

Recycling Together

**Simpler Recycling.
Stronger Communities.
Cleaner Future.**

Delivered by Dr Zareen Roohi Ahmed, PhD
Social Impact Strategist | Founder, Recycling Together



Simpler Recycling Starts with ALL of Us

The UK Government's **Simpler Recycling** scheme goes live in March 2026. While local authorities are preparing infrastructure, one critical challenge remains — **educating and engaging diverse inner-city communities**. Without tailored outreach, this national policy risks leaving millions behind.

Our mission: To ensure that families from all ethnic, refugee, and immigrant backgrounds are informed, empowered, and engaged in recycling practices that benefit both their households and the planet.



Led with Purpose, Backed by Experience

Dr Zareen Roohi Ahmed, brings **30 years** of experience across the public, charity, and community sectors:

- PhD in **Multiculturalism**
- Former Community Fundraiser for **NSPCC**
- National Operations Director at the **Experience Corps**
- CEO of the **British Muslim Forum** during pivotal time post 7/7
- Internationally respected **thought-leader, author, and speaker on social impact**
- Founder of an award-winning **eco-social enterprise** tackling period poverty
- Qualified **Climate Reality Leader** - International Member of Al Gore's Climate Reality Leadership Corps

Her **deep-rooted relationships across faith groups, ethnic networks, and community organisations** make this programme uniquely positioned for impact.



Bridging the Recycling Knowledge Gap

Many inner-city communities face **language barriers, low recycling literacy**, and limited access to government communications.

Cultural practices such as fast fashion, overuse of plastics, and lack of waste segregation knowledge persist.

Without bespoke, on-the-ground education, **Simpler Recycling risks becoming yet another policy that fails the most marginalised.**





*A Simple,
Inclusive &
Culturally-
Sensitive
Programme*

Our **7-Session Community Recycling Awareness Programme** delivers multilingual, culturally relevant, interactive education that:

- Breaks down the new recycling requirements in simple, relatable language
- Addresses culturally specific habits around plastic use, fashion waste, and food waste
- Empowers attendees to become informed recyclers and local champions

Meeting People Where They Are

Workshops are delivered in **community centres, mosques, churches, gurdwaras, temples, schools, and at local cultural events**, by a **diverse, multilingual team** from within the community itself.





We deliver the programme using our **R.E.C.Y.C.L.E. Framework**:

*Scalable.
Sustainable.
Community-Led.*

R – Recognise the Change

Session 1: Intro to Simpler Recycling

Understand the new recycling rules, why they matter, and how they affect your household.

E – Educate on What’s Recyclable

Session 2: What Can Be Recycled?

Learn to identify materials and avoid contamination through simple tips and visuals.

C – Cut the Plastic

Session 3: Plastic-Free Living

Reduce everyday plastic use with practical, culturally sensitive alternatives.

Y – Your Wardrobe, Your Impact

Session 4: Tackling Fast Fashion

Explore how clothing habits, especially around celebrations, contribute to waste and how to shift to mindful choices.

C – Create Systems at Home

Session 5: Sorting & Storage at Home

Build practical routines and spaces for recycling in your home, no matter its size.

L – Link Faith to Sustainability

Session 6: Faith & Sustainability

Discover what your faith tradition teaches about caring for the planet and reducing waste.

E – Empower Community Leaders

Session 7: Becoming a Recycling Champion

Become a voice for change by inspiring others in your community and spreading awareness.

→ Advanced workshops can follow for communities ready to deepen their journey.

Get in touch

Let's work together to get your community ready for Simpler Recycling

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