



INCREASING FOOD WASTE RECYCLING



Increasing food waste recycling

Around half of local authorities in the UK provide food waste collections to households.

People do not always understand what is done with food waste, why it is worth recycling it and what types of food waste are wanted in the collection system. Concerns about smells, hygiene and 'the yuk factor' can also put people off separating food for recycling.

Here at Keep Britain Tidy we understand the challenges that local authorities face when offering food waste collections. We have a strong track record of driving up food waste recycling by tackling these specific barriers through a variety of resident engagement approaches.



Keep Britain Tidy has delivered a range of successful door-to-door engagement campaigns and other behaviour change interventions involving bin stickering and the delivery of leaflets, liners and caddies.

Since 2015, we have targeted in excess of 425,000 households in south east England with huge success, including a 30% increase in food waste recycling in Windsor and Maidenhead and a 21% increase in Surrey. Surrey County Council is expected to save up to £390,000 in disposal costs a year as a result of our work.

“The project was ambitious, but the Keep Britain Tidy team went the extra mile to ensure everything was delivered to plan. The Recycling Advisors were enthusiastic and knowledgeable and were excellent representatives for the Royal Borough. Overall, the results speak for themselves, as we saw a huge increase in the use of our food recycling service.”

Kathryn Best, Recycling and Waste Marketing Manager, Royal Borough of Windsor and Maidenhead

Achieving an increase of up to 30% in food waste recycling

For further information, please contact **Keep Britain Tidy** at enquiries@keepbritaintidy.org

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