

Thursday 31 January 2019

Paper Cup Alliance fully supports Glasgow Cup Movement

Scotland's first cup recycling and behaviour change campaign has launched in Glasgow today (Thursday). Keep Scotland Beautiful is working in partnership with Simply Cups to provide the collection infrastructure, the scheme will ensure Glasgow's coffee drinkers know that their paper cup can be recycled and how to recycle it.

A spokesperson for the PCA said:

"The Paper Cup Alliance fully supports the Glasgow Cup Movement to help increase public awareness that all paper cups produced in the UK are 100% recyclable.

"There is the capacity to recycle all paper cups at five recycling plants across the UK. As the most sustainable and hygienic choice for take away drinks, it is crucial to extend paper cup recycling programmes and improve the infrastructure needed to get cups to the appropriate recycling facilities."

More information on the Glasgow Cup Movement can be found at -

<https://www.keepsotlandbeautiful.org/news/cup-movement/transforming-glasgows-relationship-with-single-use-cups/>

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About the PCA

The Paper Cup Alliance (PCA) is made up of the eight market-leading paper cup manufacturers in the UK today, employing over 1,700 people across the country. The group was formed in 2017 to coordinate industry efforts to address the issue of paper cup recycling. PCA members are working hard to increase recycling in the UK through a variety of initiatives and through supporting the right behaviours. It aims to better communicate the industry's efforts on paper cup recycling to reassure stakeholders that the industry takes its environmental responsibilities seriously.

PCA members are part of Pack2Go, the European Association for convenience food packaging, but are specifically focused on the issue of paper cups in the UK.

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