

Introduction:

Carpet Recycling UK (CRUK) is a not-for-profit membership association founded in 2008 with the aim of growing carpet recycling. Since 2010, Axion Consulting have taken management responsibility for CRUK. This document provides an overview of the organisation's achievements in its fourth year of operation, and of the resulting benefits to members of the association. Targets for CRUK in 2012 are also outlined along with how the achievement of these aims will benefit members.

Membership Benefits:

Companies who are members of CRUK benefit directly and indirectly from membership. Direct benefits include the value to a company of positioning itself as a leader on environmental issues, and the communications work that CRUK carries out on behalf of its members: for example, case-studies in the trade press featuring members. Direct benefits also include reductions in costs of disposal for internal or post-consumer wastes by being networked with companies offering recycling services. Indirect benefits of membership accrue to a company by virtue of an improved positioning of the carpet industry as a whole on environmental issues.

Achievements:

- Carpet diversion rate from landfill of 66,000 tonnes, represents an increase from 10% in 2010 to 16.5% in 2011. Recycled and reused portion was 32,000t and 34,000t was used in energy recovery mainly via cement kilns. Proportion of carpet recycled has grown from 33% in 2010 to 48% in 2011 as new outlets have developed and established outlets have grown
- Carpet diversion rate for the 7 UK based manufacturers grew to 6,000 tonnes, an increase of 50% on 2010. This represents a diversion rate of 85% in 2011. All these manufacturers will achieve zero waste to landfill during 2012. Recycling was by far the majority outlet at 5,000t with only 1,000t used for energy recovery
- Recycling capacity increased as the number of specialist facilities able to handle carpets via re-use, recycling and energy recovery increased. It was encouraging to see the growth in the use of fibres from carpets for equestrian surfaces and felts. There are now 32 specialist outlets contributing to the total diversion results above
- CRUK continued to support the Flooring Sustainability Partnership, ensuring that members' interests and needs were understood and supported



Achievements (cont.):

- Awareness of carpet recycling opportunities has increased as a result of higher press coverage including new online media. Marketing activities such as Ecobuild, Spring Flooring Show and the Harrogate Flooring Show also contributed. Enquiries from waste management companies and local authorities have increased 50% during 2011 as this new waste stream gains attention.

Targets:

- Increase landfill diversion rate to 20% (80,000t) via reuse, recycling and energy recovery - representing an increase of 14,000t on 2011
- Increase the number of outlets for reuse, recycling and energy recovery from 32 in 2011 to 40 in 2012, so that choice, collection and transport logistics can be improved across the UK
- Assist carpet manufacturing members to collectively reach their goal of 100% landfill diversion this year
- Recruit additional carpet manufacturing members so that the whole of the UK carpet industry accepts and demonstrates a voluntary producer responsibility for end of life carpets
- Recruit retailers and flooring contractors as members so that they become advocates for recycling and support the growth of a collection infrastructure to obtain highest value recyclates
- Develop and conduct trials to demonstrate new uses for carpet fibres including reduction in contamination and value optimisation - leverage in public funding where feasible
- Increase awareness of carpet recycling opportunities and recycler initiatives across the value chain including waste management and local authority decision makers - via PR, case studies and exhibition seminars e.g. Ecobuild, Spring Floor Show and the Harrogate Flooring Show
- Support the Flooring Sustainability Partnership in communicating their resource efficiency goals and leveraging opportunities and experience across all flooring types and all end-use segments

