

## NEW RESOLUTIONS: BRITS FEEL INSPIRED TO ADOPT BETTER RECYCLING HABITS

- From responsible recycling to reducing food waste, Brits emerging from lockdown have vowed to adopt a new wave of positive lifestyle habits
- X% of Brits admit they regularly break recycling rules, with X in 10 never checking recycling information before throwing food packaging in the bin and X% admitting that their household waste has increased during lockdown
- Despite this bad behaviour, X% say lockdown has spurred them on to do better in future, with X% feeling emotionally affected by seeing images of cities with reduced air pollution and X% believing that behavioural changes in lockdown have helped the environment to recover
- Cathedral City is supporting the nation's desire for better recycling habits with the launch of the industry's first recycling scheme for all flexible film cheese packaging, in partnership with TerraCycle®

**XX June 2020:** As the nation starts to emerge from lockdown, X% of Brits say the extra time to reflect has inspired them to form positive new lifestyle habits. Shifting to a more sustainable mindset is now top of the agenda for many, with X% admitting that seeing the environmental effects of the pandemic has made them realise they need to do their own small bit, and X% vowing to make positive changes to their lifestyle habits from responsible recycling to cutting down on food waste.

Research released today by Cathedral City reveals X% of Brits admit to breaking recycling rules in lockdown, while a shocking X in 10 never check recycling information on food packaging. X in 10 say that disruption to recycling services has forced them to be less sustainable, while X% report an increase in household waste during lockdown. Despite this, X% feel guilty about their bad recycling habits and X in 10 want to improve them in the future.

To support the nation's bid to break bad habits and become more eco-conscious, Cathedral City has launched the industry's first recycling scheme for all flexible film cheese packaging, no matter the brand. This partnership with recycling experts TerraCycle® is the latest step in Cathedral City's path to a more sustainable future; with the ultimate goal of launching packaging which is 100% recyclable by 2022.

### A category-first packaging scheme for all

The Cheese Packaging Recycling Programme, Britain's first programme to recycle all flexible film cheese packaging, is set to accelerate positive recycling habits and support a nation on a mission to be more sustainable. Cheese-lovers will be encouraged to collect film packaging from their favourite cheese brands and drop this off at public access drop-off points across the UK, where TerraCycle® collection boxes will be available. The collected plastic is sent for free to TerraCycle® by the location administrator using a free courier service before being sorted, aggregated and sent for processing. The collected plastic is then shredded, washed and converted into pellets or flakes which can be moulded into durable products such as outdoor furniture or waste bins.

Cheese film packaging is notoriously difficult to recycle due to the number of layers that are needed to wrap cheese so that it doesn't become contaminated before you open it, ensuring it has a good best before date and stays fresher for longer, which also helps to reduce food waste. The investment into 100% recyclable packaging will be a category-first move towards a more sustainable future.

Cathedral City's 2022 target comes ahead of the WRAP Courtauld Commitment 2025, which is a voluntary agreement that brings together organisations across the food industry to make food and drink production and consumption more sustainable.

### A bigger positive impact

With many using the last few months to reset their priorities, X% of Brits now say that being environmentally responsible is more important to them now than before the pandemic – a vital realisation while X in 10 say their household waste has increased during lockdown. This shift to positive behaviour has also been triggered by Brits

feeling emotionally affected by seeing images of cities without air pollution (X%) and X% believing that behavioural changes in lockdown have helped the environment to recover.

This increased awareness of the need for positive change has driven many to switch up their recycling habits and drive long-lasting, sustainable behaviours post-pandemic with X% wishing to recycle appropriately in the future.

The top ten positive habits developed in lockdown which Brits intend to maintain moving forward include:

1. Daily walks in the local area (X%)
2. Cycling to work (X%)
3. Taking the time to recycle packaging appropriately (X%)
4. Making better use of local green spaces including parks and gardens (X%)
5. Checking in more regularly with friends and family over the phone (X%)
6. Cutting down on unnecessary travel to save fuel (X%)
7. Taking virtual workouts and exercise classes (X%)
8. Trying new recipes to make the most of the food in the fridge/pantry (X%)
9. Checking food stores before buying more items (X%)
10. Spending more time cleaning the house (X%)

### **An education in recycling**

Making sure good intentions are here to stay calls for a step change in recycling education - more than X% of Brits admit they are confused by recycling rules. Many have turned to so-called 'wish-cycling', attempting to recycle their non-recyclable packaging - X% of Brits admit to 'wish-cycling', either because they are none-the-wiser (X%), or because they feel guilt-tripped by peers or influencers to recycle more (X%).

When it comes to helping the nation into more sustainable behaviour, X% do not think that brands have been doing enough, while X% would like recycling information to be clearer on product packaging.

Cathedral City is on a mission to cut down on packaging waste and ensure recycling processes and rules are clear and informed - the new film packaging from the cheese brand will display simple and straightforward directions for recycling, and information on the TerraCycle® scheme.

### **Recycling recipes**

Not only are Brits cautious about recycling behaviours, X in 10 Brits are feeling more conscious of avoiding food waste now than they did before lockdown. X% admit that they have ignored use-by dates on items which last a long time, such as cheese, spreads, and cereals, while X% intend to continue using up items in their pantry before heading out to buy more.

What's more, shortages in supermarkets and difficulty getting to the shops regularly during lockdown means many Brits are getting inventive with the food they have in. X% of Brits say they have tried new recipes in lockdown and X out of 10 of these culinary adventurers want to sustain this increased interest in cooking and baking with what they have at home in the future.

**Lee Willett, Marketing Director at Cathedral City, owned by Saputo Dairy UK said:** "As we ease out of lockdown, it is reassuring that many Brits intend to continue with positive lifestyle habits established during this challenging time. Efforts to improve recycling habits and drive collective sustainable change is fantastic to see and we want to encourage and educate this mindset in the long-term. We want to lead our industry towards a more sustainable future and this partnership with TerraCycle® is the latest step in our journey towards packaging which is 100% recyclable kerbside by 2022. Cheese lovers can now fully enjoy our products knowing the packaging has a second life - the nation's favourite should never go to waste, and neither should its packaging."

**Laure Cucuron, General Manager, TerraCycle Europe said:** "TerraCycle is always looking for solutions to new waste streams and so it is truly fantastic that Saputo and Cathedral City are partnering with us to make recycling cheese packaging a possibility in the UK for the first time. We are excited to work with such a forward thinking brand which is striving to reduce its environmental impact and we are thrilled to be a part of that goal."



The recycling programme from Cathedral City and TerraCycle® is now live - you can find out more about the programme and identify your local drop-off point here [insert link].

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CATHEDRAL CITY TO SHARE BOILERPLATE

### About TerraCycle

Founded in 2001, TerraCycle ([www.terracycle.com](http://www.terracycle.com)) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK ([www.terracycle.co.uk](http://www.terracycle.co.uk)) in September 2009 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle currently runs collection programmes for over 30 types of waste which can't be accepted by local council run recycling systems. For example, L.O.L. Surprise! packaging and products, cracker and biscuit wrappers, crisp packets, nuts, popcorn and pretzel packets, confectionery wrappers, contact lenses, baby food pouches, Pringles cans, bread packaging, writing instruments, disposable gloves, pet food packaging, air, home and laundry care waste, hand soap pumps and refill pouches, plastic ring carriers (hi-cones), toothbrushes and toothpaste tubes, Aqua Optima water filters, personal care and beauty products / packaging, Tassimo & L'OR coffee pod / TDISC waste and Lavazza Eco Caps. Currently more than 5,164,357 individuals and organisations across the UK have signed up to collect, which to date has diverted over 99 million items of packaging waste from landfill while earning over £1,100,827 for schools, charities and non-profit organisations.