

## Protecting our future: sustainability Improving recycling together

The UK government has committed to the United Nations' Sustainable Development Goals (SDGs) and is encouraging local government and public sector organisations to support delivery against two thirds of the targets. As your services impact on both the environmental and social challenges faced by the UK, you have a crucial role in helping to achieve these targets by 2030.

To support these goals, you must change behaviours within your organisation, and technology and data solutions are vital in helping you deliver this.

The new National Waste Strategy identifies ways to keep materials in use for as long as possible by introducing key, circular principles to reduce waste and manage what is created:

- ▶ Producers to pay full packaging cost of their waste
- ▶ Implement consistent recycling of materials collected across England
- ▶ Introduce a Deposit Return Scheme

### Right thing, right bin

In recent years, [engagement in recycling has stagnated at just over 40%](#). Combined with greenwashing by brands and confusing inconsistent recycling methods across the UK, current education methods for recycling, such as websites and leaflets are not trusted and are quickly outdated. This is making it even more challenging for local authorities to reduce their contamination rates and encourage more residents to recycle, reducing what is sent to landfill.

Technology is a key tool in supporting local authorities to save time, resources, and costs with an efficient recycling engagement programme that educates and incentivises residents to recycle.



## Recycling with Phoenix and Scrapp

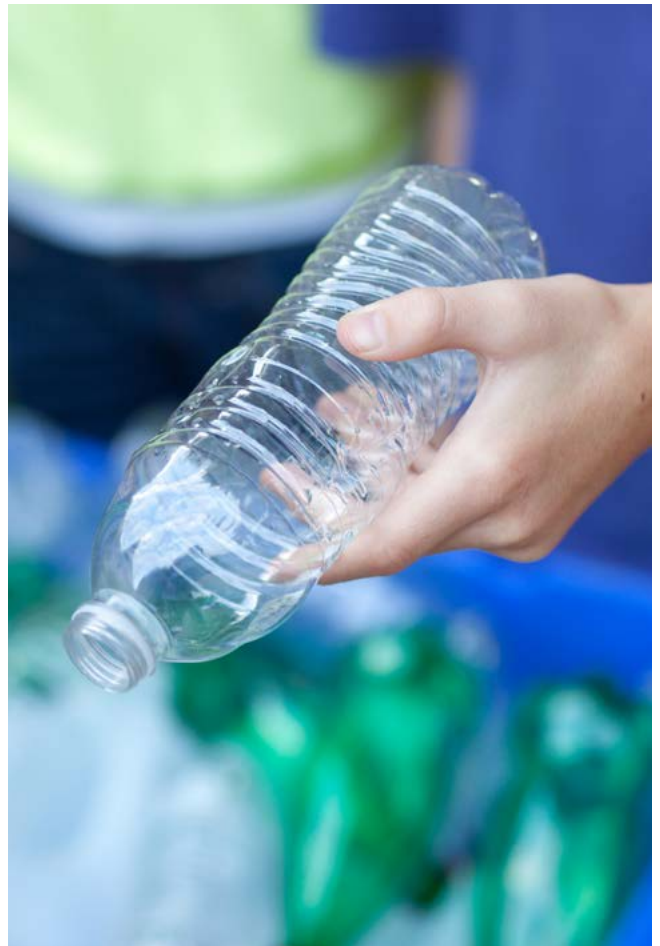
We have partnered with Scrapp, an app designed to connect councils with their residents and manage recycling programmes in one place.

The app uses AI technology to enable residents to scan products and get geographical information about how and where to recycle that product.

### The benefits of Scrapp

- ▶ Proactive, cleaner recycling
- ▶ Data and information to inform recycling programmes
- ▶ Communicate real time waste service information, updates, and reminders to residents
- ▶ Engagement supports high street regeneration
- ▶ Encourages more people to recycle
- ▶ Ensure products are recycled correctly, reducing contamination rate and waste sent to landfill
- ▶ Delivers cost savings
- ▶ Improves recycling services
- ▶ The Council web portal proactively manages recycling programmes by providing data
- ▶ Find out what and where residents are recycling

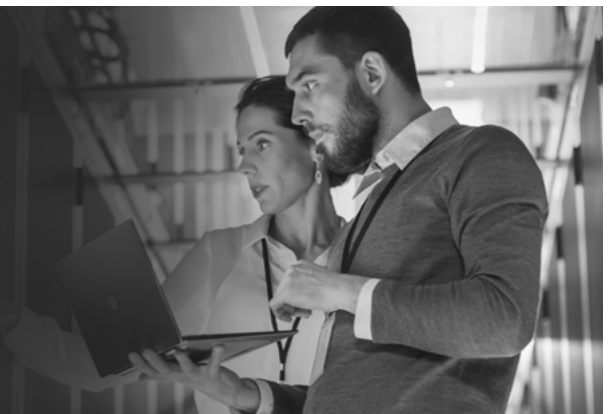
In addition, users can see the amount of waste they have diverted from landfill, get involved with different initiatives (including consultations on green strategy, local environmental projects, and tree planting schemes), and are incentivised to use the app by offering local high street discounts, which also helps to regenerate the local economy.



## Why Phoenix?

We are the public sector's partner of choice with over 30 years' experience supporting central and local government, education, NHS, police and emergency services, housing association, and charity organisations with innovative IT solutions.

We understand the challenges facing the UK's public sector and work with you to reach your sustainability goals.





# Accelerate your sustainability journey now

Chat to one of our sustainability specialists today to find out how Scrapp supports your organisation to reach its sustainability goals faster.

[Book now](#)

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**Scrapp**

 **PHOENIX**