



SCOTTISH HOUSEHOLDERS URGED TO *SORT IT* AND REDUCE, REUSE AND RECYCLE MORE HOUSEHOLD WASTE

Zero Waste Scotland has launched an improved version of their popular 'Sort It' website (www.sort-it.org.uk), designed to make it easier for the Scottish public to reduce, reuse and recycle more of their household waste.

Sort It – the UK's most advanced and comprehensive waste reduction website - provides a wealth of information and advice on how to 'Reduce, Reuse and Recycle' waste. The site's newly revamped recycling section will also make it easier for people to locate local recycling facilities through state of the art mapping technology. Zero Waste Scotland view the new site as a key part of its ongoing drive to reduce the amount of waste which ends up in landfill sites.

Sort It is designed to make overall waste reduction far easier while reminding the public that throwing something in the bin should always be the last option. It also offers a range of waste prevention hints and tips such as:

- Reduce the amount of waste you produce by repairing broken items.
- Reuse items in your home such as cleaning product bottles by buying refills rather than the original bottles again
- Recycle as many items as possible through recycling points and centres, kerbside collections and uplift services

The long-term aim of the enhanced website is to help householders to play their part in realising the Scottish Government's target of recycling 40% of all household waste by the end of 2010 - rising to 50% by the end of 2013. Thereafter the government's ambitious targets are set at 60% by 2020 and 70% by 2025.

Scottish households currently recycle just over 36% of their waste, this figure increasing from 17.3% in 2004 when the initial *Sort It* website was launched to support the roll-out of recycling services by Scottish local authorities.

Iain Gulland, Director of Zero Waste Scotland, said:

"The *Sort It* website strives to make recycling as simple as possible by helping householders find out about their local facilities including kerbside collections, and the location of their local recycling centres and points. *Sort It* is here to help, as we all have a part to play in helping the Scottish Government achieve its targets.

With the wealth of advice and information available, everyone can take something away from a visit to the *Sort It* website. So try it today and find out something new about how to reduce, reuse and recycle your waste."