

Plastics: from Wishcycling to recycling

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What is Wishcycling?

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Science		Recycling	Stop 'wishcy to recycle (al			W	
Wishcycling: The dos and don'ts of being good at recycling O 5 November 2021	¥ I	Emma Beddington Tue 7 Feb 2023 11.00 CET					
unak.is	NEWS SPORT VOICES CULTURE LIFESTYLE TRAVEL PREMIUM MORE News > UK > Home News Wishcycling: What can and can't be						

Wishcycling in the UK



- The disposal of consumer waste in a recyle bin with the hope that it will be recycled
- It cannot or is unlikely to be recycled
- It can lead to the contamination of other materials, and may cause the resources to be wasted



Wishcycling in the UK







72% of Brits admit to "wishcycling"

PS

Legislation and Regulation, Collection and Transport, Sustainability, Treatment and Recovery 19th July 2023

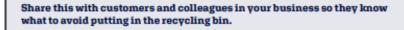
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How not to wishcycle

Commonly wishcycled items, why they can't go in recycling and what to do with them instead. Wishcycling = putting something in the recycling that can't be recycled.

Wishcycling at work or home causes contamination, which leads to nearly a fifth of all recycling being wasted.

Biffe





Dispose of in general waste

Dispose of in general waste



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Study – Background in Iceland



- Is wishcycling an issue in Iceland?
- Statistics Iceland
- Umhverfisstofnun
- Akureyrarbær

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 Áhugahópur um endurvinnslu og endurnýtingu FB group

Plastic packaging 矣



Only packaging can be recycled. It is important to rinse the packaging and remove all paper from it.

Plastic packaging include:

- Plastic bags
- Plastic cups e.g. yogurt cups
- Plastic wrappings, clear and coloured
- Plastic wrappings e.g. wrappings from candies and crackers
- Plastic trays
- Plastic containers e.g. bottles for shampoo
- Styrofoam containers
- Snack bags

Recycling in Akureyri

There is a problem where people try to recycle plastic that is not packaging – this reduces the proportion of packaging in each batch leading to Terra having to charge the municipalities extra for this.

Manager at Terra, Akureyri



Plastpokar · Plastbrúsar s.s hreinsiefni · Plastdósir s.s. skyr, ís, smurostur · Plastfilma glær og lituð
 Plastumbúðir s.s. utan af kexi og sælgæti · Plastbakkar · Plastflöskur s.s. sjampó og sósur
 Frauðplastsumbúðir · Pokar utan af snakki

 Plastic bags - Detergent plastic emballage - Plastic cups e.g. yogurt cups, icecream containers, spreadable cheese boxes - Plastic wrappings, clear and coloured - Plastic wrappings e.g. wrappings from candies and crackers - Plastic trays - Plastic containers e.g. bottles for shampoo and sauce - Styrofoam containers - Snack bags

Torby foliowe - Butelki plastikowe tj. po chemi gospodarczej - Plastikowe opakowania po jogurtach
 Lodach i serkach - Folia przeźroczysta i kotorowa - Opakowania po herbatnikach i stodyczach
 Tacki plastikowe - Opakowania po szamponach i sosach - Opakowania styropianowe
 Opakowania po chipsach



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Plastic Packaging Recycling

- Survey with 15 images of waste:-
- 'Pure' plastic packaging
- Mixed media packaging plastic and other material(s)
- Non-packaging plastic waste
- General waste

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 38 respondents to our preliminary survey (of which 35 were from the Akureyri area)





'Pure'Plastics



Most recycled 'pure' plastic packaging correctly



97%



95%



97%

Mixed Media Recycling (with Plastics)



• Fewer mixed media plastic packaging were recycled correctly



51% recycled correctly



9% recycled correctly

"Difficult to disassemble. Cardboard, Metal and plastic. Better don't buy Such stuff!"

Waste Plastics (Non-recyclable, non-packaging)



A significant number would recycle non-recyclable plastics incorrectly



Non-recyclable (not packaging) but 51% would put the old toothbrush in recycling bin, 11% would put old sponge in recycling, and 14% would recycle the Covid test (biohazard). 30% would put tablet blister packs in plastic recycling bins.

Summary of Results



- Most of those surveyed would correctly recycle 'pure'plastic waste.
- The recycling of mixed media waste is still rather unclear, with less recycling this category correctly
- The is evidence of wishcycling with non-packaging and contaminated waste materials being stated as recyclable
- Some questioned their answers, and it was clear that they were not sure of the correct answer

Conclusion & Further Work



- Education is key to the public understanding what is recyclable, especially with the new legislation of mandatory sorting by individuals
- Tourists and foreign visitors would benefit from information regarding the plastic recycling procedures in Iceland
- Simple, single material, packaging must be considered by manufacturers, in order to bring about more effective recycling
- Further Study will include survey of public across Iceland, clearer images, and review of guidance issued to the public unak.is

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