

Danone join Ecosurety to boost recycling traceability

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The UK arm of global food and beverage company Danone has signed a three-year deal that will see Ecosurety manage their packaging waste recycling obligations in the UK, ensuring the highest possible standards of transparency and traceability are adhered to.

The new partnership will also help activate investment into recycling innovation and education, helping to build UK capacity and contribute towards developing a circular economy in the UK.

Danone is one of the world's largest food and beverage producers and recognises the impact that it can have through its commitment to reducing and recycling its packaging waste. It currently recycles more than 80% of its used packaging and is working to further improve this through the new partnership with Ecosurety, which will enable Danone to further offset its impact on the environment via investment into innovation and improved UK recycling infrastructure.

The new partnership has the objective of increasing investment in the existing UK recycling infrastructure and in stimulating investment in new sector innovation.