



Listen here...



**TALKING  
RUBBISH**





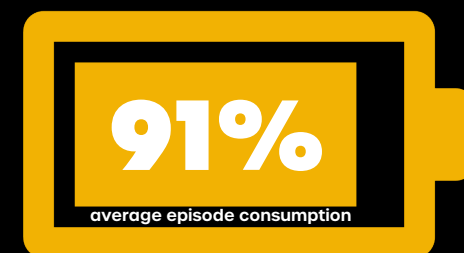








average downloads  
- first 30 days  
of episode release



**TALKING  
RUBBISH**



# Our communication principles

We set out to build a podcast people wanted to listen to...

- Create curiosity
- No guilt or preaching
- Tell stories
- Build trust
- Be funny





**BBC NEWS**

**Greasy pizza boxes  
'contaminating recycling'**

## Top of the PODS



### TALKING RUBBISH

★★★★

Don't we all secretly find recycling a bit confusing? Well now there's this podcast about the myths, mistakes and fun aspects of the whole recycling process. Hosted by sustainability experts and actual friends Robbie Staniforth and James Piper, each episode explores innovations and solutions to help listeners reduce, reuse, and recycle better. It promises to be full of handy, informative insights.



### MISSING IN THE AMAZON

★★★★

Dom Phillips was a former editor of popular dance-music magazine *MixMag* when, in 2022, he decided to visit one of the most remote and dangerous corners of the Amazon rainforest along with Bruno Pereira, an indigenous Brazilian expert on uncontacted tribes. Then they disappeared without a trace. This new six-part investigative podcast series explores what happened, as told for the first time by those closest to them.

# The Guardian

## Talking Rubbish

### Widely available, episodes weekly

Two recycling experts getting geeky about waste makes for compelling podcasting: this self-aware look at how to be eco with your waste is an intriguing, lighthearted take on topics such as “Rubbish or not?” (don't recycle your receipts, people) and how brands are soon set to start funding local councils' recycling systems. Eye-opening stuff - and only rarely dry. **AD**



## RECYCLING

### Talking Rubbish



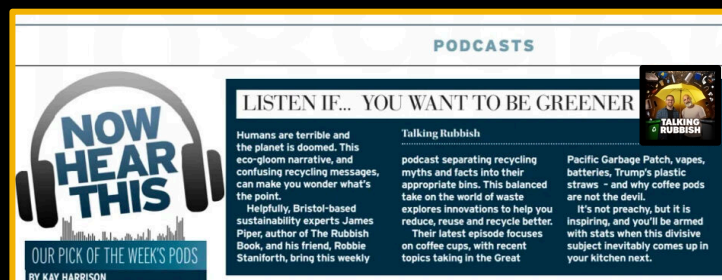
Self-confessed recycling nerds James Piper and Robbie Staniforth have been talking trash entertainingly since August, whether it's what to recycle, why we should do so or what happens to the plastic, cardboard, metal and glass we consumers throw away daily. Answers to popular queries, such as why cucumbers are shrink-wrapped (to prevent moisture loss), dovetail with the waggish pair providing common sense over the tabloid furore about the tethered bottle-cap. Who knew rubbish could be so interesting? **JEREMY ASPINALL**

**yahoo/news**

## Will England cope with a huge increase in plastic recycling?

**PodcastingToday**

## Talking Rubbish podcast on the myths, mistakes and fun of recycling



**INDEPENDENT**

Spotlight on...

### 5. Talking Rubbish

Streaming platform: All streaming platforms

Genre: Environment

Recycling is no laughing matter, not that you'd know that from the humour James Piper and Robbie Staniforth find in all matters sustainable.

Their Talking Rubbish podcast lays out how the “waste not” ethos can be embraced across business, homes and communities across nearly 50 episodes, and counting.

This week's show takes its cue from Glastonbury as it shines a spotlight on which festivals are making strides to reduce their carbon footprint and which are headliners in harmful practices.

One summer event tops the bill with bins for 14 types of waste, and a man called Compost John who ensures all the food scraps get a second life away from landfill.

These guys know their plastic grades - from HDPE (milk bottles) to LDPE (bread bags) - and while the acronyms can be confusing, they try to keep the content accessible and relatable as they share ideas on how small changes can start to make big differences.

Not surprisingly, they have a vendetta against single-use cups - so raise your recycled receptacle and toast this pair who are trying to make a difference one rubbish episode at a time.

(By Amy Crowther)



## Podcast Talking Rubbish



Have you ever stood over five different colour-coded bins wondering what on earth to do with your coffee cup?

Told off your parents for their laissez-faire attitude? Pondered the point of separating your food waste or lamented the bottle caps that don't come off?

This is the podcast for you. Talking Rubbish, hosted by James Piper, author of *The Rubbish Book*, and Robbie Staniforth, a policy director at an environmental consultancy, helps you make sense of an important topic and learn something along the way.

From corks to coffee pods, the waste impact of a Taylor Swift concert to how glass gets sorted, this podcast will make you smarter - and greener.

Emily Bootle

# TALKING RUBBISH



**"Thought provoking and  
entertaining in equal  
measure"**



**"Full of useful answers to  
everyday sustainability  
questions"**



**"Wait impatiently for a  
Thursday to come round"**



**"Quickly became a Thursday  
highlight"**



**"In depth and well  
presented"**

**478**

**5-star reviews  
(and five 1-star ones)**



**"I don't want to miss a  
minute...this is NOT a  
podcast to fall asleep to"**



**"They know their stuff and  
make every topic engaging  
and even funny"**



**"This is by far the most  
interesting podcast on my  
list"**



**"Informative and fun"**



**"I love this podcast"**



# TRASH TALK



## ADDITIONS & CORRECTIONS

*SORTING OUR RUBBISH*



## ROBBIE'S REVIEW OF THE WEEK



## RUBBISH OR NOT?



## RUBBISH NEWS



## RUBBISH QUESTION

*YOU ASK,  
WE ANSWER*



## GREEN GROCER



**VS**



## RESIDUAL RUBBISH



## RUBBISH INTERVIEW











**Episode 8**  
Who's really paying for  
your recycling?  
(PRNs and EPR)



**Episode 23**  
Recycling rewards –  
exploring deposit return  
schemes  
(DRS)



**Episode 31**  
Shattered – the end of  
glass packaging?  
(PPT, DRS, EPR and SR)



**Episode 44**  
RAM raid – should the  
Government control our  
packaging?  
(RAM)



**Episode 76**  
Why your council tax  
isn't paying for your  
recycling anymore  
(EPR)



**Episode 81**  
The sudden rise of food  
waste bins  
(SR)



**Episode 91**  
Is the Government  
driving up plastic use?  
(EPR)



**Episode 96**  
The truth about how  
recycling is funded  
(PRNs)



**Episode 101**  
Why packaging will  
never be the same  
(PPWR)





**5 pence**  
per 'kilobean'



**3 pence**  
per 'kilobean'



James Piper compared the cost of packaging a thousand beans in plastic snap pots, steel cans, and glass jars. Under the weight-based system of EPR, he estimated this would cost 3p for plastic, 5p for steel, and 13p for glass, illustrating how weight-based legislation may push the market towards lighter formats like plastic, even where recycling infrastructure remains imperfect.





The smallest changes can go positively viral...

**TALKING  
RUBBISH**



Jada Rowison

👏 yes @Morrisons | Groceries & Food



reira



kagoe

I support news like this



McPherson\_jake



Ciara Ellis | Nanny & Founder

👏👏👏👏 well done @Morrisons | Groceries & Food



Eco Ellie 🌍♻️

Pop off king



Freya Gray

working in the packaging artwork world this is great to see a quick turn around.



YeswecanWendy

Making a difference ... Isn't that Asda's slogan 😂😂



Sara



Trucker squeaky

Can you talk about me winning the lottery on your next podcast please 😊



Robson Peisley

Proof that if we want to address environmental issues we can do so very quickly with minimal impacts!



Precious Lu

Well done!



Paul

I'm impressed. Work at a huge drinks company and these projects often take months and months

11-3

Reply



❤️ 1,711



israelfranklin

Well done @Morrisons | Groceries & Food



Scott & Will

Well done!!!!



Stev

I'm one of the losers that checks the label, I'd have binned it



Joe Gets About



Sustainable Sarah B · Friends

Yay this is amazing!!!



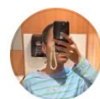
user7740958965807

they should give there workers payrise!



HD123

Nice to have some optimism, could almost say it's given me a glass (jar) half full outlook today :)



Lyca | Voiceovers



everybodylovesreminders

love small news like this!



Jon K

These issues can happen but can be resolved. It should not have happened in the first place. i always recycle glass jars like this. The best thing is as they have been aware of this, they would have checked others in the same range. Well done, its a big win for a small change. Some people do stick to what labels say but this issue is no more. Yes!!!



🌸 Tess 🌸

it is important. my old communal glass recycling bin said no candle jars and no glass bowls on it....you'd assume these are glass and if cleaned they'd be ok. sometimes people won't recycle something for fear of 1 item contaminating a whole recyclable batch

**TALKING  
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# People defend recycling if they feel ownership...



**Views – 94k**  
**Likes – 1,398**  
**Comments - 146**

“What is your source for this garbage”

“Recycling is a PR campaign to shift blame onto the consumer”

“You’re wrong and have been brainwashed by the plastic industry”

“Big waste propaganda”

“Recycling – shipped to China, or burning”

“They put trackers in the waist and guess what, you are full of s\*\*t”



**Views – 165k**  
**Likes – 2,267**  
**Comments - 508**

“I would say your figures are way off. It’s nowhere near as bad as your making out”

“Who is paying you for disinformation?”

“This is a biased clip”

“The information is incorrect”

“Your stats are completely wrong”

# ...but they don't feel ownership of kerbside recycling





# The Guardian

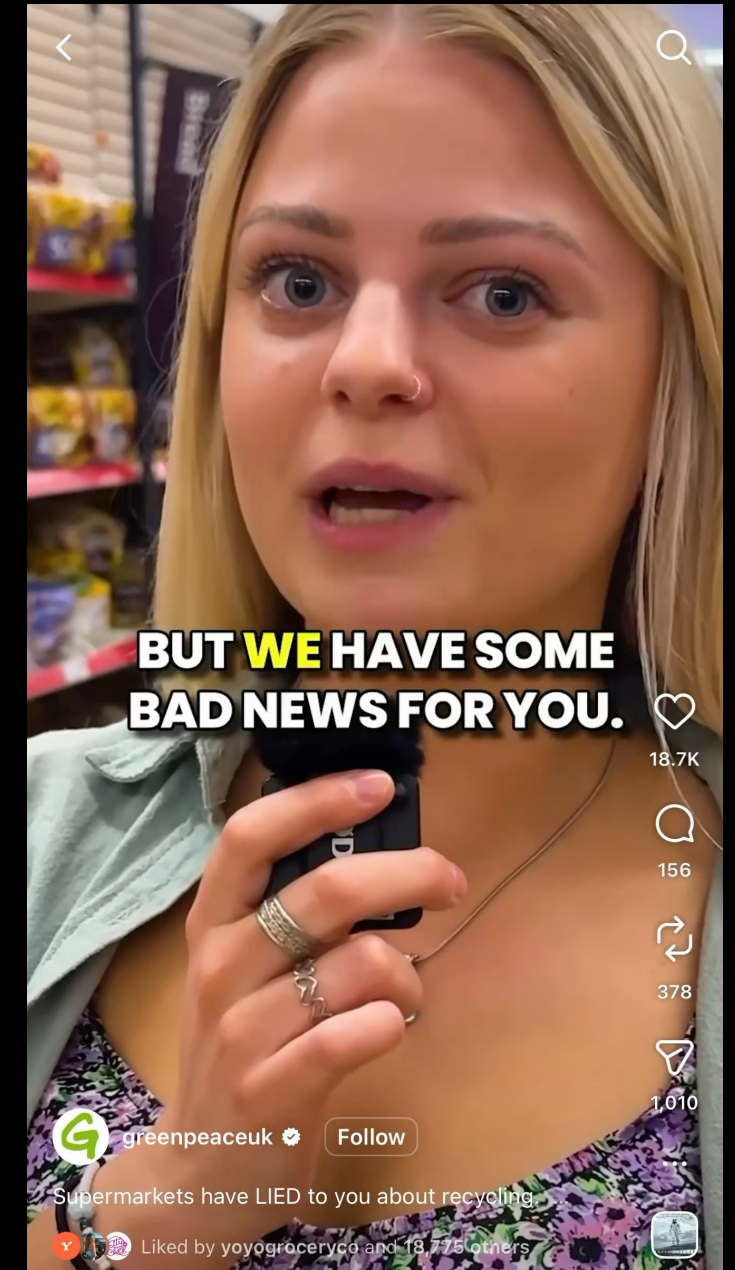
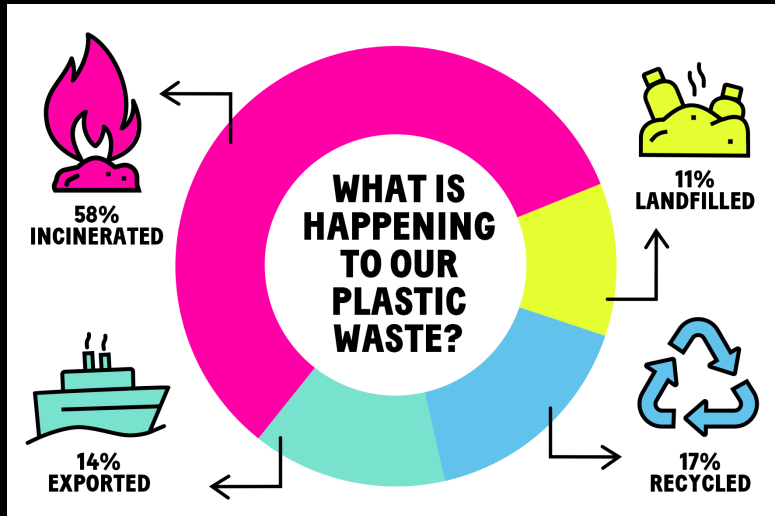
Outraged that some plastic you send for recycling ends up being burned? Don't be  
**James Piper**



Recycling is, by its nature, complicated. The imperfections in the process don't mean the whole system is a con



# We should encourage and defend recycling...





# CLIMATE SUMMIT

WHAT IF IT'S  
A BIG HOAX AND  
WE CREATE A BETTER  
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- etc. etc.







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## Greenwashing exposed - what Adidas, Uniqlo...

@talkingrubbishpodcast 2 likes 97 views 7 days ago Talking R...more



Comments 4

D Thanks for covering these examples of greenwashing. :)



2 July

ame 101. PPWR - why pack

Talking Rubbish - The Recycli

36:22

Turn Video Off

-22:49

1x



Switch to audio



Chapters



eed to know about foreve

talking Rubbish - The Recycling Podcast



0:09

Welcome to Talking Rubbish: Bin Puns & Teasers

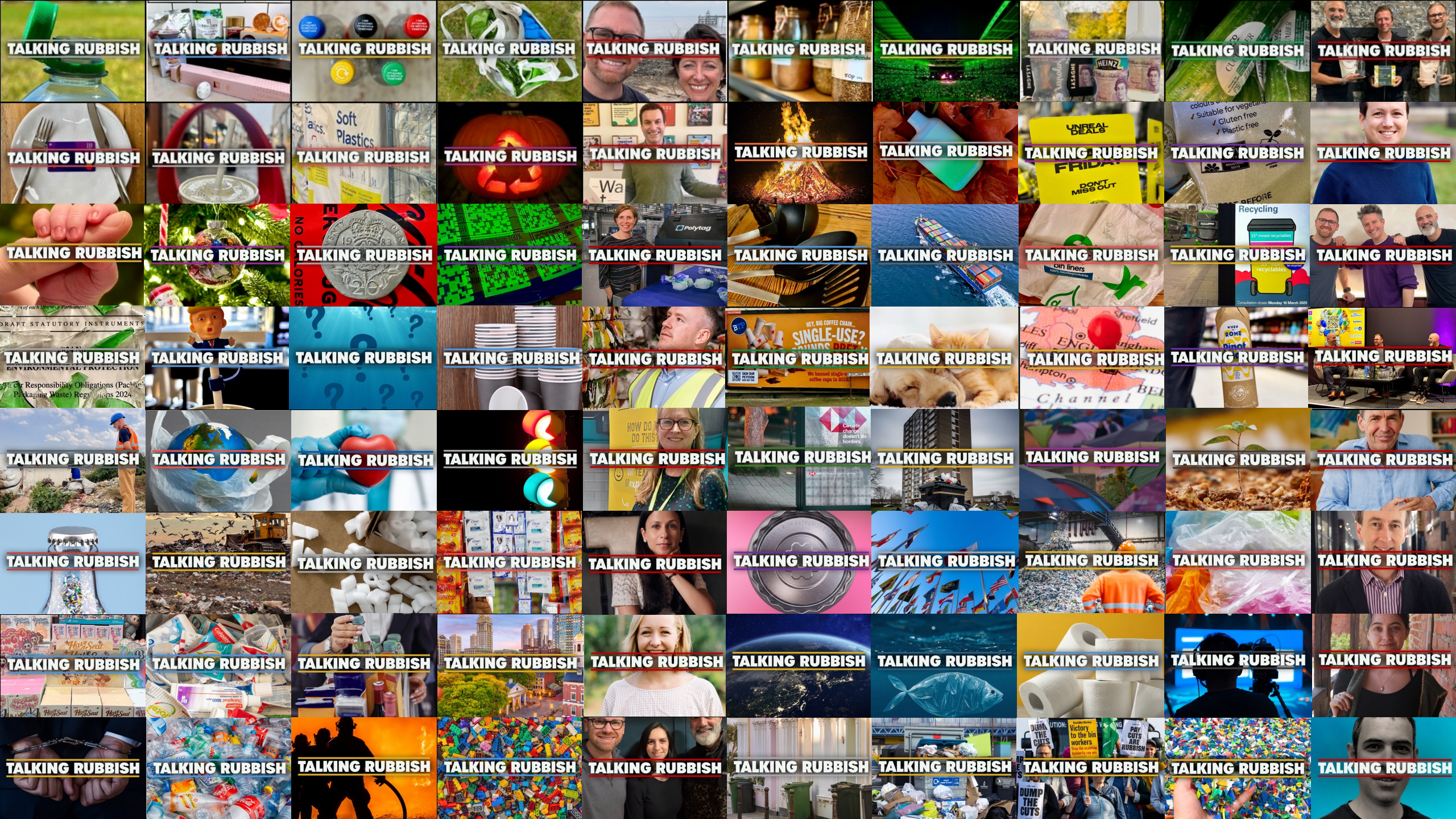
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1x



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