

Easter

Waste minimisation &
Recycling toolkit



Happy Easter!

Easter is a time of rebirth and renewal, so what better time to remind residents of the merits of giving new life to the things they no longer want or need through better recycling and tasty recipes to use up leftover food from our Easter celebrations.

In this toolkit you will find:

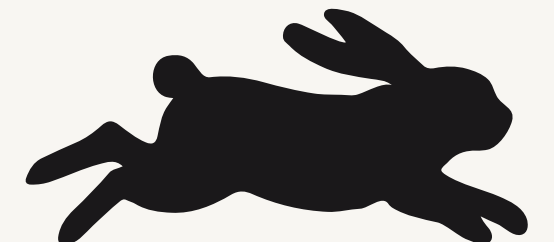
- Social media assets and posts to remind residents how to dispose of additional Easter packaging and use leftover food from their Easter celebrations.
- Ways for employers to support the campaign.
- Ways for schools to get involved.
- Recipe cards for Easter Sunday lunch leftovers.



Easter Facts

- Around £960 million is spent over Easter, mainly on food and drink.
- 4,300 tonnes of card waste from boxes and other packaging.
- 4,000 tonnes of plastic waste, mainly from packaging.
- 7,500 miles of wrapping paper are used.
- 10 million Easter cards are sent.
- 160 tonnes of foil packaging is used.
- 8 million hot cross buns are wasted.
- 5 million slices of roast meat are left over.
- 19 million roast potatoes are left over.
- 20 million portions of vegetables are left uneaten.
- 8 million Easter eggs are left uneaten.

Source: Business Waste, (2025, January 28th) *Easter Waste*.



A photograph of three children running along a dirt path in a lush, green forest. The sun is shining brightly from the upper left, creating a warm, golden glow and long shadows on the path. The child in the foreground is a young boy with light brown hair, wearing a white t-shirt, dark pants, and bright green rubber boots. He is running towards the camera with a joyful expression. Behind him, a girl with long brown hair in a striped shirt is also running. Further back, another child is visible. The path is surrounded by tall grass and various green plants. The overall atmosphere is bright, cheerful, and natural.

Social assets

How to recycle at Easter



**Recycle plain paper cards
this Easter**

Around 10 million cards are exchanged at Easter. Put paper cards and envelopes in the recycle bin. Put any cards with foil or glittery adornments in your general waste bin.
#SustainableEaster



**Put cardboard packaging in the
recycle bin**

Most Easter egg packaging is recyclable. Remember to remove any plastic windows before popping the box in your recycling bin.
#SustainableEaster



Recycle paper gift wrap

Estimates indicate that approximately 7,500 miles of wrapping paper are used during Easter. Keep the scrunch test in mind: if the paper retains its crunched shape, place it in your recycling bin. Otherwise, put it in the general waste bin. #SustainableEaster



Most supermarkets recycle plastic wrappings

Plastic wrapping around your Easter eggs can be recycled at most supermarkets or put it in your general waste bin. #SustainableEaster



Put foil wrappers in the recycle bin

Dust off any bits of chocolate from the foil from around your Easter egg, scrunch it up into a ball and pop it in your recycling bin. #SustainableEaster



Most supermarkets will recycle plastic sweet wrappers

Some Easter eggs contain plastic wrapped chocolates or sweets. The wrappers can be recycled at most supermarkets or you can put them in your general waste bin. #SustainableEaster



**Put wilted flowers in the garden bin
or compost heap**

When your Easter bouquets have lost their bloom, put them in your garden waste or compost heap. Remember any plastic bouquet wrappings can be recycled at the supermarket or placed in your general waste bin. #SustainableEaster



**Turn leftover hot cross buns into
pudding**

Did you know that 8 million hot cross buns are wasted in the UK? If you can't finish an entire packet, you can typically freeze them. Alternatively, if they become a bit stale, use them for a delicious bread and butter pudding. #SustainableEaster



**Turn leftover Easter eggs into a
classic!**

An astonishing 8 million Easter eggs are discarded every year in the UK. If you're not a fan of sweets or have hit your chocolate limit, think about sharing them with friends and family or use them in your baking. #SustainableEaster



**Turn leftover lamb into
Shepherd's pie**

Most of us enjoy a juicy roast on Easter Sunday, but did you know that each year there are 5 million slices of left over meat. Try transforming left over lamb into a warming Shepherd's pie! #SustainableEaster



**Turn leftover potatoes into
Patatas Bravas**

Patatas Bravas anyone? Typically there are 20 million left over roast potatoes on Easter Sunday. Try giving them a tasty twist this Easter. #SustainableEaster



Turn peelings into tasty Pakoras!

Easter Sunday roasts generate a lot of vegetable peelings. Make the most of leftover peelings and transform them into delicious pakoras! #SustainableEaster



Employers

How to support the campaign

Support Recycling

- Use our posts and assets on your social media platforms & staff intranet.

Reduce Waste

1. Promote the Easter leftover recipe cards with staff.
2. Gift employees unopened Easter eggs to a food bank or community pantry.
3. Hold a 'Bake Off' competition using unwanted Easter eggs.
4. Create a 'comfort corner' where unwanted, unopened Easter eggs are donated and made freely available to colleagues.



A fluffy grey rabbit is the central focus, sitting in a vibrant field of green grass and yellow dandelions. The rabbit's large, upright ears are prominent, and its fur appears soft and textured. The background is a soft-focus field of similar vegetation, creating a sense of a natural, outdoor environment. Overlaid on the image is white text, which serves as the title and subtitle for the content.

Schools & clubs

How to support the campaign

Support Recycling

- Use our posts and assets on your social media platforms & staff intranet.

Reduce Waste

1. Promote the Easter left overs recipe cards to families.
2. Gift staff and pupils unopened Easter eggs to a food bank or community pantry.
3. Hold a 'Bake Off' competition using unwanted Easter eggs- cornflake egg nest anyone?
4. Hold an egg shell decorating competition.





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Recycle  PLASTICS