

ALUPRO 2022 IMPACT REPORT

GLOBAL CHALLENGES. OUR SOLUTIONS.

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OUR CHALLENGES

SOCIETY FACES MULTIPLE GLOBAL CHALLENGES FROM CLIMATE CHANGE TO RESOURCE SCARCITY AND MUST EMBRACE A CIRCULAR ECONOMY TO BECOME SUSTAINABLE.



GLOBAL CHALLENGE

Globally we are using too many resources. To reduce the strain on our natural resources we must all recycle more.

The 17 UN Sustainable Development Goals provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. Two goals in particular are important to us:

No.12.2 - Natural resource avoidance by using recycled aluminium rather than primary for production.

No.12.8 - Educating the public to ensure high recycling engagement.

Tonnes recycled

In the UK in 2022 we recycled 150k tonnes of aluminium packaging which avoided 600k tonnes of bauxite production.



Source: Aluminium Recycling in Europe

UK CHALLENGE

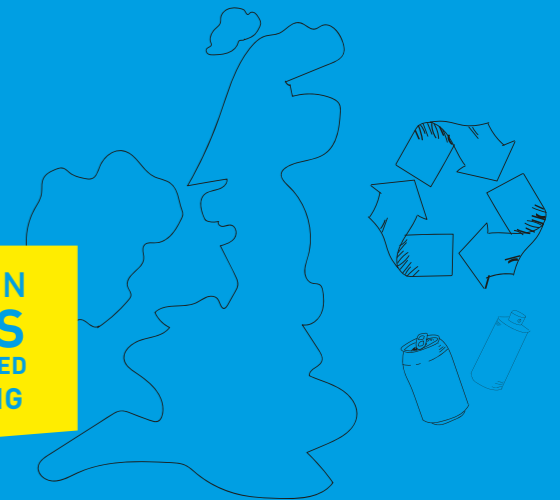
The UK must reach net zero by 2050, but there's a long way to go.

In 2022, by recycling old aluminium packaging and using it in new items, our industry saved over 2.3 million tonnes of carbon when compared to making new packaging from new aluminium.

Making new items out of recycled aluminium saves 10 to 20 times more carbon than producing it using new aluminium.

Source: International Aluminium Institute
Source: Virgin Aluminium Footprint
Source: Recycled Aluminium Footprint

2.3 MILLION TONNES OF CARBON SAVED BY RECYCLING



INDUSTRY CHALLENGE

Required recycling rates by 2030.

The ambition of our industry is to recycle 100% of the beverage cans in Europe by 2030. Today, we're recycling 75%.

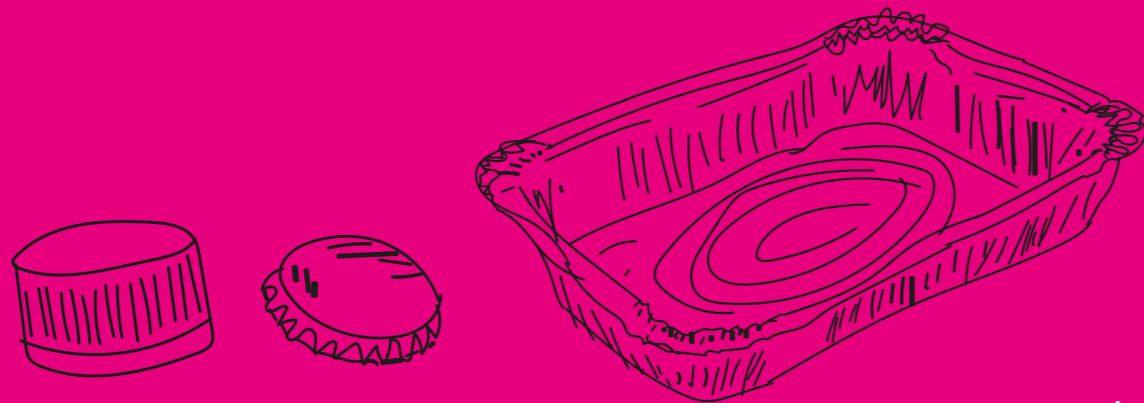
But it's not just about cans. By 2030, we need to recycle over 50% of all aluminium packaging including foil trays, food cans and aerosols.



BEVERAGE CAN RECYCLING RATE OF 100% BY 2030

OUR PURPOSE

ALUMINIUM PACKAGING RECYCLING, AND THE ENGAGEMENT OF THE UK PUBLIC IN ACTIVE RECYCLING, HAS A HUGE ROLE TO PLAY IN SOLVING THESE CHALLENGES.



Alupro is the voice of the aluminium packaging industry in the UK.

For over 30 years, we have been representing our members to government and other stakeholders to secure higher recycling rates and supportive policies.



OUR VISION AT ALUPRO

A FULLY CIRCULAR ECONOMY FOR ALUMINIUM PACKAGING SUPPORTED BY HIGH RECYCLING RATES.



OUR PURPOSE IS TO SUPPORT OUR INDUSTRY TO ACHIEVE THESE GOALS IN THREE WAYS:

1.

PEOPLE

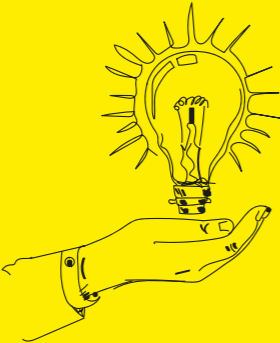
EMPOWERING, EDUCATING AND ENCOURAGING THE PUBLIC TO RECYCLE



2.

INNOVATION

FUTURE-PROOFING ALUMINIUM RECYCLING BY INNOVATING, COLLABORATING AND DELIVERING SOLUTIONS



3.

ADVOCATING

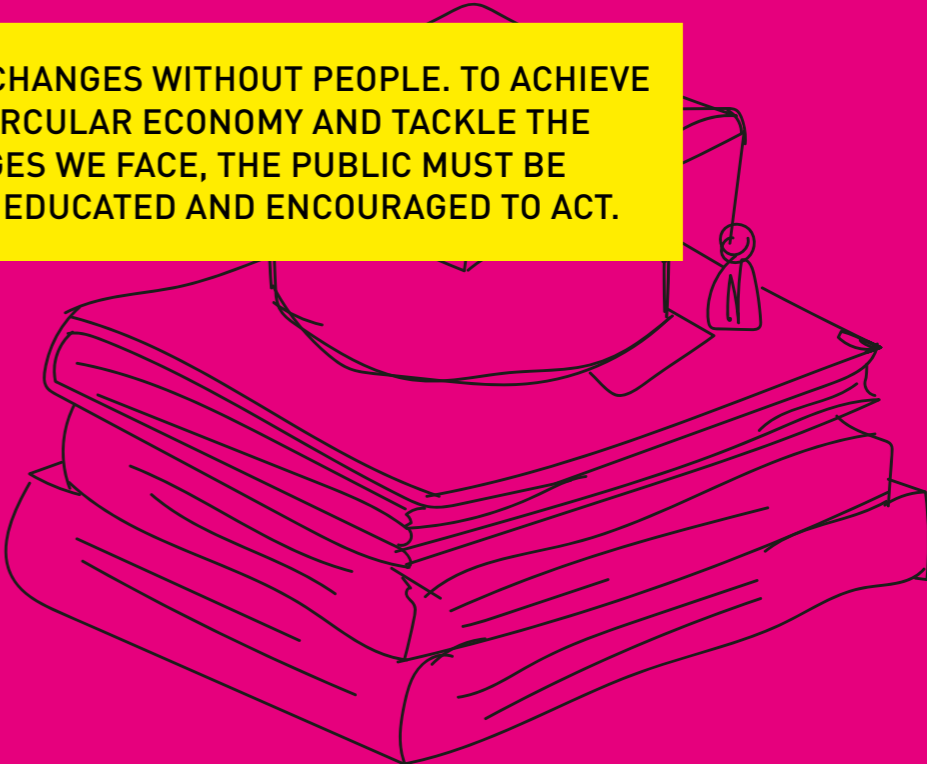
ADVOCATING FOR EFFECTIVE WASTE RECYCLING AND SUSTAINABILITY POLICY



1.

PEOPLE AND OUR PROGRAMMES

NOTHING CHANGES WITHOUT PEOPLE. TO ACHIEVE A FULLY CIRCULAR ECONOMY AND TACKLE THE CHALLENGES WE FACE, THE PUBLIC MUST BE ENGAGED, EDUCATED AND ENCOURAGED TO ACT.



EVERY CAN COUNTS

Every Can Counts is an industry-funded programme which inspires, encourages and empowers people to recycle their empty drink cans, wherever they are.



EVERY CAN COUNTS IN 2022

EVENT ACTIVATIONS

17 NUMBER OF FESTIVALS & EVENTS SUPPORTED TO RECYCLE MORE | **975,000** NUMBER OF PEOPLE REACHED WITH OUR MESSAGES

MEDIA COVERAGE

220 TV/RADIO/PRINT COVERAGE | **16,808,715** TOTAL REACH

SOCIAL MEDIA IMPACT

212,942 ENGAGEMENTS & VIDEO VIEWS | **7,426,686** TOTAL REACH

SUPPORT FOR ORGANISATIONS

327 UK SCHOOLS & BUSINESSES SIGNED UP FOR EVERY CAN COUNTS SUPPORT



METALMATTERS

MetalMatters is a communication programme which raises the recycling rate of all metal packaging consumed within the home.

This programme covers both aluminium and steel. We partner with Local Authorities to deliver MetalMatters to their residents and measure the additional metal collected.

METALMATTERS IN 2022

**HOUSEHOLDS
ENGAGED**

270,000

**COUNCIL
PARTNERSHIPS**

6

**ALUMINIUM
RECYCLED**

80 TONNES

IN 2022 THE METALMATTERS CAMPAIGN RESULTED IN 80 ADDITIONAL TONNES OF ALUMINIUM RECYCLED, SAVING 720 TONNES OF CARBON.

FOIL IN LOVE WITH RECYCLING

This programme is funded by Alupro and partners with Local Authorities to raise the recycling rate of aluminium foil packaging within kerbside systems.

It communicates clear instructions about where you can find foil within the home (foil is used in many applications) and how to present it ready for recycling.

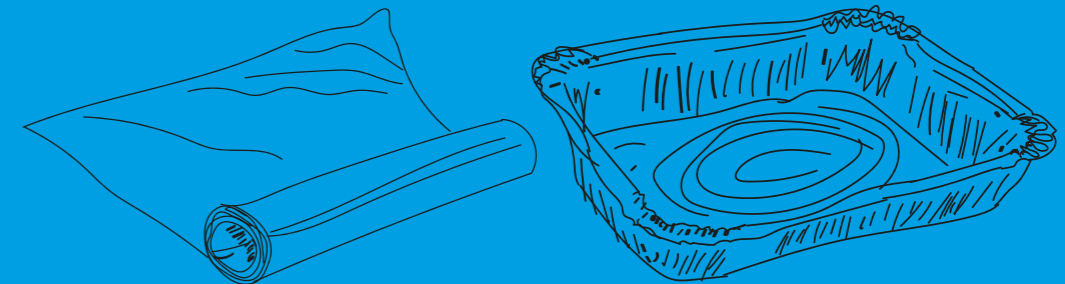
FOIL IN LOVE WITH RECYCLING IN 2022

**COUNCIL
PARTNERSHIPS**

3

**HOUSEHOLDS
ENGAGED**

197,600



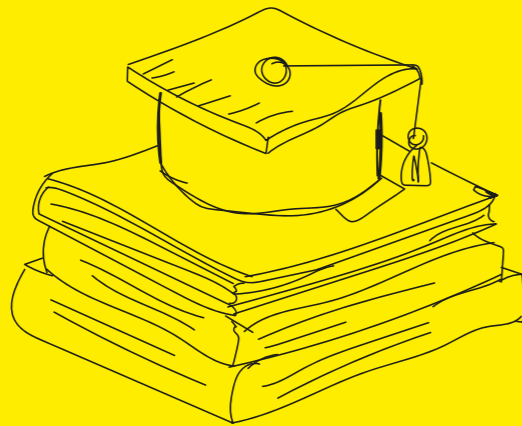
EDUCATION

Our education programmes range from keystage two through to undergraduates.

The education materials are available to download for free from our website. They feature competitions to incentivise students and teachers to take part, while demonstrating that they understand the importance of recycling their packaging

1,116
COMPETITION
ENTRIES

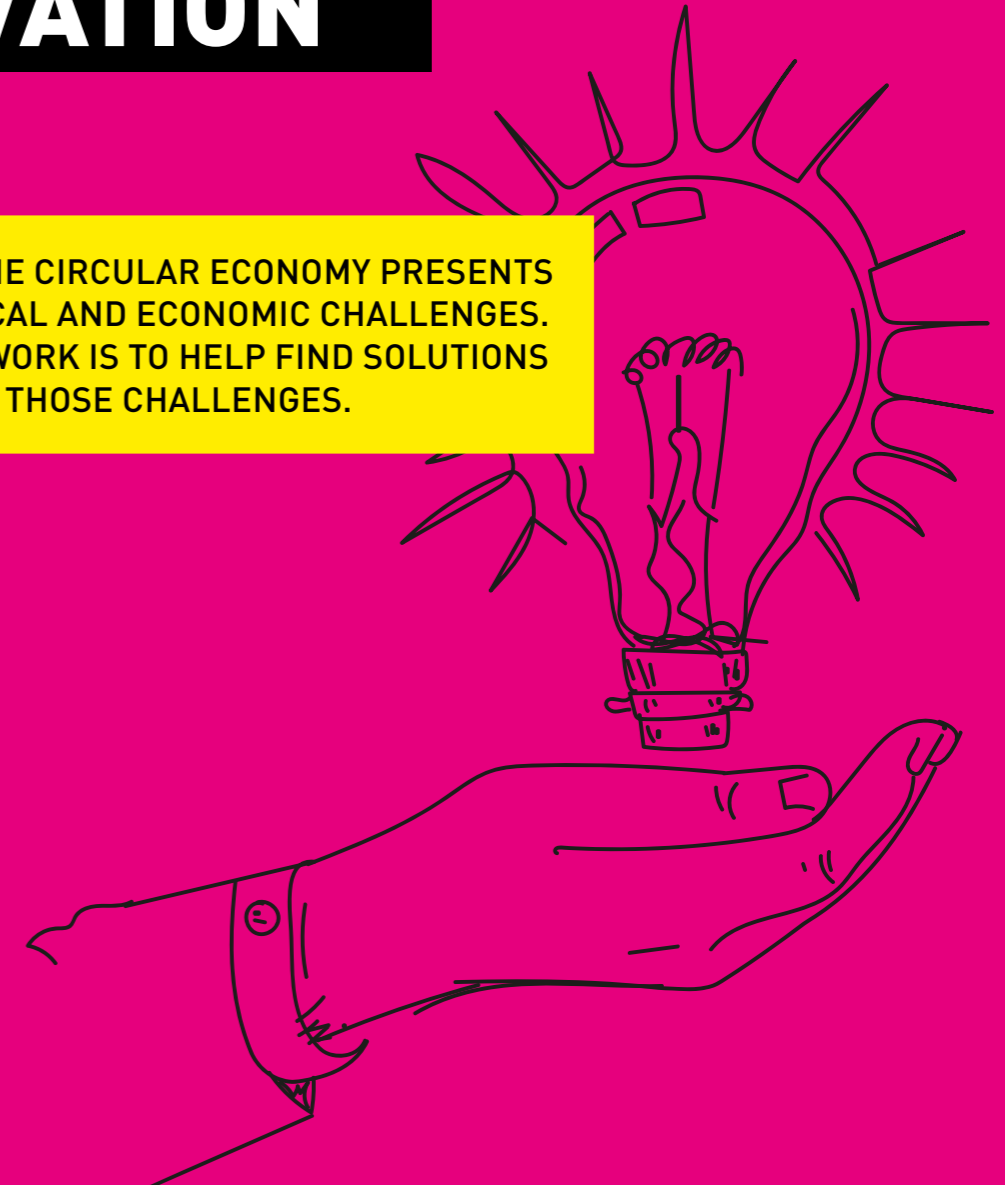
626,508
STUDENTS
REACHED



2.

INNOVATION

EMBRACING THE CIRCULAR ECONOMY PRESENTS MANY TECHNICAL AND ECONOMIC CHALLENGES. PART OF OUR WORK IS TO HELP FIND SOLUTIONS TO THOSE CHALLENGES.



UK AEROSOL RECYCLING INITIATIVE

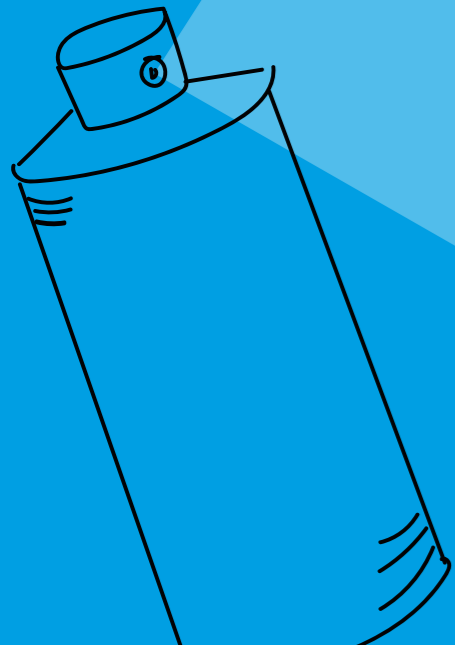
Metal aerosols are recyclable. However, collection rates for aerosols are currently low due to specific challenges within the recycling process. There are 650 million aerosols consumed in UK homes and businesses annually.

Problem:

- Aerosol recycling rates in the UK are low, even though many councils accept them for recycling through kerbside collections
- Also, the public report that they are confused about aerosol recycling

Our solution:

- Establish a baseline for aerosol recycling in the UK
- Consumer and industry stakeholder surveys to establish what the biggest challenges and most likely solutions are to creating a successful recycling stream for aerosols
- Published a 'Roadmap to Higher Aerosol Recycling in the UK' which prioritised our key focus areas to achieving a 100% recycling rate for aerosols in the UK



3.

ADVOCACY

ALUPRO IS THE VOICE OF THE ALUMINIUM PACKAGING INDUSTRY IN THE UK. ADVOCATING FOR WELL-DESIGNED, RECYCLING-FRIENDLY POLICIES AND COLLABORATING TO ACHIEVE RESULTS FOR OUR MEMBERS.



ALUMINIUM MANIFESTO

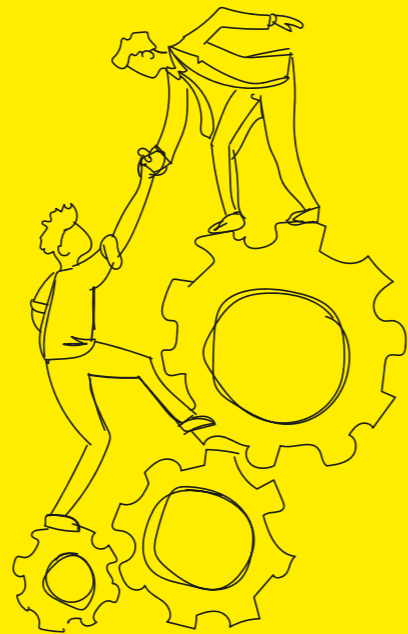
In 2022 Alupro launched the “Aluminium Manifesto”, our members’ vision for a world-class recycling system in the UK. Launched by Ruth Jones MP, the shadow environment minister, it is our industry’s line in the sand to measure policy progress that will support our ambitions.

Our manifesto was just the tip of the iceberg. During 2022 our advocacy work included:

- 39 meetings with MPs and government departments
- Responding to four consultations including PRN reform
- Publishing eight thought-leadership pieces to encourage others in the industry to act with us

Our key messages throughout have been that waste and recycling policy must be well-designed, outcomes-based and fair, as well as giving consideration on how the public must be consistently educated and engaged. Our ultimate aim is for policy to deliver greater quantities of higher quality recycling, without adverse and unintended consequences.

Alupro’s messages are regularly heard, reaching over 5 million people throughout 2022 across print and online media.



FUTURE

2023 IS ABOUT BUILDING ON OUR SUCCESSES, EDUCATING MORE PEOPLE, FIGHTING FOR EFFECTIVE POLICIES TO SUPPORT OUR VISION AND LEADING THE INDUSTRY RESPONSE TO TECHNICAL CHALLENGES.

WHAT’S IN STORE FOR 2023

2023 is about more of the same; building to achieve our vision through the programmes we have and the new initiatives we have planned, while continuing the battle for effective recycling policy.

People

Reach 10% more people in 2023

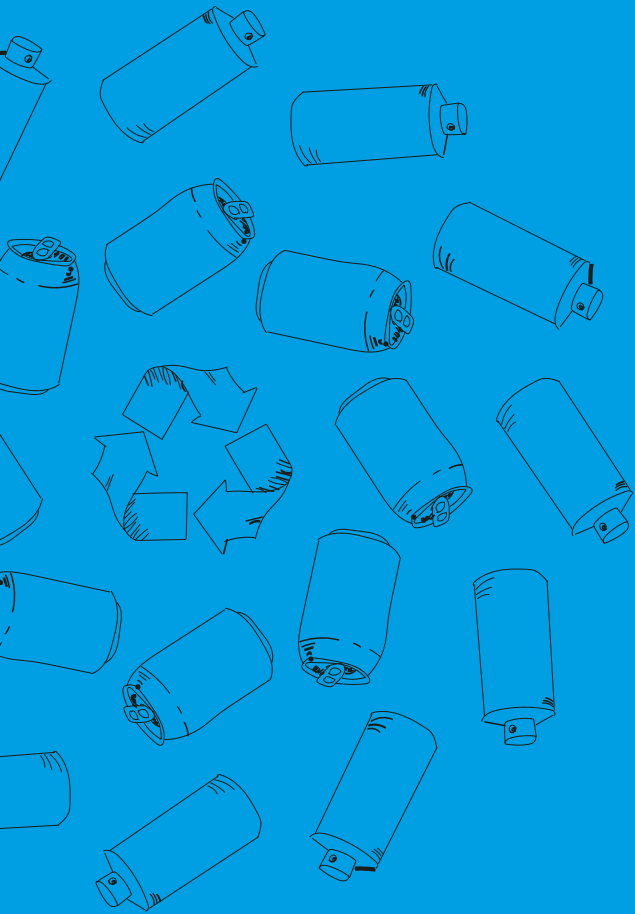
Industry

Deploy the aerosols roadmap and work on a similar plan for foil

Policy

Advocate on our Aluminium Manifesto





We cannot achieve our vision
for a fully circular economy for
aluminium packaging alone...

...join us on the journey.

alupro.org.uk



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