

Orkney Islands Council

Orkney is an archipelago of 70 scattered islands off the beautiful northeast coast of Scotland, with a population of 22,000. It is Britain's smallest local authority and the geographical nature of Orkney provides some unusual logistical issues for the collection of recycling.

The MetalMatters campaign in partnership with Orkney Islands Council was launched during National Recycle Week in September 2017. The campaign targeted 11,000 households over a 12 week period, with a budget of £6,625.00

The programme resulted in an increased capture of 13.5 tonnes per year of aluminium and steel packaging from the kerbside, an uplift of more than 19 per cent from kerbside collections and 44.5 per cent at the Council's five Household Waste and Recycling Centres.

The extra revenue generated through the increase in metal packaging recycling alone has helped offset the cost to the Council of providing waste disposal services to the tune of £4,500.00 per annum over 18 months.



KEY FACTS

Number of households:	11,312
Recycling service:	Fortnightly, kerbside sort
Programme cost:	£6,625.00
Total cost per household:	60p
Additional value generated:	£3,380* 43p per household
Return on investment:	16.8 months

*Additional income generated does not include £1,352 landfill saving @£100/tonne or additional annual value £4,732



"Orkney residents are already committed to recycling and reducing waste which is great news. We wanted to encourage our residents to think about metal packaging found throughout their home, not just in the kitchen but in the bathroom and bedroom. Food and drink cans, foil and empty aerosols are all easily and endlessly recyclable."

Darren Richardson, Head of Infrastructure and Strategic Projects, Orkney Island Council



MetalMatters

Overview

The MetalMatters campaign in Orkney, delivered in partnership with Orkney Islands Council and the Aluminium Packaging Recycling Organisation (Alupro), reached all 11,312 households across the area. Each home received two directly mailed leaflets, which informed and reminded residents about the importance of recycling metal packaging.

Additional communications activities selected from the MetalMatters toolkit reinforced the message, and many of the template materials are still in use long after the end of the campaign.

The MetalMatters programme supported Orkney Islands Council's kerbside recycling programme and the five Household Waste Recycling Centres, driving an increase in the recovery of metal packaging and other recyclables.

The Campaign

Launched in September 2017, the MetalMatters campaign in Orkney consisted of:

- Two directly addressed leaflet drops, six weeks apart
- A launch event and press release
- Bin stickers on communal bins for households not receiving kerbside collection
- New vehicle livery on kerbside collection vehicles
- Signage at the Household Waste Recycling Centres (HWRC)
- MetalMatters page on council websites; and
- Social media activity

The message to residents was "Make Your Metals Matter", as council officers took to the streets to share with people the metals recycling story. Materials from the MetalMatters toolkit gave the campaign a professional look and feel, and encouraged residents to recycle all the metal packaging from their homes throughout the year.

Programme Results

Results from 12 months pre & post campaign

METALS

Yield Rate (kg/hh/annum)	Pre	Post	Change
Kerbside	5.4	6.4	19.4%
HWRC	0.4	0.6	44.5%
Total	5.8	7.0	21.2%

KERBSIDE RECYCLING

Yield Rate (kg/hh/annum)	Pre	Post	Change
Kerbside Recycling	149.0	156.6	5.2%

Summary and Conclusions

Overall, the recycling performance of Orkney appears to be continuing to rise. There has been a clear increase in cans collected at HWRCs since the campaign and further sampling suggests more cans continue to be collected at the kerbside than before the campaign; this demonstrates that there is still untapped recyclable material in the residual waste stream.

Links:

For more information

www.MetalMatters.org.uk

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About MetalMatters

MetalMatters was developed and is funded by the metal packaging manufacturing industry, reprocessors and fillers. The programme works in partnership with local authorities and their waste collection partners to promote metal packaging recycling, and thereby improve capture rates for metal packaging at the kerbside.

MetalMatters is managed on behalf of the funding partners by the Aluminium Packaging Recycling Organisation (Alupro).

For details of MetalMatters campaigns and case studies visit www.metalmatters.org.uk

METALMATTERS FUNDING PARTNERS

(AT 1ST AUGUST 2018)

INDUSTRY ORGANISATIONS:



METAL PACKAGING REPROCESSORS



FOIL CONTAINER MANUFACTURERS



HOUSEHOLD FOIL MANUFACTURERS



METAL PACKAGING CONTAINER MANUFACTURERS



PACKER/FILLERS



PACKAGING COMPLIANCE SCHEME



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