

## Newsprint and Newspaper Industry Environmental Action Group

### Newspapers – a success story

There are 22 national daily and Sunday newspapers (selling an average of 77 million copies weekly) and around 1,290 regional newspapers (with an average weekly distribution of 62 million copies weekly). Newspapers are the third largest generators of advertising revenue with national and regional press accounting for 22.1% of UK advertising expenditure.

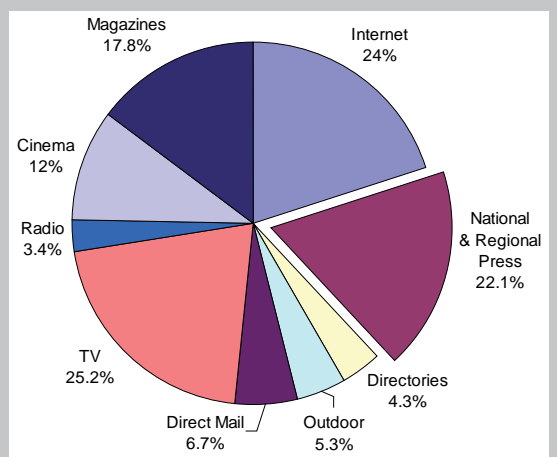
The newspaper publishing industry has a distinguished history. The first English printing press was built in Westminster by William Caxton in 1476. The first known English newspaper – Requests of the Devonshyre and Cornshyre Rebelles – was published in 1549 and the first titled newspaper was published in London in 1621.

The Berrows Worcester Journal is widely believed to be England's oldest surviving newspaper. It first appeared in 1690, then called the Worcester Postman, and has been printed regularly since 1790.

Over the past 25 years the design and printing of newspapers has changed dramatically. Colour and free newspapers have been introduced, both of which have had a major impact on the market.

#### Advertising Expenditure 2009

Source: The Newspaper Society



### Producer Responsibility – Newspaper Industry's Commitment

Professor Thomas Lindhqvist, a Swedish professor of environmental economics, has been credited with inventing the phrase "extended producer responsibility" early in the 1990s. Throughout the 1990s a range of policies and initiatives have emerged based on this concept.

In 1991 newsprint manufacturers and newspaper publishers reached a voluntary agreement that by the year 2000, UK newspapers would include 40% recycled fibre. The target was actually achieved by 1996, largely because a new newsprint machine that uses 100% recycled fibre came on stream at Aylesford in Kent.

In April 2000 the following new targets were agreed:

- 60% recycled content by the end of 2001;
- 65% recycled content by the end of 2003;
- 70% recycled content by the end of 2006.

Newspapers are the UK's oldest, and still the largest and most in-depth, communicating medium. They carry reports on the latest international, national and local news, business news, detailed feature articles, fashion and sports coverage, horoscopes, crosswords, advice columns, and cartoons. Each newspaper brings its own perspective to a subject.

Newspapers often challenge the policies of the government of the day, and an independent press is one of the fundamental requirements of a democratic society. They generate discussion through their comment pages and help to form and monitor public opinion. They are inexpensive, easy to carry and can be read anywhere at any time. They are segmented according to interests, allowing a number of people to read them at the same time.

# Newspapers – a success story

With other UK Newspaper manufacturers following Aylesford's lead, UK newspaper manufacturers once again met, and exceeded, these targets ahead of schedule. By the end of 2006, recycled paper made up 80.6% of the raw material used to make newspapers in the UK.

An independent audit of the recycled fibre used is undertaken every 6 months. This logo is used to show how much recycled fibre is being used in UK newspapers.



*Recycled paper made up 76.2% of the raw material for UK newspapers in 2009*

## Newsprint Manufacturers in the UK

There are three newsprint manufacturers based in the UK. They are: Shotton (North Wales); Aylesford (Kent); and Palm Paper Limited (Norfolk).

All three mills produce newsprint derived from 100% recycled material, meaning all the newsprint produced at these mills come from recovered paper.

The UK newsprint sector has an inspiring story to tell. In 1982 it produced 84,000 tonnes and was responsible for supplying just 6% of domestic consumption. Massive investment has created a modern, hi-tech sector which now provides over 41% of the newsprint used to supply the UK market. It is a sector that has tremendous potential as the demand for newspapers continues to grow year on year.

## We Need Your Commitment!

1.5 million tonnes of newspapers and magazines are recycled in the UK each year, primarily into more newspapers, although a significant amount will be used by the packaging sector. Newsprint manufacturers get their used newspapers and magazines from local authority household waste collections, paper banks, and kerbside collections.

Newsprint is a high volume, low margin commodity, and manufacturers need to be able to obtain large and steady volumes of clean recovered material. More than any other papermaking sector, newsprint manufacturers need the support of the

general public. If your newspaper is put straight into the dustbin it will probably end up in giant holes in the ground in our surrounding countryside.

There are a number of ways that you can ensure that newspapers enter the recycling waste stream. Newspapers recycled from household waste are collected from 'bring' systems such as paper banks, and also from kerbside collections. A kerbside collection usually involves the householder being given a box or wheeled bin for particular items of waste such as glass, aluminium cans and newspapers. These are then collected on particular weekdays.

It is important that, wherever possible, newspapers are separated from the rest of the household recycling and general waste. This is key to successful recycling, as it reduces the cost of collection for local authorities and for the papermaking industry, and improves quality.

Most local authorities have a Recycling Officer who will be able to tell you whether or not there is a kerbside collection scheme in your area. The name and contact details can be found on the local authority's website, in the Yellow Pages, on the RecycleNow website, [www.recyclenow.com](http://www.recyclenow.com).

Paper banks are generally situated in convenient locations such as supermarket, libraries and local amenity car parks. Some local authorities also provide dedicated recycling centres. Special bins will be designated for newspaper collection, and it is important that the instructions on the bin are followed. The industry needs fresh, dry newspapers. If the paper bank is full, paper should not be left alongside it. Plastic carrier bags should be taken home and reused, not placed in the paper bank.



*"All three UK mills now produce newsprint derived from 100% recycled material"*

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It is not always feasible to provide facilities in remote rural locations, the energy used in transporting waste paper to the nearest reprocessing facility has to figure in the environmental equation. It makes economic and environmental sense to obtain as much waste paper as possible from highly populated areas within a reasonable distance of reprocessing facilities.

### Why recycling is important for us all

Each person in the UK generates around 510kg of household waste per year, equal to 30 million tonnes per year, nationally. This has dropped from 520kg per person in 2002/03.

In 1995/96 just 6% of household waste was recycled. However, by 2007, this had risen to over 30%. The amount of non-recycled waste generated per person currently stands at around 375kg per year, and is now at the lowest level since estimates were first made in 1983/84.

Most household recycling is now collected through kerbside recycling schemes. Defra statistics show that, in 2007, over 50% of all household recycling was collected in this way, with the remainder coming from “bring” sites such as bottle banks and civic amenity sites. This shows a dramatic increase compared to the 19% collected through kerbside schemes in 1996/97, and can be seen as a direct contributor to the overall increase in household recycling rates.



*“Most household recycling is now collected through kerbside recycling schemes”*

The Waste and Resources Action Programme (WRAP) published the following figures in its 2008 publication, *‘Kerbside Recycling: Indicative Costs and Performance’*:

As of July 2007, the following collection methods were in use:

- *Segregated / Source Separated:*  
154 Local Authorities (44%)
- *Two Stream Co-mingled:*  
37 Local Authorities (11%)
- *Single-Stream Co-mingled:*  
121 Local Authorities (35%)

The growing preference for single-stream co-mingled kerbside collection methods - where all recyclables are collected in a single

receptacle - is a worrying trend for UK papermakers. The paper industry has seen material quality diminish over recent years as paper gets mixed in with other contaminating materials such as glass, food residues and used plastic bottles. Some paper recovered through co-mingled collections is of such poor quality that UK papermakers are unwilling to take the risk of using it, and there is then no option but to export it, or send it to landfill or for incineration.

The paper industry argues that there is little point in collecting more materials if its value cannot be optimised through recycling. It is calling on Government to incorporate quality criteria into targets, and to encourage local authorities to introduce collection schemes that deliver a quality of material that can be reused.

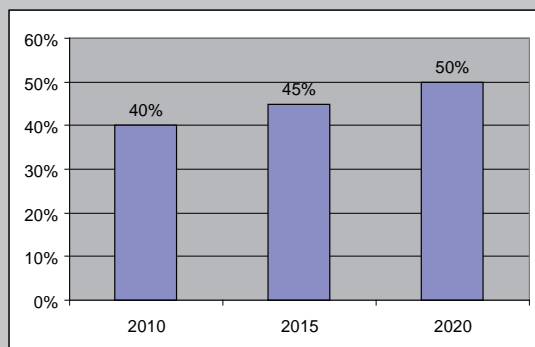
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## Government Commitment

In May 2007, the Government announced the release of its Waste Strategy for England and set targets for the recycling and composting of household waste.

*Targets for recycling & composting of household waste*

*Source: Waste Strategy for England*



These targets have the potential to be revised after 2008, to become even more ambitious.

It currently costs £48 per tonne to send material to landfill. Initially, it was planned that this would rise by at least £3 per tonne per year until the long term rate of £35 per tonne had been achieved. However, in his 2007 budget, the Chancellor announced that the Landfill Tax would rise by £8 between 2008 and 2011 to a long term rate of £48.

## Further Information

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### **Waste and Resources Action Programme (WRAP)**

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