

CASE STUDY

Podback®

THE POD RECYCLING SERVICE

SEPTEMBER 2025

HWRCs IN NORTH YORKSHIRE & CITY OF YORK



In August 2024, a new coffee pod recycling service was launched across 19 Household Waste Recycling Centres in North Yorkshire, including two in the City of York. Funded by Podback and managed by Yorwaste on behalf of North Yorkshire Council and City of York Council, the service provides residents with a simple and convenient way to recycle their used coffee pods.

In its first year, the scheme has offered aluminium and plastic pod recycling to over 390,000 households. More than 54 tonnes of used pods — equivalent to around 3 million individual pods — have already been collected and recycled. This partnership shows the positive impact that local collaboration can have in making pod recycling easier and more accessible.



How it worked

Podback provided pallet-boxes and instructional signage for each site and organised regular collections and onward logistics of material to its UK-based reprocessors.

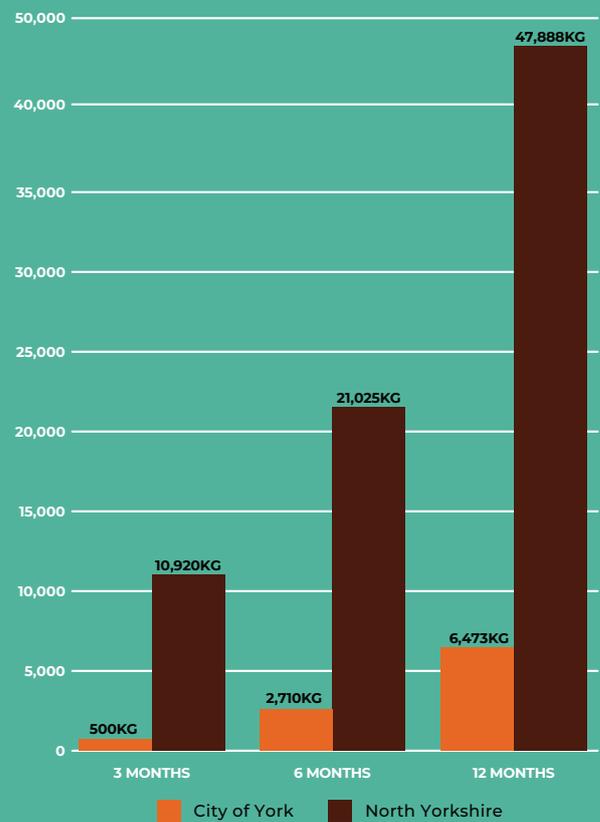
Podback worked with the North Yorks communications team providing

marketing support to launch and promote the new service to residents.

Podback provided information on the tonnage and destination of the pods with WasteDataFlow, so pod collections contribute to local authority recycling data.

The Results

The first six months of the trial saw 23 tonnes of pods saved for recycling, and by August 2025, 12 months after launch, this had risen to 54 tonnes, equivalent to 3.5 million pods.



THE LOCAL AUTHORITY PERSPECTIVE

“ Since launching coffee pod collections in August 2024, over 54 tonnes of pods have been recycled across York and North Yorkshire’s household waste recycling centres. That’s the equivalent of more than 3 million pods—a remarkable achievement that highlights the power of small, everyday actions to create significant environmental impact.

We’re proud to support the Podback initiative, which transforms used pods into valuable resources like renewable energy and soil improver. This success is a testament to the commitment of our residents, and we thank them for embracing the scheme so enthusiastically.

We encourage other councils to consider partnering with Podback. The containers are compact, easy to manage, and the environmental benefits and convenience to residents are a huge benefit. ”

Kerry Green,
Waste Contracts and Compliance Manager, North Yorkshire Council

Podback is a not-for-profit coffee pod recycling service created in partnership with the biggest names in coffee pod systems (NESCAFÉ Dolce Gusto, Nespresso and Tassimo), Podback is focused on giving people who use coffee pods simple and convenient ways to recycle.

For more information about Podback, or to discuss rolling-out a coffee pod recycling service in your local authority, email: will.french@podback.org
www.podback.org

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