

PF supports incineration for waste disposal

18 July 2007

The Packaging Federation has backed incineration as a “sensible way” of diverting packaging waste from landfill, after it was revealed that the government is considering a campaign to promote its use.

Chief executive Dick Searle said waste was a “resource” and, in a time of scarce resources, it was “absolutely right” to see how it could be used.

“If we can avoid sending something to landfill that can be used for heating and power, why wouldn’t we?” he asked.

A spokeswoman for the Department for Environment, Food and Rural Affairs (Defra) said recovering energy from waste was “in the mix” of options outlined in the Waste Strategy for England, published this year, although this

did “not necessarily mean incineration”.

Although Defra was considering the campaign, which was proposed by marketing agency Munro and Forster, she said this did not represent the government’s view.

The campaign suggests using celebrities, such as Stephen Fry and Tony Robinson, to re-educate the public about environmentally friendly waste disposal.

However, Friends of the Earth waste campaigner Michael Warhurst accused the government of “wasting public money” to bury the “dirty truths” about incineration.

“If the government really wants to help the fight against climate change it should be aiming for higher recycling rates and should invest in policies to get waste out of landfill without incineration,” he said.