



Case study: Alupro

Every Can Counts



Every Can Counts (ECC) is one of the programmes managed and part-funded by the Aluminium Packaging Recycling Organisation (Alupro) with the support of key players from the metal packaging and recycling sector. The primary objective of the programmes is to drive behaviour change and deliver increases in the capture rates for aluminium and steel packaging.

Launched in 2008, Every Can Counts (ECC) aims to make it easier for consumers to recycle the drinks cans they consume outside the home – for example, whilst at work or college or at festivals and events.

To encourage the recycling of drinks cans in the workplace or at college/university, the programme provides high-quality proven communications tools, together with highly visible collection containers. Support is also provided to selected recycling organisations who provide a collection service for drinks cans. The support is focussed on assisting them to encourage more locations to establish collection programmes for drinks cans.

ECC also runs consumer education and recycling programmes at major events and music festivals and works in partnership with local authorities and waste management companies to encourage and facilitate drinks can recycling in shopping centres, town centres and beach locations.

The Scottish ECC programme was launched in November 2012 and is jointly funded by the programmes UK funding partners, Zero Waste Scotland (ZWS) and AG Barr. It is managed by a dedicated programme manager who is based at AG Barr's head office in Cumbernauld. Since its launch the programme has grown rapidly; nearly 400 sites have established ECC collection programmes. The collection points are located in offices, factories, colleges, Universities, schools and shopping centres.



In October 2013, together with ZWS, ECC launched a trial of innovative can crusher bins in six locations across Scotland. The locations include a shopping centre, school, college, University, bus station and NHS hospital. The six-month trial will be fully evaluated to monitor the impact on collection volumes and material quality.

In Scotland the communications materials and collection containers are fully compliant with ZWS guidelines, for example displaying the 'Recycle for Scotland' iconography etc.

More information on the Scottish programme can be found on the website:

<http://www.everycancounts.co.uk/scotland>