

Mission Impossible

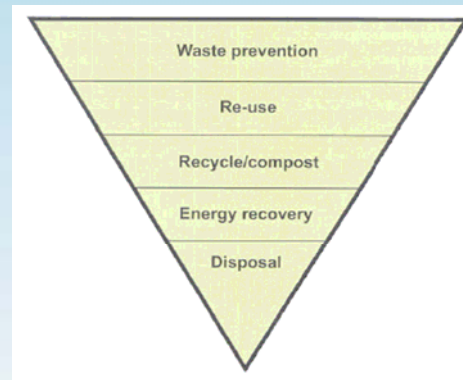
Viktoria Salisbury & Chris Atkinson

Waste Challenge Manager
Project Development Officer (Re-use)



Waste Prevention

- Engaged in waste projects branded as
- Shift the focus to waste prevention



- Waste and Resources Action Programme (WRAP)
- Comprehensive campaigns



Main drivers

- Reduce demands on finite natural resources
- Reduce transport impacts
- Meeting demands of EU targets e.g. LATS
- Reducing the cost of waste management
- Encouraging social inclusion and economic development



Home Composting

- Organic waste – if landfilled – climate change
- WRAP
- Sold over 81,000 compost bins
- Comprehensive communications
- 36 Master Composters
– approx 2700 hours



- Divert between 140kg and 178kg of waste per bin/ per year



Food Waste Reduction



- Focused on reducing food waste
- Most food waste ends up in landfill - produces methane.
- Wasting food also wastes the carbon generated as it was produced, processed, transported and stored
- WRAP launched nationally in 2007
- Recently won funding
- Advertising, doorstepping, roadshows



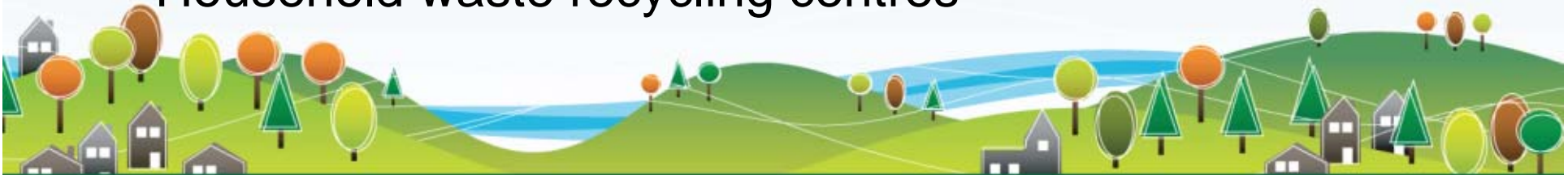
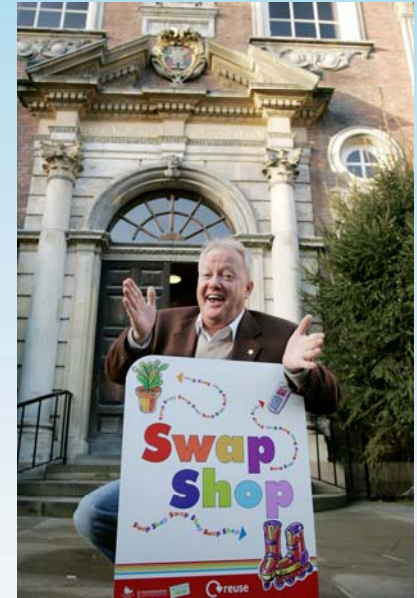
Sink Your Waste

- Food Waste Disposers
- Cashback scheme
- Each FWD diverts approx 1.44 tonnes biodegradable waste during its lifetime
- Practical solution to support AWC
- Environmental Impact Study
- Water Research Centre (WRc) study
- Approx 2000 cashbacks since scheme began



Re-use

- Integral to reducing waste
- Social Enterprises involved in Waste and Recycling (SEWAR) Forum
- Re-use credits
- April 2007–March 2008 – 1,327 tonnes waste diverted from waste stream
- NI 192
- Swap Shops
- Social and economic role
- Household waste recycling centres



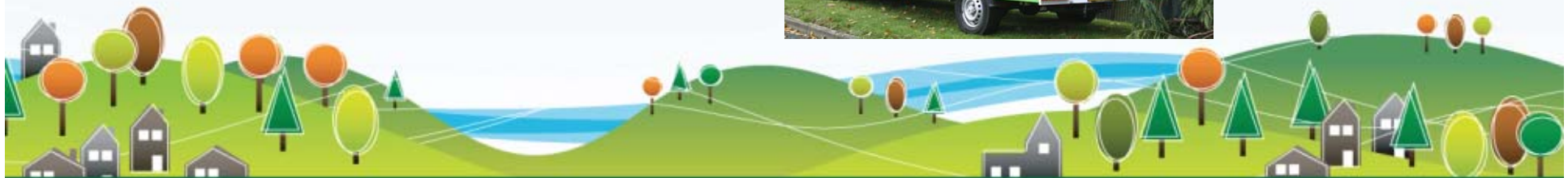
Real Nappies

- Real Nappy Incentive Scheme
- Offers practical solution for those with babies and small children
- Supports AWC
- 693 claims since March 2007
- 10 Nappaccino sessions held monthly

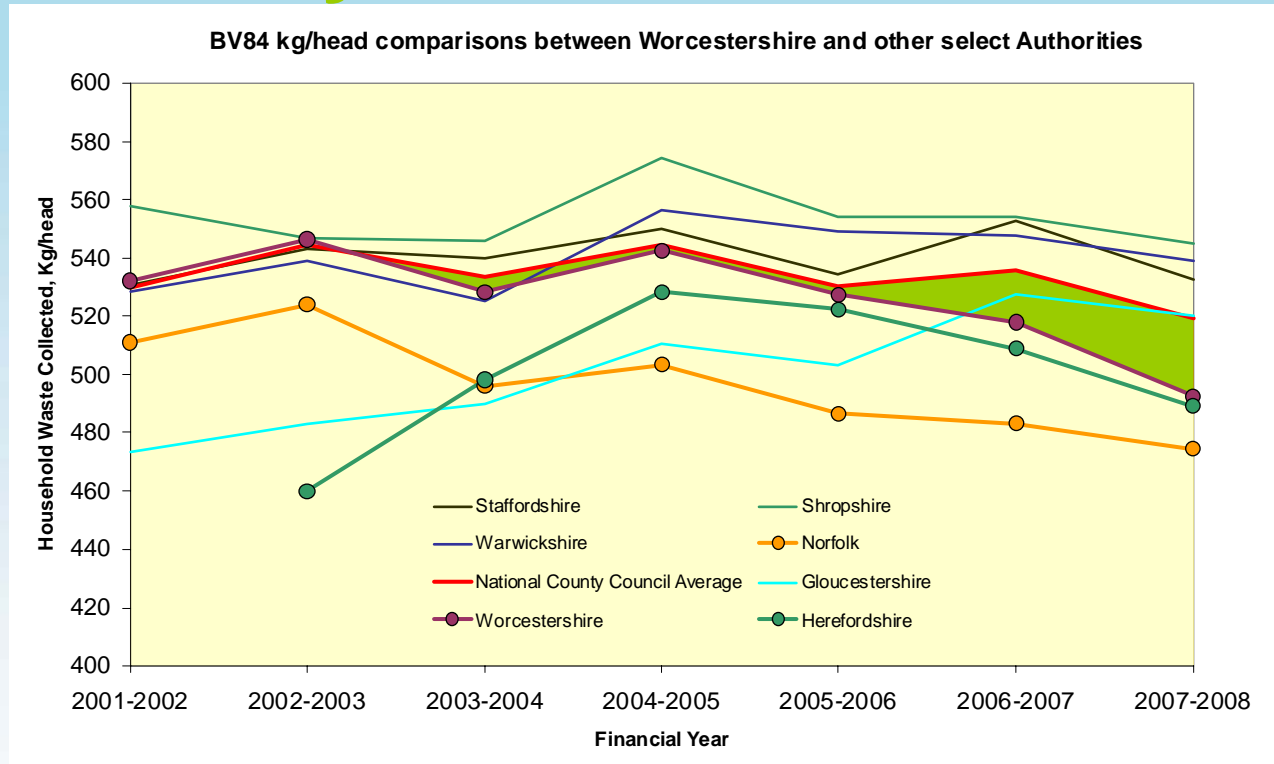


Shredderman & Home Shredding

- Low cost garden waste shredding service
- Encourages residents to keep waste at home and use it as a resource
- Reduces number of visits to HWRCs
- Compliments home composting campaigns
- Home shredding initiative



Key Achievements



Key Achievements

- Achieved targets **reduction in kg/head**
- **Exceeded statutory recycling target** of 30% in 2007/08.
- **Successfully bid for Defra and WRAP funding**
- **Won a National Green Award**
- Contributed towards winning **Beacon Council status**



Costings 2006/ 07

2006/07		
	Kg/head for 2006/07	2006/07
WCC cost of disposal based on kg/head for 2006/07	518	£19,319,294
Cost of disposal to WCC if kg/head was same as national CC average for 2006/07	536	£19,995,639
The 'saving' to WCC	-	£676,345
HC costs based on kg/head for 2006/07	508	£6,709,310
Cost to HC if kg/head was same as national CC average for 2006/07	536	£7,083,298
The 'saving' to HC	-	£373,988
Total 'saving' for HC and WCC	-	£1,050,333
Cost of MI initiatives (incl staff costs)		£688,000
Net saving to WCC & HC of implementing MI		£362,333



Costings 2007/ 08

2007/8		
	Kg/head for 2007/08	2007/08
WCC cost of disposal based on kg/head for 2007/08	493	£19,522,660
Cost of disposal to WCC if kg/head was same as national CC average for 2007/08	519	£20,568,942
The 'saving' to WCC	-	£1,046,281
HC cost of disposal based on kg/head for 2007/08	489	£7,559,831
Cost of disposal HC if kg/head was same as national CC average for 2007/08	519	£8,025,102
The 'saving' to HC	-	£465,270
Total combined 'saving' for HC and WCC	-	£1,511,552
Cost of MI initiatives (incl staff costs)		£688,000
Net saving to WCC & HC of implementing MI & CVT permit scheme		£823,552



Lessons Learned

- Dedicated team
- Finances
- A creative outlook
- Constant monitoring and evaluation of schemes
- Consistency



The future

- Waste Prevention Options Appraisal
- Food waste reduction
- Compost
- Re-use



Questions & Group Discussion

- Any questions?
- Any barriers?

