**Are you waste aware? campaign toolkit**

Contents

* Background
* Key messages
* Press release
* Website/newsletter content
* Social media assets
* Graphics
* Additional resources and links

**Background**

We are currently working in partnership with Net Zero North East England and their Waste and Resources Planning Group and the North East Recycling Forum to deliver an awareness campaign about the impending Simpler Recycling Regulations that come into effect on the 31st March 2025 for all organisations with over 10 full-time equivalent employees. These changes are part of the government’s broader initiative to enhance environmental sustainability and reduce waste across England. We are delivering this in partnership with the waste sector and a wide network of partners across the region to ensure organisations have time to prepare and comply.

We are looking for support to help deliver the campaign and raise the awareness of all eligible organisations within your network. It would be great if you could promote and share communications widely, to ensure that organisations are ready for the new regulations coming into effect. The campaign will run until at least the end of March 2025. We have developed a digital guide and have developed a partnership approach to have the greatest reach in the most cost-effective way. Please use the press release template and assets in your communications with North East organisations. We would be happy to present about Simpler Recycling at meetings and events you are organising if that would be of interest.

The new regulations, designed with input from industry experts and environmental groups, streamline the recycling process, making it easier for organisations to comply and contribute to a greener future. Key updates include clearer guidelines on recyclable materials, simplified reporting requirements, and increased support for organisations transitioning to the new system.

It means that from 31st March, organisations including businesses, schools, hospitals and other premises such as government buildings with more than 10 full time equivalent employees will be required to separate food waste and dry recycling from general waste collection. Materials for separate collection include:

* Food waste
* Paper and cardboard
* Metals (i.e. cans, tins, foils)
* Plastic (i.e. pots, tubs and trays)
* Glass (i.e. bottles and jars)

Many organisations will need to separate and recycle their food waste, no matter how small the quantity they generate. This is to avoid as much food waste as possible ending up in landfill and producing harmful greenhouse gases. Included in the food waste stream are all food intended for human or household pet consumption and biodegradable material such as fruit and vegetable skins, tea bags, bones, amongst others. Organisations must store food waste in separate bins and arrange collection by licensed waste carriers.

**Key messages**

* Recycling just got easier. New regulations make it simpler for your business to contribute to a greener future.
* Stay ahead of the game—ensure your business is compliant with the new recycling rules by March 2025.
* Not only is recycling better for the environment, but it also makes good business sense—reduce waste, cut costs.
* Help is available. Access free resources and guidance to make the transition smooth and hassle free.

**Press Release**

**Food for thought - Are you ready for the new recycling regulations March 2025?**

New Simpler Recycling Regulations for UK Businesses are coming into effect on 31st March 2025. Free support is available for businesses and organisations in the North East thanks to an innovative partnership approach.

A new campaign called Waste Aware North East has been launched through a partnership including Genee Consulting, Net Zero North East England, and the North East Recycling Forum.

Sponsored by J&B Recycling, Alupro, Olive Compliance and Suez, the campaign is aimed at clarifying the upcoming waste management legislation and helping organisations prepare for the changes.   
  
A variety of free resources are being made available for organisations to help them prepare and feel confident about the new legislation.

If an organisation has over 10 full time equivalent employees, then they need to be ready for the upcoming Simpler Recycling legislation. This will impact an organisation's waste management system or require them to establish an effective waste management system if they don't already have one, which makes good business sense as it reduces waste, and cut costs.

Free resources included access to a recorded webinar, which covers the key changes you need to know, with presentations from WRAP and the Department for Environment, Food and Rural Affairs:

• How these regulations will impact your business

• Tips for easy compliance and maximizing sustainability

There are also social media assets available, as well as content for websites and newsletters for organisations and business networks, graphics, and links to a wide variety of useful resources.

Jo Holmes, Managing Director at Genee and Secretariat for the North East Recycling Forum said “We have been working with Net Zero North East England for some time on developing partnerships and highlighting the links between the waste we produce and manage and its contribution to climate change. Making it easier for organisations to recycle more and reduce their waste production is a positive step to our region meeting its net zero targets.

The Are You Waste Aware campaign is a realisation of that partnership and a demonstration that regional working can be an effective tool to ensure we are all striving towards a common goal. We are so thrilled to have the support of the sector through direct sponsorship from J&B Recycling, Alupro, Olive Compliance and Suez.”

All the free resources are available at [Waste Aware North East | North East Recycling Forum](https://www.nerf.org.uk/waste-aware-north-east).

**End**

For more information, or to speak with a representative, please contact Jo Holmes at [info@genee.org.uk](mailto:info@genee.org.uk)

Notes to Editors:\*\*

• About the New Regulations: The new recycling regulations are part of the UK’s ongoing commitment to environmental sustainability, following the [Government response - GOV.UK](https://www.gov.uk/government/consultations/consistency-in-household-and-business-recycling-in-england/outcome/government-response). [Simpler Recycling in England: policy update - GOV.UK](https://www.gov.uk/government/publications/simpler-recycling-in-england-policy-update/simpler-recycling-in-england-policy-update)

• Campaign Hashtag: Join the conversation online using #areyouwasteaware

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Information:

Jo Holmes, Managing Director, Genee Consulting Ltd, The Steadings, Glebe Farm, Woodside, NE40 4SY,

Tel: 07815754931

**W****ebsite/newsletter content**

**Food for thought - Are you ready for the new recycling regulations coming into effect 31st March 2025?**

Does your organisation have over 10 full time equivalent employees?

If yes, you need to prepare for the upcoming Simpler Recycling legislation coming into effect 31st March 2025. But don’t worry, help is at hand.

Recycling just got easier. New regulations make it simpler for your business to contribute to a greener future.

Stay ahead of the game—ensure your business is compliant with the new recycling rules by 31st March 2025.

Not only is recycling better for the environment, but it also makes good business sense—reduce waste, cut costs.

Access free resources and guidance to make the transition smooth and hassle free.

Find out more here [Waste Aware North East | North East Recycling Forum](https://www.nerf.org.uk/waste-aware-north-east)

**Social media assets**

Linkedin

**Food for thought - Are you ready for the new recycling regulations coming into effect 31st March 2025?**

Does your organisation have over 10 full time equivalent employees? If yes, you need to prepare for the upcoming Simpler Recycling legislation coming into effect 31st March 2025. But don’t worry, help is at hand.

Stay ahead of the game—ensure your business is compliant with the new recycling rules by 31st March 2025.

Access free resources and guidance to make the transition smooth and hassle free. Find out more here [Waste Aware North East | North East Recycling Forum](https://www.nerf.org.uk/waste-aware-north-east)

#areyouwasteaware #SimplerRecycling #NetZeroNE #CleanerGreenerFairer #WasteAwareness #FoodWaste #WRAP

**Are you ready for the** **new recycling legislation coming into effect on 31st March 2025?**

The UK Government has announced new, simpler recycling regulations that will come into effect on 31st March 2025.

It means that from that date, organisations including businesses, schools, hospitals and other premises such as government buildings with more than 10 full time equivalent employees will be required to separate food waste and dry recycling from general waste collection.

Materials for recycling include:

* Food waste
* Paper and cardboard
* Cartons (i.e. Tetrapak)
* Metals (i.e. cans, tins, foils)
* Plastic (i.e. pots, tubs and trays)
* Glass (i.e. bottles and jars)

For free help and advice including free resources, log onto [Waste Aware North East | North East Recycling Forum](https://www.nerf.org.uk/waste-aware-north-east) #areyouwasteaware #SimplerRecycling #NetZeroNE #CleanerGreenerFairer #WasteAwareness #FoodWaste #WRAP

**Are you waste aware?**

A new campaign called Are You Waste Aware? has been launched to support businesses to get ready for the new recycling legislation which comes into effect on 31st March 2025.

The UK Government has announced new, Simpler Recycling regulations that will come into effect on 31st March 2025.

It means that from that date, organisations including businesses, schools, hospitals and other premises such as government buildings with 10 full time equivalent employees or more will be required to separate food waste and dry recycling from general waste collection.

For free information on what you need to do to get ready for the new legislation and campaign resources, log onto [Waste Aware North East | North East Recycling Forum](https://www.nerf.org.uk/waste-aware-north-east) #areyouwasteaware #SimplerRecycling #NetZeroNE #CleanerGreenerFairer #WasteAwareness #FoodWaste #WRAP

**Graphics and posters for website/ newsletters/ noticeboards/ social media**

Assets available at [www.nerf.org.uk/waste-aware-north-east](http://www.nerf.org.uk/waste-aware-north-east)

**Additional resources and links**

All the Are you waste aware? campaign assets are available for free at

North East Recycling Forum

[Waste Aware North East | North East Recycling Forum](https://www.nerf.org.uk/waste-aware-north-east)

The Business of Recycling WRAP

https://businessofrecycling.wrap.org.uk/

New Defra guidance

<https://www.gov.uk/government/publications/simpler-recycling-in-england-policy-update/simpler-recycling-in-england-policy-update>

Timelines

<https://www.gov.uk/government/publications/simpler-recycling-in-england-policy-update/simpler-recycling-in-england-policy-update#timelines>

Updated position on co-collection of recyclable waste streams

<https://www.gov.uk/government/publications/simpler-recycling-in-england-policy-update/simpler-recycling-in-england-policy-update#updated-position-on-co-collection-of-recyclable-waste-streams>

Guidance on residual waste collections

<https://www.gov.uk/government/publications/simpler-recycling-in-england-policy-update/simpler-recycling-in-england-policy-update#guidance-on-residual-waste-collections>

Next steps

<https://www.gov.uk/government/publications/simpler-recycling-in-england-policy-update/simpler-recycling-in-england-policy-update#next-steps>

Guidance Collecting paper and card with other dry recyclable materials: written assessments

<https://www.gov.uk/guidance/collecting-paper-and-card-with-other-dry-recyclable-materials-written-assessments>