

8 April 2024

Dear

**ATISN 20417 recycling advertising costs**

**Information requested**

Thank you for your request which I received on 31 March 2024. You asked for:

**Please advise the cost of advertising for your campaign on recycling waste.**

**Our response**

**The Welsh Government has spent £512,027.68 excluding VAT in the 2023/24 financial year on national advertising to inform and prepare workplaces about the new law requiring them to separate their waste for recycling from 6 April.**

**Next steps**

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely