

MetalMatters

Case study: Alupro

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MetalMatters 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.

MetalMatters is a proven communications programme that helps educate householders about metal packaging recycling and motivate them to get involved and recycle more at home.

It is designed to support the UK's current kerbside recycling schemes. It can be run in a single local authority, to target a select demographic group (e.g. by ACORN or Mosaic classification) or across a waste partnership area. The programme educates householders about metal packaging recycling and aims to motivate them to recycle more at home.

Following [a successful pilot in 2010](#), the programme has to date been deployed in partnership with 33 local authorities and has communicated directly to more than 2 million households across the UK. In every case it has driven a significant increase in the capture rate for metal packaging. For example in Sefton it resulted in a doubling of metal capture rates from 32.09% to 63.48%.

Funded jointly by ZWS, in Scotland the programme was trialled with Aberdeen City and Aberdeenshire Council, reaching around 260,000 households. The programme delivered a 13% increase in metal capture across the local authorities. In Aberdeenshire the programme has proven to deliver continued improvements in recycling performance: twelve months after the initial launch the capture rates for aluminium are up 23% and steel 8% compared with before the programme intervention.

MetalMatters are currently finalising details of the deployment of the programme in two major Scottish major cities covering nearly 450,000 households. The programmes will be launched early in 2014.

More details of the MetalMatters programme, including case studies of the Scottish deployments, can be found on the programme website:

www.metalmatters.org.uk