*For immediate release*

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# ClimateTech companies Scrapp and ethy join forces to fight packaging waste

* Globally more than 2 billion tonnes of household waste is generated each year ([The World bank](https://datatopics.worldbank.org/what-a-waste/trends_in_solid_waste_management.html))
* Up to 93% of waste ends up in oceans & landfills ([Landfillsolutions](https://landfillsolutions.eu/did-you-know-the-world-will-generate-3-4-billion-tonnes-of-waste-per-year-in-2050/))
* Consumers are confused about recycling. Over four in five UK households (85%) put items in the kerbside recycling that is not accepted in the recycling collection, leading to high rates of costly contamination. ([Wrap 2021](https://wrap.org.uk/sites/default/files/2021-09/WRAP-Recycling-Tracker-2021-summary-slides.pdf))

Recycling insights platform [Scrapp](https://www.scrapprecycling.com/solutions/brands-retailers) and sustainability claims verification platform [ethy](https://ethy.co.uk/our-standards) join forces to help brands and consumers waste less.

ClimateTech companies Scrapp and ethy use their sustainability expertise, technology, and data to help brands identify their packaging’s recyclability and compostability, help them make better-informed packaging choices and make it easy to communicate the information to consumers.

For conscious consumers, Scrapp and ethy have created handy apps that clearly show [verified sustainability claims](https://ethy.co.uk/the-ethy-app) and [product recyclability](https://www.scrapprecycling.com/mobile-app) from participating brands. These apps are completely free to use and are packed full of guides, tips, and inspiration for those seeking a more considerate lifestyle.

Kaisa Kangro, Head of Sustainability at ethy said: “This means consumers can now easily identify sustainable brands and products, making it easier to make conscious choices that are kinder for the planet and human health.”

Dan Marek, Co-founder of Scrapp, added: “This powerful partnership is a shining example of collaboration driving meaningful change. By providing brands and consumers with the necessary tools and information, we are empowering everyone to take action towards reducing waste and building a cleaner planet.”

Jo Baker, owner of Collar Club, a brand who went through the verification process, commented: “The support from Scrapp when completing my assessment was extremely helpful. Mikey was enthusiastic and clear about the materials within my packaging. The fact is that this topic can be overwhelming to consumers but also small business owners, and this service helps to provide you with that guidance and reassurance you might need.”

**About ethy**

ethy empowers brands and consumers to act for a more sustainable future by helping brands to build their sustainability story around the UN Sustainable Development Goals through [ethy verification](https://ethy.co.uk/for-brands) and consumer-friendly ecolabels.

ethy’s holistic and transparent [sustainability standards](https://ethy.co.uk/our-standards) are developed in partnership with industry leaders such as Scrapp, ClimatePartner, Edinburgh Innovations, Carbon Neutral Britain, and Ecologi.

Having recently been called by the Financial Times as ‘[Great tech for greener living](https://www.ft.com/content/b3907a59-2561-45c0-bff3-d8c658406bb0),’ ethy’s consumer platform includes a ‘free-to-download and beautifully designed app’ to help ethy’s clients improve their brand awareness among the 10 000+ conscious shoppers across the UK.

To learn more, visit the [ethy website](https://ethy.co.uk/), [LinkedIn](https://www.linkedin.com/company/ethy-uk), and [Instagram](https://www.instagram.com/ethy.uk/).

*To find out more about ethy and the partnership or arrange an interview with ethy on how sustainability is impacting goods and services in your market sector, contact: Kaisa Kangro: kaisa@ethy.co.uk*

**About Scrapp**

[Scrapp](https://www.scrapprecycling.com/) is a purpose-led platform on a mission to reduce global waste - by helping people to recycle correctly.

Scrapp provides product and location-specific recycling guidance all via a barcode scan. They surveyed over 27,000 municipalities globally to provide the most accurate data possible. This is on display via the free [mobile app “Scrapp”](https://www.scrapprecycling.com/mobile-app?&utm_source=ethy&utm_medium=ethy_website&utm_campaign=ethy.co.uk) and at Scrapp’s separation stations throughout businesses globally.

Scrapp also provides insights to brands so they can understand how recyclable their products and packaging really are. Scrapp operates as a software platform mixed with a consultancy to provide not only the tools but the expertise to help brands and communities reach their sustainability goals.

To learn more, visit the [Scrapp website](https://www.scrapprecycling.com/), [LinkedIn](https://www.linkedin.com/company/scrapp/), and [Instagram](https://www.instagram.com/scrapprecycling/).

*To find out more about ethy and the partnership contact: Mikey Pasciuto* *mikey@scrapprecycling.com*