

# Case Study: Glasgow Recycles



*“By working with local councils to improve levels of PET recovery and recycling through schemes such as this, we can encourage consumers to recycle bottles where possible and make a difference to the volume of recycled PET that is available to use, in addition to creating new employment opportunities”*

*David Graham  
Strategic Development Director, Volvic*

## Identifying the Problem

Glasgow Recycles was a project developed by a creative partnership between Valpak, the Wise Group, Glasgow City Council, Volvic and Waste Aware Scotland. The aim of the project was to examine if the diversion of ‘away from home’ waste materials using the trial’s city centre recycling bring banks offered a lower carbon footprint than if the material had been sent to landfill using conventional on street litter bins. Fifteen new recycling banks were installed at strategic locations throughout Glasgow City Centre with the collected materials monitored.

## Solving the Problem

The new recycling banks were installed to collect plastic bottles, paper and cans so that a full carbon footprint assessment could be completed. By monitoring the collected materials, the environmental impacts could be analysed and a comparison made of sending the waste to landfill as opposed to recycling.

A perception study was also completed so that the recycling and waste disposal habits of consumers could be understood as part of the trial.

A key part of the trial was the collection service developed that was suitable to be able to capture and

report data of the types and volumes of materials collected by the new recycling banks.

## Benefits of the Project

Glasgow Recycles was the first project in a city centre environment to provide a mixed recycling solution. The trial increased the volume of recyclables collected in Glasgow significantly and reduced the waste sent directly to landfill as a result

The study identified significant carbon savings by diverting the material to recycling compared to sending it directly to landfill. The carbon savings were 206% higher in comparison to sending the waste to landfill. The carbon footprint assessment enabled the environmental benefits of the trial to be incorporated into the study.

The social and economic impacts were included alongside the environmental impacts of the trial to assess if it was beneficial to use city centre bring banks. The project increased the level of recycling awareness within the Glasgow community.

An additional benefit is that the project supported unemployed individuals by providing them with employment and training opportunities that has given them 100% employment for the individuals

