

We are helping people recycle at work and when they're on the go



Every Can Counts works with waste management and recycling providers to help engage and enable consumers to recycle the drink cans they use outside the home.

In each of these countries Every Can Counts is supporting the national collection and recycling systems, and contributing towards the metal packaging industry's voluntary objective of reaching

80% recycling in Europe by 2020



Since the first programme launched in the UK in 2009 the brand has expanded across Europe:

2,400 Organisations

9,300 Branded recycling points

471,600 Employees provided with ECC branded collection point

Workplaces

* Figures are to 31.12.15

ON THE GO
In 2015 we took part in **620** event days potentially reaching **13.7 million** people

Le Mans
805,000 people since 2010



Wings for Life World Run
105,800 runners and spectators in Austria, Ireland and Romania



Notting Hill Carnival
1 million people over 2 days



As permanent materials **steel and aluminium** can be recycled forever



Recycling saves up to **95%** of the energy needed to manufacture the metals from raw materials



64 billion drink cans are available for recycling across Europe.



Every drink can you recycle could be back on sale as another can in just **60 days**



The energy saved by recycling one drink can is enough to run a TV for up to four hours!



390,000 tonnes

of aluminium cans were recycled across Europe in 2013



3.12 million tonnes of green-house gas emissions saved



Equivalent to the average yearly emissions of a city the size of Florence.
Source: European Aluminium, 2016