

# Wimbledon #InTheLoop

Wimbledon #InTheLoop introduced a **new system** for **recycling on-the-go** that works year-round for local residents and visitors to The Championships.

We introduced **50** bright and colourful bins.



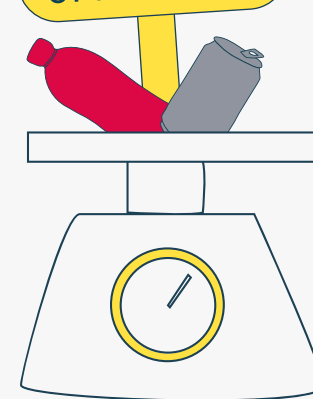
We collected an estimated...

**40,100**  
plastic bottles

**47,900**  
cans

=

**1.75 tonnes**  
of materials



**88,000** items put  
back #InTheLoop!

## Campaign start

Only **1 in 2** plastic bottles and cans ended up in the recycling.



But due to high levels of food, unclean packaging and coffee cups contaminating the recycling, **nothing could be recycled.**

## Campaign end

Today, **9 in 10** plastic bottles and cans end up in the recycling.



Contamination has been **reduced** and the materials can now be **recycled.**

**212** people engaged at The Recycler

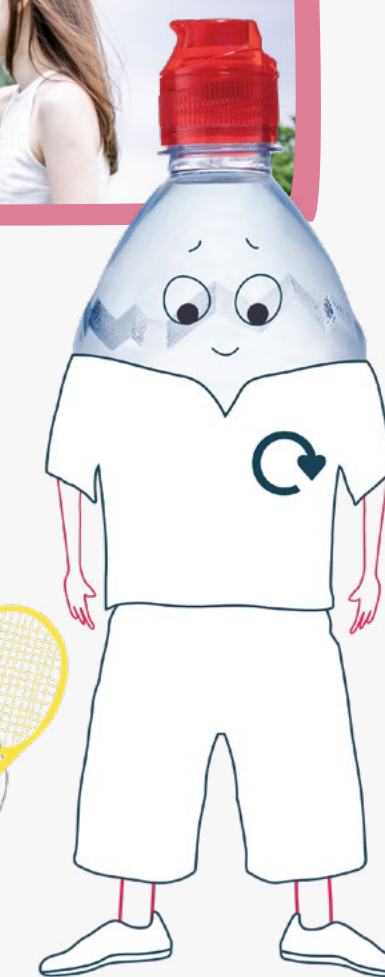
Press and media coverage reached **756.9k**

**135,000** people reached through online targeted ads



## Leaving a legacy

Having demonstrated the scheme's worth, Merton Council is now taking full ownership of the campaign's assets, infrastructure and learnings, with support from Sustainable Merton.



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