SINCLAIR KNIGHT MERZ
SKM ENVIROS

# Waste Prevention Activities – Prioritisation

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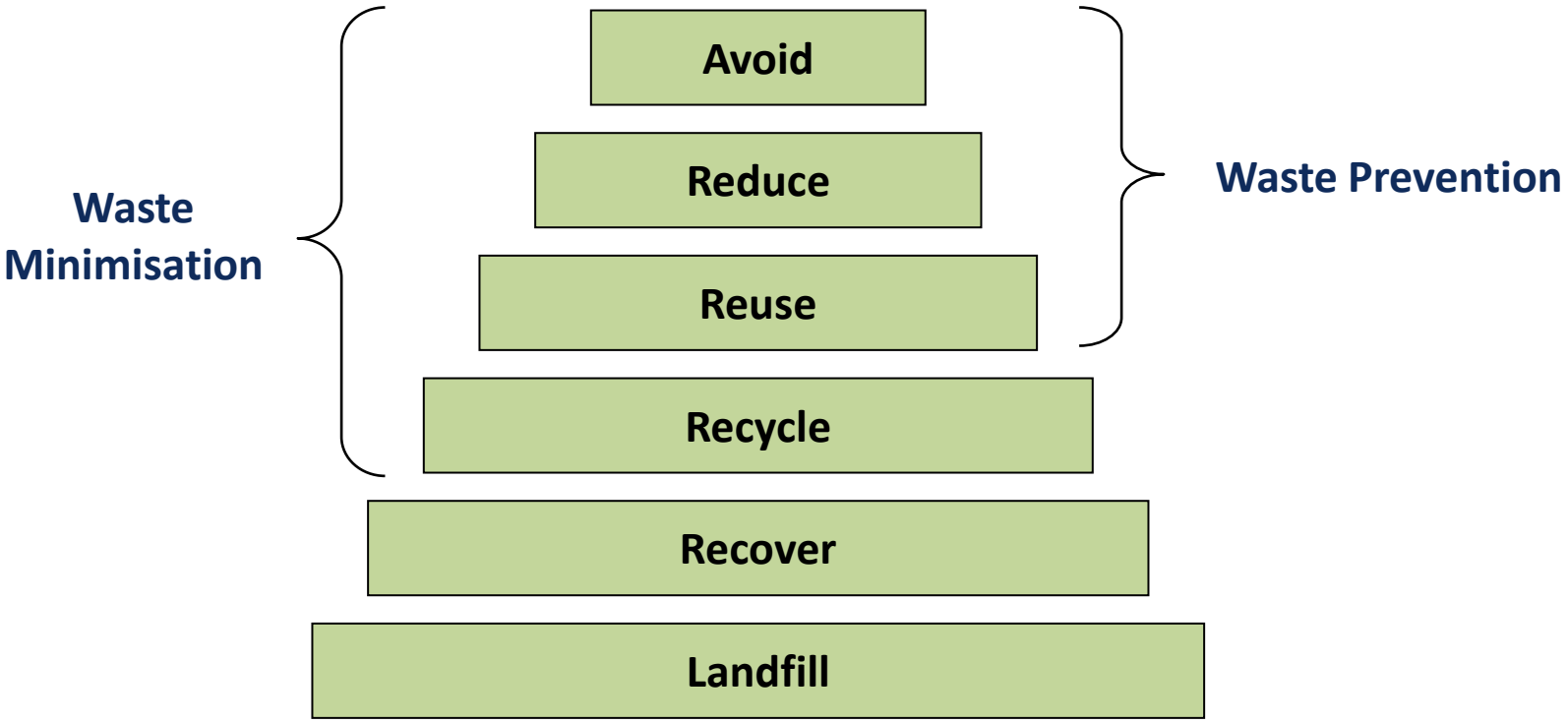
# Waste Prevention Activities – Prioritisation

- Overview
  - What is Waste Prevention?
  - What are Waste Prevention Activities?
  - Waste Prevention Strategy Structure
  - How do you select the which activities to focus on?
  - An exercise

# What is Waste Prevention?




Minimising the quantity (weight and volume) and hazardousness of household-derived waste, generated in a defined community, for collection by any party

# Waste Prevention Activities?

| | | |
|---|---|---|
| Real Nappies | Unwanted Mail | Donation – Community reuse / refurbishment |
| Donation – Charity Shops | Donation – Scrap stores | Donation – Repaint |
| Donation – Tools donation | Composting - home | Composting – Community |
| Composting – grass cycling | Carrier Bags | Reduce Food Waste |
| Small changes in the home – reuse tupperware | Small changes in the home – repair items | Waste Aware Shopping – buy refills |
| Waste Aware Shopping – buy durable items | Sharing resources and time – take away days | Sharing resources and time – jumble sales |
| Sharing resources and time – car boot sales | Sharing resources and time – exchange | Sharing resources and time – loan services (e.g. libraries) |

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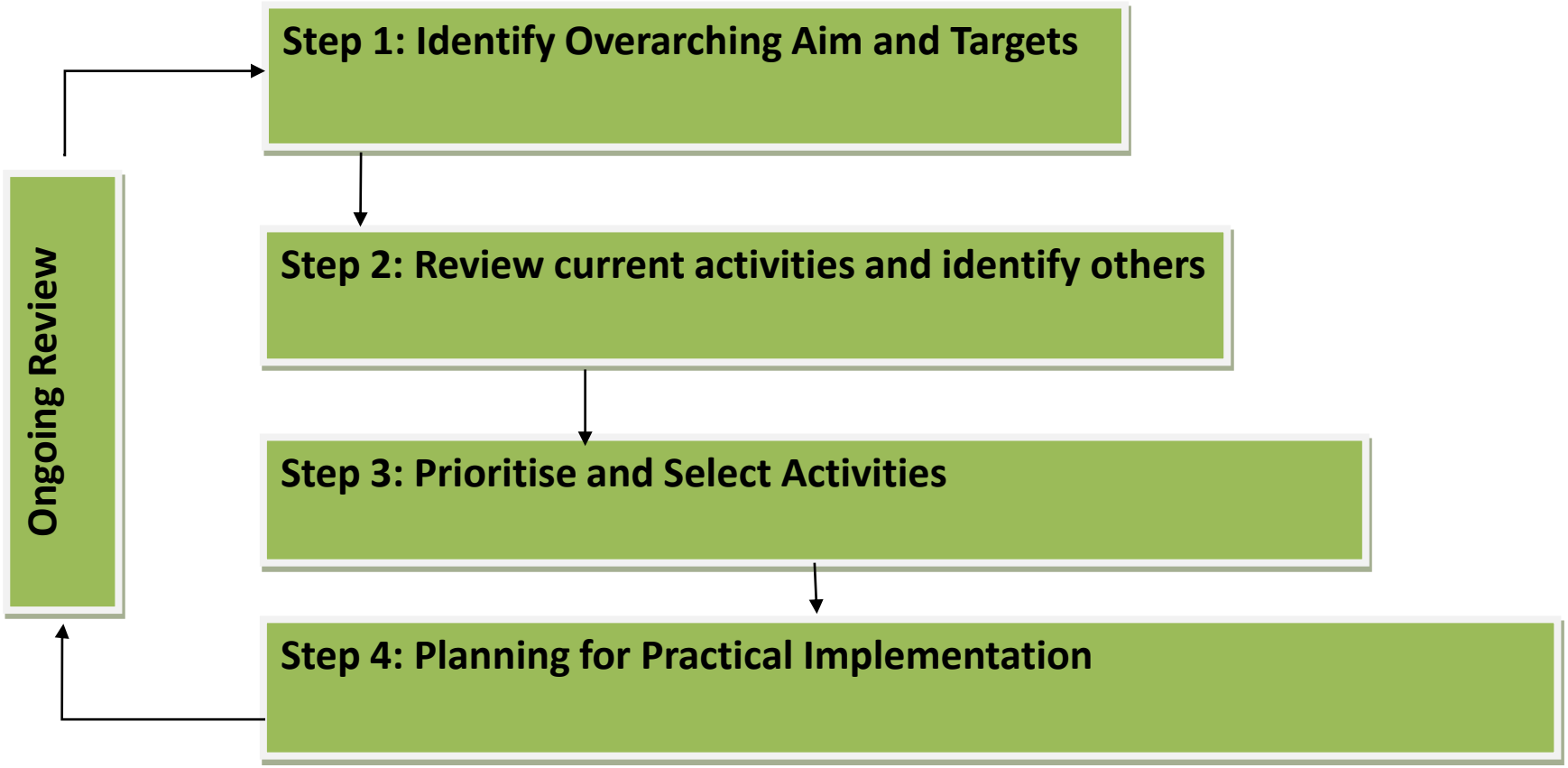
# Waste Prevention Structure



# Step 1: Waste Prevention Example

Step 1: Overall Aim: Reduce Food Waste

Consider:

- Key materials / products
- Behaviour change,

# Step 2: Waste Prevention Example

Step 1: Overall Aim: Reduce Food Waste

Step 2: Potential activities for organic waste

- Home composting / wormeries
- Community composting
- Smart shopping / waste aware shopping – don't buy too much
- Love Food Hate Waste - recipes utilising leftovers

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# Step 3: Waste Prevention Example

Step 1: Overall Aim: Reduce Food Waste

Step 2: Potential activities for organic waste

- Home composting / wormeries
- Community composting
- Smart shopping / waste aware shopping – don't buy too much
- Love Food Hate Waste - recipes utilising leftovers

Step 3: Which activities are a priority, and how do we prioritise?

**Source: WRAP Waste Prevention Toolkit**

| | |
|---|---|
| **Potential Waste Impact** | What can the activity contribute in terms of impact on the waste stream? |
| **Contribution to targets** | How far does this contribute to your waste and other targets? |
| **How easy is the behaviour to change** | Is it visible or invisible behaviour? Is it one off or repetitive? |
| **Ease of Implementation** | How easy will it be in practical terms to take the project forward? Is it possible to build on an existing project? What skills and human resources will be required? |
| **Costs** | How much expenditure will be required? Is any new equipment required? |
| **What other environmental costs/ benefits?** | For example: transport impacts and social benefits (e.g. training and social inclusion) might there be? |
| **Fit with other projects** | How well will the new/improved project "fit" with the existing local, regional and national projects, priorities and targets? Can duplication and overlap be avoided? Will there be synergies / economies of scales? |
| **Local Circumstances** | Will local circumstance affect things? Think about issues as population density. Level of deprivation / wealth (e.g. ACORN classification), birth rate (real nappies). |
| **Longevity** | How long lived are project impacts likely to be? Just for life of project or will there be a more permanent behaviour change? |

# Exercise: Scenario Description

Local Authority Market Town

- 100,000 households
- Current growth rate 1.5 % p.a.
- Long term waste treatment facility planned for 2015
- Unemployment high (7%)
- Wide range of resident types / attitudes
- High proportion of organic waste and bulky materials in the waste stream

Overarching Aim

- Reduce growth rate to 0% per annum

Secondary aims:

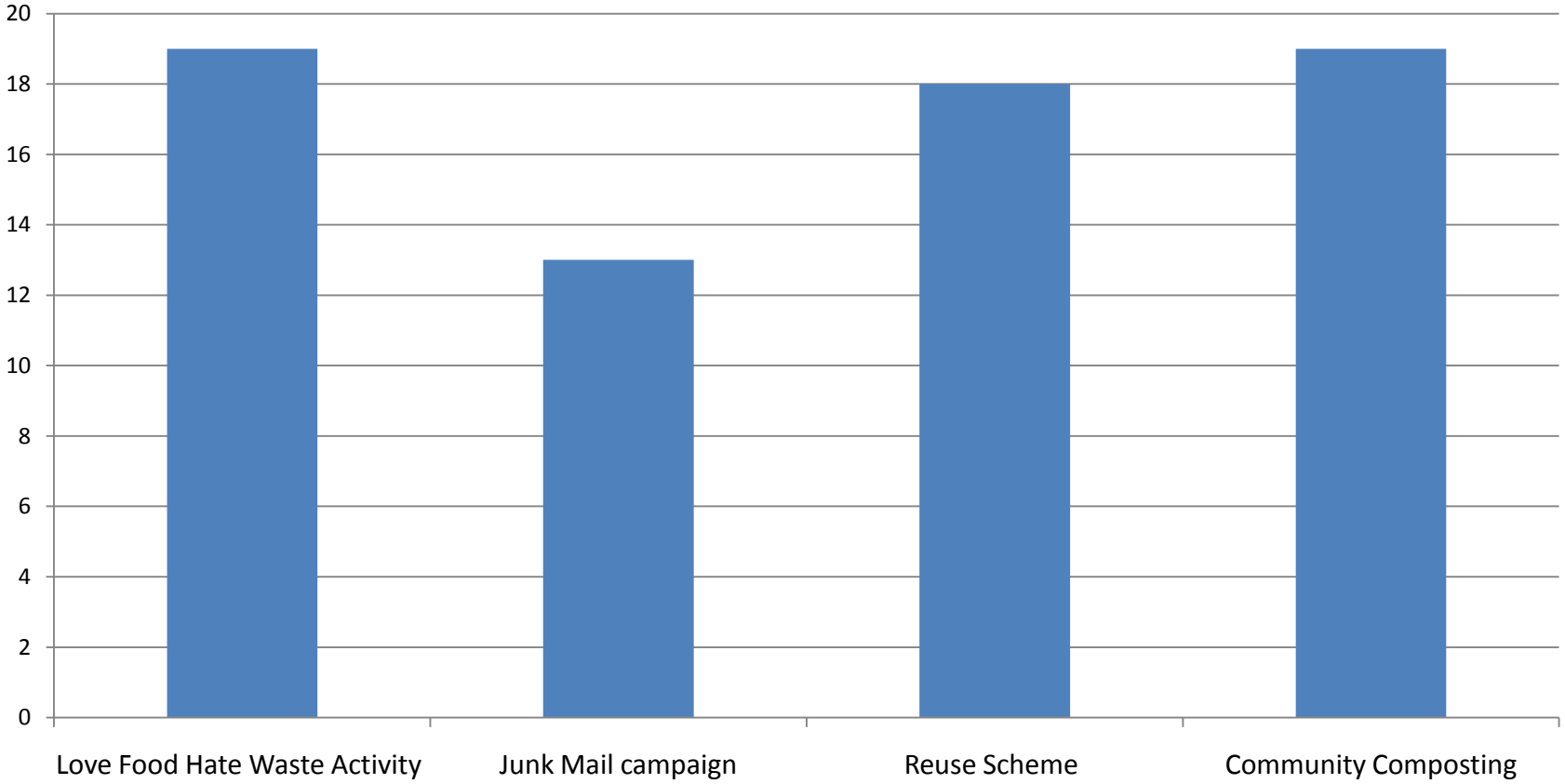
- Create jobs, training places and volunteer placements

# Exercise: Prioritisation of WP Activities

Already identified 4 potential WP activities (includes details on costs, potential diversion etc)

- Use the “Prioritisation matrix”
- Does the activity match the Overarching Aims?
- Score each activity for each criteria out of 5
- Select 2 priority activities

# Waste Prioritisation Graph



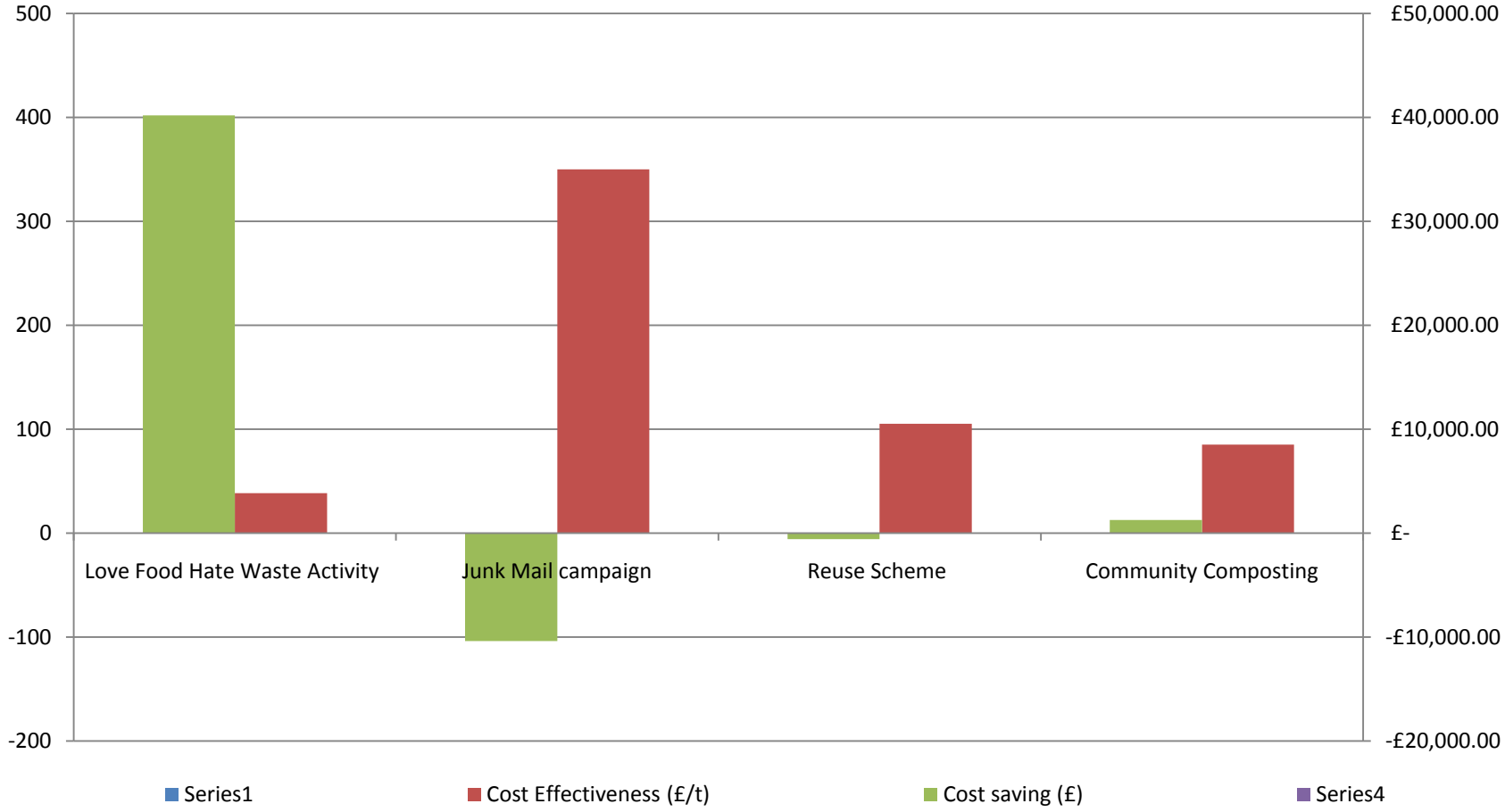
# Feedback

- Not all appropriate activities included
  - (e.g. Home composting)
- Consider amending the activities
  - e.g. Junk reduce costs via website marketing only
- Include other teams
  - Healthy living (LFHW) or housing for bulky waste
- Other factors to include – carbon?
- Check your costs / estimates
- What about the cost of staff time?

# Cost Analysis

| | | | |
|---|---|---|---|
| • LFHW | = | £30k | (A) |
| • Diversion | = | 780 tpa | (B) |
| • Cost per tonne diverted (£/t) | = | 30,000 / 780 | (A/B) |
| • | = | 38.46 | (C) |
| • Estimated savings @ £90/t | = | 780 x 90 | (B x landfill) |
| • | = | £70.2k | (D) |
| • Net savings | = | 70.2 – 30 | (D-A) |
| • | = | £40.2k | |

# Cost Analysis



# Step 4: Planning WP Activities

- Set individual objectives and targets for each activity
- Objectives / targets should be SMART, e.g.
  - Objective = reduce junk mail through door-stepping
  - Target = to get 2,000 households signed up to the MPS by the end of the year

# Step 4: Practical Considerations

- Roles and responsibilities?
- Key partnerships and stakeholders?
- Premises / venues needed?
- Vehicles / equipment?
- Staff, volunteers and training?
- Costs, revenue streams and funding?
- Health and safety issues?
- Insurances?
- Legal issues – planning and permits?
- Key target audience/s?
- The communications campaign?
- Use of a pilot scheme/s?
- Integration of activities, use of “hooks”?
- Incentives, e.g. cash back, vouchers etc?
- Monitoring and use of KPIs?

# Summary

- The 4 steps of Waste Prevention
- Focus on Strategic activities
- Focus on Prioritisation
- Planning in detail assists implementation

# Further Information on potential diversion

- WRAP Monitoring and Evaluation Toolkit: www.wrap.org.uk/local_authorities/research_guidance/monitoring_and_evaluation_guidance/
- WRAP Waste Prevention Toolkit http://www.wrap.org.uk/applications/waste_prevention_toolkit/restricted.rm
- Defra Research Study: Household Waste Prevention Activity in Dorset
- Defra's bulky waste toolkit:
- Bulky Waste Collections: Maximising Re-Use & Recycling – a step-by-step guide, available from the Waste Improvement Network website (www.win.org.uk).
- FRN Average Weight Lists: www.frn.org.uk/pdfs/FRN%202009%20Final%20average%20weights%20list.pdf

# THANK YOU

# Any Questions?