (planned)
- Universities (planned)
- Business centers (planned)



Austria:

- Events (pop concerts)
- Public places (Vienna, summer baths)
- Universities (student parties)





Ireland:

- Workplaces
- Events/Festivals
- Universities
- Schools
- Local Authorities





Romania:

- Workplaces
- Events
- Universities
- Beaches
- Retailers





Hungary:

- Voluntary RVM's at retailers
- Events & Festivals

A common European Approach

- Consistent brand:

- Licence Agreement
- Brand Integrity & Guidelines
- Brand central website
- Common messages.
- Call to action – whatever the collection system.

www.everycancounts.eu



- Organisational structure:

- European Steering Committee (Can makers, aluminium suppliers + Alupro)
- National ECC Groups (local funding partners)

