

<p>Title of Report:</p> <p>TerraCycle Recycling Scheme</p>	<p>Officer Presenting:</p> <p>Head of Environment</p> <p>Author:</p> <p>Waste and Recycling Officer</p>
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1 Purpose of Report/Recommendations

- 1.1** To provide Members with an overview of the Terracycle Recycling Programme in consideration of the recent Notice of Motion agreed at Council.

2 Background

- 2.1 Members had recently requested that officers explore the recycling of used coffee pods through the TerraCycle Scheme and to consider how the recycling services offered by TerraCycle could be introduced within the Council and across the district with an update report brought back to the relevant Committee.
- 2.2 TerraCycle's is an innovative recycling company that has become a global leader in recycling typically hard to recycle waste. The Company's mission statement is that they recycle the "non-recyclable." Whether it's coffee capsules from home, pens from a school, or plastic gloves from a manufacturing facility, TerraCycle claim they collect and recycle almost any form of waste.
- 2.3 They partner with individual collectors such as householders, as well as major consumer product companies, retailers, manufacturers, municipalities, and small businesses across 20 different countries.

3 Key Issues

- 3.1 In early 2020 Councils Waste and Recycling Officer contacted TerraCycle directly to discuss the possibility of bringing forward a number of projects for hard to recycle waste within the Council district. And was advised by the TerraCycle representative that they do not at present operate within Northern Ireland.
- 3.2 More recently at a Recycling officers meeting Ards and North Down Council advised that they had also contacted TerraCycle and had been advised similarly with the Company stating that they are unable to operate within Ni currently for logistical reasons but that they are continually reviewing services and to check their website regularly for updates.

- 3.3 Having researched further it appears that TerraCycle operate on a small level within the UK which is run by volunteers and the programs are entirely consumer led. With volunteers around the UK signing up on an individual basis to a TerraCycle recycling scheme(s).
- 3.4 The TerraCycle recycling programmes are completely free and made possible through their partners' support. Through TerraCycle's free recycling programmes, individuals earn TerraCycle points which are redeemable for charitable gifts, TerraCycle products, or a donation to a school or non-profit organisation of the individuals choice.
- 3.5 The individual volunteer chooses a charity they would like to represent to raise funds through the TerraCycle scheme. TerraCycle send Free post labels to the volunteer to return their items for weighing and recycling. Each volunteer has their own profile on the TerraCycle website so they can track their progress and how many points they have earned (one point is one penny, one hundred points is £1).
- 3.6 Currently a volunteer within the Mid Ulster area is the biggest TerraCycle Volunteer in Northern Ireland who has a small team of Volunteers all operating across NI who collect and deliver materials to her to sort and post back to TerraCycle in mainland UK. Her chosen Charity is Kicks Count, A Charity focused on reducing Still birth and Neonatal deaths.
- 3.7 Currently it's a very small scale operation with a small team of volunteers doing what they can when they can. One volunteer, who owns The UseLess Shop in Derry teamed up with Mid Ulster rep in 2019. Through her page on Facebook she has managed to attract many people around Derry who source separate their waste at home into the Terracycle categories with these materials subsequently sent to the Mid Ulster volunteer once a month.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

- 4.1 Councils Waste and Recycling Officer recently met with Stephen Clarke, Head of Communications for TerraCycle. He confirmed that they do not work directly with councils. He said that they are planning on running a trial in 2021 with a council in England and depending on the outcome of that trial they may start collaborating with councils.
- 4.2 Council has also made representations to WRAP seeking their intervention on this matter and will continue to liaise with TerraCycle for updates and in particular the outcome of the trial with the English council.

5 Recommendations

- 5.1 That Offices continue to work with relevant stakeholders including WRAP in support of encouraging TerraCycle to establish operations within Northern Ireland.

Background Papers

Julie Hannaway

From: TerraCycle UK <brigades-no-reply@terracycle.net>
Sent: 21 February 2020 15:32
To: Julie Hannaway
Subject: You have successfully created a TerraCycle account

Hi Julie,

Thank you for signing up with TerraCycle®, your account has been created.

You can now take a look at [all of our recycling solutions](#) to find out how to get involved.

If you have signed up to receive our communications, you will receive another email from us soon with more information to help you get started. If you haven't signed up, it's not too late! You can change your preferences by [updating them on your account](#). This way you will always be up to date with our latest news and offers.

Happy collecting,

The TerraCycle® UK Team

From: [Support](#)
Sent: 17/07/2020 09:53
To: [Adair, Emma](#)
Subject: [TerraCycle Inc] Re: Northern ireland

##- Please type your reply above this line -##

[Ticket #449330: Northern ireland](#)

El equipo de TerraCycle, Jul 17, 2020, 9:53 AM GMT+1:

Hi Emma,

Thank you for your email.

I am sorry to confirm we can't operate in Northern Ireland for logistic reasons, I am sorry about it.

We are trying to improve the services we offer so, please, check our website on a regular basis for further news.

Please be informed if new services become available you will receive an email if you have an account in TerraCycle. To ensure you receive an email, please make sure to tick the box in your personal information. Please see below for instructions:

- "My account"
- "My personal information"
- "Edit my information"
- Tick the box at the bottom of the page. (see example below)

I hope this helps, please let me know if you have any further questions

Kind regards,

Diego
Senior Customer Services Executive
TerraCycle Europe

Please do not remove or edit the prefilled customer support email address when replying to this email.
If you do, any email/response will not be properly transmitted in our system and you will not receive a response.