



THE LOVE RECYCLING MANIFESTO



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AN AWARD WINNING PROGRAM



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LOVE RECYCLING: A MANIFESTO



Love Recycling is an initiative from Rubbermaid Commercial Products (RCP), dedicated to the uptake and improvement in commercial recycling and waste management.

1 We believe recycling is a core component in protecting the natural world, and that successful commercial recycling and waste management are crucial to delivering that protection.

Our world has a finite set of resources and waste is created when we no longer preserve them. Recycling protects our natural resources. It reduces energy consumption, lowers air, sea and land pollution levels and slows the devastating effects of climate change.

3 We have worked with over a thousand businesses to understand the commercial recycling landscape in Europe.

Across two research projects, conducted over the last eighteen months, two things stand out. Businesses want to recycle more, but they struggle to do so due to a lack of information. This information can be everything from the internal measurement of waste and recycling levels, to keeping up with innovation, to finding cost-effective processes or creating successful recycling programs. All our research shows businesses are looking for help.

2 Businesses can, through their actions and their speech, be leaders for the recycling revolution that is needed to tackle the ecological problems our world is facing.

Businesses are often ahead when addressing prevalent social issues. For example, in many nations, the protection of workers from discrimination often occurs in commercial settings before becoming legislation. Businesses are similarly well placed to lead on recycling and play a vital part in creating a better world.

4 Love Recycling is an expert program that can help your business with commercial recycling.

The route to success in any endeavour is access to good information. Businesses want to recycle more, and we want those efforts to be as successful as possible. Because when a business succeeds, they can do more. Successful recycling practice leads to more recycling. By providing access to information, we have improved the commercial recycling success of businesses across Europe.

We believe businesses can be at the forefront of saving the natural world.

OUR PLEDGES

In the coming years, we are committed to expanding how we share information with European businesses.



We will create free resources that aid effective recycling implementation and provide useful training. That examine ecological issues and the role of facilities in mitigating environmental harm.



We will identify and acknowledge the best that commercial recycling has to offer.

The individuals that lead the way; the innovative products that improve results.



We will help business take control of their recycling and waste management through durable, quality solutions that protect the environment efficiently and cost-effectively.

We are inviting you to join us in an ongoing conversation that discusses the challenges we face, to exchange ideas and best practices, to examine the solutions we can use and how the business community can work together to lead the way.



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