



PAPER CUP

Recovery & Recycling Group

RESPONSE TO COSTA COFFEE ANNOUNCES COMMITMENT TO RECYCLE HALF A BILLION TAKEAWAY CUPS A YEAR

Further to the announcement today from Costa Coffee announcing their commitment to recycle half a billion cups per year, the Paper Cup Recycling and Recover Group make the following response.

Comments attributable to Neil Whittall, Chairman PCRRG.

The PCRRG today welcomes the announcement from Costa Coffee, a PCRRG member, that it will commit to recycle half a billion cups each year. The coffee retailer will recycle up to 500 million coffee cups a year by 2020 by paying a supplement to the waste collectors (Veolia, Biffa, Suez, Grundon and First Mile) for every tonne of coffee cups collected, making it commercially viable for waste collectors to put in place the infrastructure and processes to collect, sort and transport coffee cups to recycling plants.

The PCRRG since its formation has been committed to working across the paper cup supply chain to increase the recovery and recycling of paper cups and believes that only by cross industry collaboration that this will be achievable. This announcement is another great example of the industry working collaboratively to increase the recycling of paper cups.

The PCRRG has always firmly believed that improvements to infrastructure, alongside changing consumer behavior through education and conveniently located collection / recycling points are critical to creating a more sustainable paper cup supply chain.

The announcement today from Costa Coffee, alongside some of the other industry leading projects already in existence demonstrates the industry's commitment, and progress to increasing the sustainable recovery and recycling of paper cups.

Note to editors:

The Paper Cup Recovery and Recycling Group (PCRRG) is a voluntary body dedicated to increasing the recovery and recycling of paper cups. It has more than 40 members from across the supply chain including paper board manufacturers, paper cup manufacturers, distributors, coffee retail brands, waste, recycling and reprocessing companies, local authorities and NGO bodies including litter organisations.

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