



Corus Steel Packaging Recycling

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## Steel Packaging Recycling: On the Agenda

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2008 PRN Annual Report



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## 2008 marked another positive year for Corus Steel Packaging Recycling.

Working closely with a wide range of packaging and recycling sector partners, we focused our efforts on keeping steel packaging recycling in the spotlight and further increasing its recycling rate.

Our efforts paid off – 2008 saw steel packaging recycling rates hit new heights with 150,000 tonnes of steel packaging recycled during the year.

Steel outperformed all of its recycling targets in 2008 as the graph below demonstrates.

In terms of business targets, recycling rates rose from 69% in 2007 to 76% in 2008. Other successes include a recycling rate of 62% against the national target of 54% for 2008; and 57% against the EU metals target (combined steel and aluminium) of 50% for 2008.

*Steel Packaging Recycling: On the Agenda* highlights some of the many activities undertaken by Corus during 2008 to promote steel's sustainability credentials and drive up the recycling rate for steel packaging.

As was the case in 2007, 2008 saw Corus maintain a fixed Packaging Recovery Note (PRN) price throughout the year, enabling our customers to allocate their PRN costs for the year.

Corus is committed to investing PRN revenue responsibly and visibly. Our annual PRN report is an opportunity to demonstrate to our customers and the wider packaging chain how we have strategically invested revenue from the sale of steel PRNs to achieve higher recycling rates.

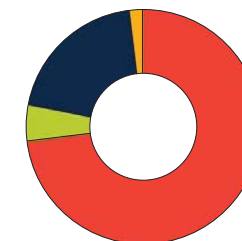
### PRN Spend 2008

Activity	% Spend	Detail
Supporting collection infrastructure	77.6%	Provision of equipment Operation of collection & sorting Communication & Education Market & Product Development
Other	22.4%	Management of the above

### Supporting collection infrastructure: breakdown

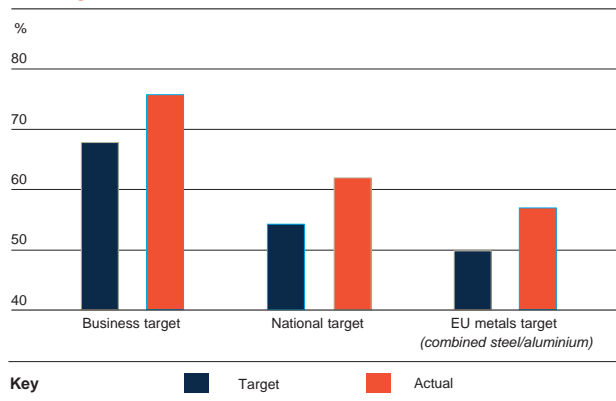
#### Key

- Provision of Equipment
- Collection & Sorting
- Communication & Education
- Market Development



Steel outperformed all of its recycling targets in 2008.

### 2008 Targets vs Actuals



## On the map

Investing PRN funds into hundreds of grass-roots steel packaging recycling schemes has helped ensure recycling success.

Working closely with local authorities, waste management companies and community recycling organisations, Corus allocates PRN funds to projects where there is the greatest potential to recover steel packaging. This may involve expanding existing schemes to include the recovery of steel cans, enhancing schemes where steel packaging is already being collected, or projects where financial support would not otherwise be available.

Here are just a few examples of the projects that benefited from our support in 2008.



### Tag-a-bag scheme

Steel packaging recycling rates in Swansea increased by an impressive 24% in 2008 thanks to a unique incentive scheme launched by Swansea City Council and Corus. By attaching special 'Make Me a Winner' address tags to their green recycling bags, residents in Swansea were automatically entered into a grand prize draw to win a year free of council tax.

The competition attracted more than 40,000 entries in 2008. In the year prior to the launch of the scheme, Swansea Council recycled 428 tonnes of steel packaging whereas, in the year when the competition was running, this increased to 530 tonnes.



### South Molton Recycle

Community recycling organisation South Molton Recycle collects recyclable materials from more than 30,000 households on behalf of Torrridge District Council. Previously aluminium was sorted from steel packaging by hand. This was inefficient and would often result in lower quality recyclate.

In June 2008, Corus provided South Molton Recycle with a new can sorter and baler, helping to significantly increase the organisation's capacity and technical ability to process steel packaging.

## Did you know?

CanRoute is a well established network of regional centres designed specifically to increase the collection of steel packaging from the domestic waste stream. Since it was established in June 1999, CanRoute has diverted more than 300,000 tonnes of domestic steel packaging from landfill – the equivalent of more than 7.5 billion cans.

## Did you know?

In 2008, more than 65,000 tonnes of steel packaging were delivered to Corus plants throughout the UK. Cans collected via CanRoute make up a significant proportion of this figure, which also includes kerbside collected packaging, non-incinerated magnetically extracted material and material recovered from incinerators.



### Bryson Recycling

Corus has helped Bryson Recycling in Northern Ireland to significantly boost the amount of steel packaging it recycles by supplying a new baler. The equipment has enabled Bryson Recycling to securely bale its collected steel packaging before transporting it to Corus' CanRoute Centre in Northern Ireland.

Bryson Recycling now processes 1,800 tonnes of steel packaging each year – equivalent to 45 million steel cans!



### Wastesavers Recycling

Corus provided not-for-profit community recycling organisation, Wastesavers Recycling, with an Excel baler to help process more than 11,000 tonnes of material it collects from Newport householders' kerbside boxes each year.

The new equipment has enabled Wastesavers Recycling to increase the speed of its recycling process and therefore recycle a much higher volume of steel packaging.



### Cleanstream Recycling

Torfaen-based Cleanstream Recycling Ltd is now able to recycle more than 360 tonnes of steel packaging each year thanks to an overband magnet, flattener and conveyor provided by Corus.

The company operates a weekly kerbside collection of aluminium cans, paper, glass, textiles and plastic bottles covering 39,000 households.

## On the same path

Collaboration is a fundamental component of Corus' overall strategy.



**Ensuring that we take a proactive stance in a range of packaging, waste and recycling industry initiatives provides opportunities to promote the many positive messages about steel as a sustainable packaging material.**

### Contributing to consultation

In February 2008, Defra announced its revised targets for UK packaging recycling for 2008 to 2011. Each material stream - glass, paper, wood, plastic, aluminium and steel - was given an annual target that represents the percentage of the packaging material that must be reclaimed from the UK waste stream, with targets increasing incrementally over the three-year period.

Defra's consultation and the resulting targets triggered much debate about the future of the UK's current Packaging Recovery Note (PRN) system - which delivers the recycling targets - with its validity thrown into question and alternative systems considered.

Through its presence in the trade media and by attending industry meetings and events, Corus voiced its opinion on the future of the PRN system. As an accredited steel packaging reprocessor, we have been able to invest millions of pounds into improving the UK's recycling infrastructure as a direct result of the existing system.

This money has directly funded grass-roots recycling projects, providing advice and equipment to a wide range of local authorities and organisations throughout the UK. Without this investment, steel packaging recycling targets simply would not be achievable.

Corus believes that to continue to improve packaging recycling rates, industry, local authorities and Government need to look at ways to better align targets with activity which encourages capture rates and consumer participation.

Continued PRN investment in infrastructure is key, particularly in terms of further developing kerbside collections, improving the consistency and quality of collected materials, and enhancing communication with consumers.

Steel has been and will continue to be central to the success of the UK Producer Responsibility system for packaging in the UK.

### MPMA (Metal Packaging Manufacturers Association)

In 2008, Corus offered to support the MPMA (Metal Packaging Manufacturers Association) in its efforts to ensure that the new Publicly Available Specification, PAS2050, being developed by The Carbon Trust takes into consideration the recycling benefits of steel and aluminium.

PAS2050 is a tool for assessing the lifecycle greenhouse gas emissions of goods and services. Corus believes it is vital to ensure that any new initiatives such as this do not discriminate against certain materials. For example, using individual measures when comparing the environmental performance of packaging materials - such as recycled content - does not provide the full picture of a product's performance.

In the case of PAS2050, lobbying by the MPMA and its members across the metals sectors ensured that full recognition was given to the excellent recycling performance of both steel and aluminium in the model.

### BAMA (British Aerosol Manufacturers Association)

With approximately 25,000 tonnes of steel aerosols in the UK waste stream, capturing aerosols from existing recycling collection schemes represents a huge opportunity to increase recycled steel tonnages.

This was the message of a local authority-targeted information pack distributed by Corus and BAMA in May 2008.

The pack, which was produced using PRN funding, highlighted how easy and safe it is to add aerosols to existing recycling schemes as long as some sensible precautions are followed. These include educating householders to put only empty aerosols in bring banks and kerbside collections, not to squash or pierce the cans and, if possible, to remove plastic parts that come off easily, such as the caps.

### Customer communication

As part of a wider programme to promote steel's sustainability credentials, Corus produced and distributed a 'Sustainable Steel for Packaging' brochure in 2008.

Aimed at helping its customers - including can makers, fillers, brand owners and retailers - to promote steel as a sustainable packaging material, the brochure was jointly produced by Corus Steel Packaging Recycling (CSPR) and Corus Packaging Plus (CPP). It contains information on recycling, resource consumption, packaging design and optimisation, helping the packaging chain, retailers and ultimately consumers to consider the benefits of steel in the context of today's packaging marketplace.

Corus received very positive feedback on the brochure, with many finding it useful to have all the messages about steel's packaging and recycling credentials in one easy-to-read document.



'Sustainable Steel for Packaging' is available to download as a PDF from the Sustainability section of the Packaging Recycling area on [www.cspr.co.uk](http://www.cspr.co.uk).

## On the curriculum

Corus recognises the important role education plays in promoting recycling.



During 2008, Corus supported many school and educational projects, all of which had the same objective – spreading the steel packaging recycling message and generating enthusiasm among the next generation of recyclers.

Equipping teachers and education officers with classroom material that is topical and tailored to the national curriculum is also a priority.

SCRiB - the Steel Can Recycling Information Bureau - which is sponsored by Corus, is the first port of call for information on steel packaging recycling and remains a popular resource for teachers, education officers and the wider public.

The SCRiB team spends much of its time visiting schools and colleges to run workshops on steel packaging recycling.

In 2008, SCRiB visited more than 50 schools and colleges in places as far afield as Edinburgh, Rotherham, Gloucestershire, Llanelli, Cardiff, and Sandhurst.

The hour-long workshops cover a range of recycling related topics and are designed to encourage pupils to engage in lively debates about subjects such as the role of packaging material, how to increase recycling, why steel is such an easy material to recycle and what closed loop recycling is.

Throughout the year SCRiB workshops were used by more than 20 schools in England and Wales as accreditation towards their 'Eco Schools' status, proving SCRiB workshops have great credibility in the green schools agenda.



In January, SCRiB spent two days with Gloucestershire County Council visiting schools as part of their 'Zero Waste Challenge Week'.

In September, students at Llanelli College took part in a special entrepreneurship workshop hosted by SCRiB as part of their studies for the National Welsh Baccalaureate and Diploma.

In December, SCRiB ran a school workshop at Wath-Upon-Dearne School in Rotherham where pupils investigated the properties of steel in the recycling process and created a magnetic circuit.

Competitions can be effective in communicating messages about recycling to younger audiences.

In the run up to Christmas 2008, Corus teamed up with Disney to run a competition which used an iconic film character, WALL-E, to increase recycling awareness. The competition ran in the Newcastle Evening Chronicle, the Portsmouth News, First News – a weekly children's newspaper, and the Birmingham Mail.

The competition coincided with the DVD release of the popular children's film, WALL-E. SCRiB teamed up with Walt Disney Studios Home Entertainment and Asda stores to offer 'green-minded' families the chance to win prizes which included a Blu-ray DVD player, WALL-E merchandise and a can crusher to help recycle cans at home.

The winners from each of the four newspaper competitions also won prizes for their schools with Cherry Oak School in Birmingham, Fellside Primary School in Newcastle, Lee on the Solent School in Hampshire and Blacon High School in Chester all receiving WALL-E goodies and a 'Green' wildlife garden at each school. The competition attracted more than 700 entries and the partnership with Disney helped promote SCRiB's recycling messages to a wider audience.

Disney Pixar's WALL-E is the critically acclaimed story of the last Waste Allocation Load Lifter Earth-Class robot left alone on Earth. He has the thankless task of cleaning up a planet that is no longer able to sustain human life – an apt tie in with SCRiB, which teaches children about the importance of recycling steel, so we can avoid our future becoming like WALL-E's!

## On the pulse

Communication is vital in maintaining steel's position as a sustainable, long-term packaging solution.



Throughout 2008, Corus directed PRN funds into events, sponsorships and media relations activity to help keep steel packaging recycling in the spotlight.

Some examples include:



**Sponsoring** the 'Metal Packaging Award' category at the UK Packaging Awards 2008.

**Sponsoring** a mascot at the Mascot Gold Cup event at Wetherby Racecourse which was organised by the Yorkshire Federation of Young Farmers Clubs and the charity Sue Ryder Care.



**Sponsoring** the 'Small Business Recycling Initiative' award at LARAC's National Recycling Awards 2008.

**Holding an event** at our plant in Port Talbot where customers had the opportunity to tour the plant, meet the team and ask questions about the steel recycling process.

## Steel packaging recycling in the news

Corus communicates with a wide range of audiences and one means by which we achieve this is through the media. In 2008, we secured many positive news pieces and articles in local, regional and trade press.

Corus' steel packaging recycling message also reached TV audiences when an ITV Thames Valley reporter followed a keen recycler at each step in the steel can lifecycle for a news feature on recycling.



## On the ground

With the volume of used steel packaging delivered to Corus plants increasing annually, investment in internal projects remains a priority.

In 2008, PRN investment was directed towards internal projects at plants in Rotherham and Scunthorpe.

In Rotherham, measures were put in place to ensure that all recoverable and recyclable waste materials arriving into the plant are segregated, removed and baled for recycling. Thanks to this investment, an estimated 100 tonnes of cardboard and plastic packaging waste will be diverted from landfill annually at this plant alone.

PRN investment also helped to improve existing waste handling areas and establish additional waste recycling facilities throughout the plant. Facilities were also put in place to crush damaged steel drums so that they can be recycled on site. To promote recycling among the plant's large workforce, recycling receptacles for cans, plastic bottles, cardboard, glass and paper were positioned in offices and mess rooms.

Diverting waste from landfill was also the objective of an internal project at our Scunthorpe plant which received PRN investment in 2008. Rather than sending valuable raw recyclable materials such as cardboard, plastic foils and steel drums to landfill, Corus invested in facilities to ensure they can be recycled at the plant itself.

Previously the Scunthorpe plant had its own recycling centre where as much of the valuable raw packaging materials as possible was segregated before being sent elsewhere to be recycled.

Using PRN funds, Corus purchased new baling and crushing equipment for the plant. As a result, crushed steel drums and industrial sized bales of plastic and cardboard can be bulk-stored to be sold on with a higher value, saving money and reducing the amount of material being sent to landfill.



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