



Wimbledon **#InTheLoop**

**Frequently asked
questions**

wimbledon-intheloop.co.uk





Frequently asked questions

Why are you recycling plastic bottles and cans?

These are the two most commonly used and easily recycled materials that we consume while out and about.

I used to be able to recycle paper, cardboard and glass in Wimbledon, why can't I do this in the new bins?

Unfortunately, experience has taught us that offering paper, cardboard and glass recycling on-street can be counter productive. If paper or cardboard gets wet it breaks down rapidly and becomes very difficult to recycle (which, given the British weather, is very likely...). Also, food packaging ends up in the bins which often can't be recycled due to food waste contamination. Glass bottles also cause issues as they often break in the bag, tearing it open or posing a safety risk to the waste collection crew.

What happens if I put the wrong things in the bin?

Putting any materials other than empty plastic bottles and cans (e.g. food, liquids or coffee cups) in these bins results in what we call 'contamination'. This can mean that recycling plants are unable to accept materials and the whole lot can go to waste. If you have recyclable items that are not plastic bottles and cans (e.g. glass bottles, paper and more), we recommend holding on to them and recycling them when you get home!

Who collects the waste as part of this initiative? And where does it go?

Veolia, the council waste contractor will be collecting the waste. All recycling collected is sorted in the UK with most being taken to a sorting facility in Rainham, East London. Once the recycling has been sorted, it is baled (squashed into cubes) and sold on to reprocessors who turn the materials into new products. It goes back #InTheLoop.

What's the point in recycling? Shouldn't we just be using less?

Of course, it's important we all take steps to reduce and reuse. We encourage everyone to use reusable coffee cups and refillable water bottles, (remember to use them many times though, so they become the better environmental option) and many local businesses are already supporting the [Refill Merton](#) campaign. But tackling the waste problem requires multiple solutions and the more waste we can recycle and put back in the loop, the better.



Why are the bins yellow?

The bins were designed by environmental charity Hubbub to be colourful and easy to use. Research has shown people spend just a few split seconds deciding what to do at a bin - our bright coloured bins stand out and make people take a second longer to make the right decision, increasing the quality of recycling.

Does the trial cover all of Merton?

There will be 20 new bins initially in select locations chosen based on footfall. At a later stage in the six month campaign, we are aiming to add more bins to more streets across Wimbledon. You can see the map of bins [here](#).

Who is funding the initiative? And what other organisations are supporting?

Wimbledon #InTheLoop is made possible by the financial support of evian. The campaign will be supported and delivered on-the-ground by local partners. Those include Sustainable Merton, the ears and eyes of our campaign on the ground, Recoup as an independent measurement and evaluation partner, and Love Wimbledon.

How does the project help towards Merton's recycling/environmental aims?

Merton Council has declared a climate emergency and is working towards becoming a carbon neutral borough by 2050. It is also aiming for a 7.5% reduction in waste by 2023 to meet its long term goals around waste. Promoting a circular and low carbon economy through initiatives like this is essential to achieving these commitments.

How will you measure impact?

Recoup will be measuring impact on the ground and providing results that will help create a blueprint for more cities to transform high street recycling in the future. We will release an impact report after the official campaign ends.

What is the plan after the official campaign ends?

At the end of the trial, the evidence collected will allow Merton Council to take a decision on the long term legacy of the scheme. If you are interested in funding Wimbledon #InTheLoop to support its long term success please [get in touch](#).

How can I contribute to this project?

So glad you're interested in getting involved! You can follow us and spread the word far and wide on your channels (see next pages for details). If you'd like to get involved further, you can become a [Sustainable Merton Community Champion](#)!



Art competition

To celebrate the launch of the Wimbledon #InTheLoop, we're launching an art competition for young people (aged 13-21) to give them a chance to have their artwork featured around Wimbledon this summer, as well as chance to win some incredible prizes!

What do you need to do?

Create an original drawing, painting or piece of digital art inspired by one of the following prompts:

- **Recycling:** Celebrate the value and importance of recycling. Your drink packaging is made of valuable materials which, if recycled, can become something new. It's too good to waste, so put recycling in the right place. You could include a slogan or catchphrase – find out more on the Wimbledon #InTheLoop webpage.
- **Wimbledon:** Show us what you love about Wimbledon. Maybe it's spending time exploring Wimbledon Common, visiting local shops, spending your summers watching The Championships or playing tennis. Use your imagination!

Prizes supplied by evian

- 1st Prize: A pair of tickets to the Wimbledon Championships in 2022 and an exclusive artistic workshop with a renowned British artist.
- Runner up prizes: Limited edition evian x Virgil Abloh x Soma reusable bottle
- Five winning entries will be displayed on bins locally to form a mini art trail and will be visible by thousands during this year's Tennis Championship.

How do I enter?

Send entries to campaigns@hubbub.org.uk with the subject 'Art Competition'

For full submission guidelines and info go to the art competition webpage here: www.hubbub.org.uk/artcompetition

[Click here to download the competition poster.](#)



Any questions? Get in touch or say hello

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