

County Wide Waste Prevention in Action



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Waste Prevention – Aiming High
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www.dorsetforyou.com/recycling

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Introduction

- About Dorset
- Dorset Strategy
- Prevention definitions
- Campaigns
- Questions



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About Dorset

- Population of 400,000
- 188,000 households
 - Second fastest growing County
- Predominantly rural county
- Two tier local government
- Dorset Reduction & Recycling Group



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Jurassic Coast & Olympics



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New Joint Municipal Waste Management Strategy for Dorset (2009)



- Strategy headlines
 - Partnership Strategy
 - Prevent growth of waste per head of population, longer term aim to reduce waste (measured 3 year average)
 - 60% recycling and composting target by 2015/16 (currently just under 50%)
 - 10 Action Plans – Action Plan 1 – Waste Prevention

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Prevention Definitions

- Avoidance
 - Love Food Hate Waste
 - Junk Mail
 - Real Nappies
- Reduction of household waste arisings (avoiding collection by the councils)
 - Home Composting
 - Furniture Reuse Centres
- Reduction to landfill (recycling / composting)
 - Kerbside recycling service

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Campaigns



- Home Composting
- Food Digesters
- Real Nappies
- Reuse
- Junk Mail
- Love Food Hate Waste

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Home Composting



- Dorset Partnership (9 Dorset local authorities) with Waste & Resources Action Programme (Wrap)
 - Over 55,000 bins sold between 2004 & 2009 inc*.
 - 33,558 tonnes diverted from landfill (accumulated benefit since 2004) - £2.7m saving (Wrap data)
 - 12,752 tonnes of CO2 saved
 - 15 active Community Composting Champions
 - Compost clinics
 - School visits
 - Wrap home composting advisor

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Food Digesters

- Trials

- Current offer - 500 discounted Green Cones
- Long term benefit survey 2008 (100 in 2004)
 - Results – 67 responses
 - Excellent / Good: 51%
 - Average: 21%
 - Below average / poor: 28%
- Prevention impact (West Sussex)
 - 1.7kg per week put in green cone
 - Extra 1.4kg prevention behaviour
 - Total diversion 3.1kg




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Real Nappies

- Ante-natal talks
- Events (nappucino's)
- £30 county-wide incentivised scheme
 - 386 applications - April 2008 – Sept 2009
 - 6 month questionnaires
 - 50% incentivised
 - £12k cost, £20K saved



www.dorsetforyou.com/realnappies

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Furniture Reuse

- Local reuse centres
- Dorset Forum
 - Dorset Reclaim
 - Second Chance Furniture
 - Furnicare
- Reuse Credits



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Reuse Directory

- A – Z of reduce, reuse, recycle
- Local reuse and recycling facilities
- Copies for all areas.
- Online generic directory



www.dorsetforyou.com/reusedirectory

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Junk Mail

- Junk Mail Solutions Pack
 - Mail Preference Service
 - Opt out service
 - Companies you deal with
 - No junk mail notice



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Junk mail roadshow

Dorset County Council 

No junk mail please

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I would like to stop unaddressed mail coming through my letter box.

<input type="checkbox"/> I would like to stop unaddressed mail coming through my letter box.	<input type="checkbox"/> I would like to stop unaddressed mail coming through my letter box.
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Love Food Hate Waste

- Wrap – National Campaign
- Dorset Campaign -last 13 months
 - General promotion – Sept to Oct 2008
 - Cookbook Folder – Nov to Dec 2008
 - Recipe competition – Jan to Feb 2009
 - Winners promotion and new recipes – March 2009 onwards
- South West Region Pledge Campaign
 - October / November 2009



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Recipe card winners



Pledge Campaign



Love Food Hate Waste



- Campaign Results
- November 2008 to November 2009
 - 75 events,
 - Cook book folders issued: 25,000
 - Best event: Cookbook launch – Ferndown – 1,400 people reached, 1,190 folders issued.
 - >1,000 resident pledges
 - Radio ads, bus advertising, editorials....

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Love Food Hate Waste



- Measurement
- People spoken to, cookbooks issued, website hits, pledges, residents feedback
- Increase in committed food reducers?
 - Wrap committed food reducers survey
 - Surveys very expensive
 - Example: Kent
 - Found rise from 10% to 20% in just 5 months
- Citizens Panel (3,000 Dorset residents)
 - (Results - December 09)

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Waste prevention communications

- Locations
 - Door to door
 - Supermarkets
 - Pedestrian streets
 - Schools
- Topic Driven
 - Junk mail
 - Home composting
 - Love Food Hate Waste
 - ...and next campaign - Packaging



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Questions?

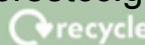
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