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# TACKLING RECYCLING CONTAMINATION

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## Tackling recycling contamination

**Around half of the population put out unwanted materials for collection, which can negatively affect the recycling process. A key cause of contamination is confusion about what can and cannot be included in recycling containers.**

Contamination refers to any unwanted materials that householders include in boxes, sacks or bins for recycling. Such unwanted materials may include non-recyclable materials such as nappies, non-targeted materials such as plastic packaging in a plastic bottles-only collection and targeted materials contaminated with unwanted items, such as food-contaminated cardboard.

**Recent success on one project included reducing contamination from 14% to 5% and no loads rejected during and immediately after the campaign**

Keep Britain Tidy can work with you to reduce recycling contamination. Building on our strong track record of delivering successful door-to-door engagement campaigns to increase the quantity of recycling, we apply this expertise to campaigns to address recycling contamination.

Keep Britain Tidy also uses focus group research as a way to reduce contamination. These focus groups are carried out with residents and provide valuable insight that can then be used to inform effective campaigns. We expertly design focus group research to meet local needs, with the aim of facilitating frank and constructive discussions with residents from communities who do not usually engage in such research.

“Working with Keep Britain Tidy has been really beneficial for us. They assisted the Council in running two very successful projects focused upon increasing resident participation in our kerbside food waste service and tackling contamination in our mixed recycling service. The staff were always professional and hardworking, and it is thanks to them that these projects were such a success.”

**Cllr Beryl Hunwicks, Woking Borough Council's Portfolio Holder for Environmental Services**