



## ***Building The Business Case For Waste Prevention***

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The Social Marketing Practice



### **“The Times They Are a-Changin’...”**

Dylan, R. 1964



- Impact of the economic downturn
- Changing behaviour of businesses
- Increasing pressures on local government budgets
- Changing policy focus towards waste prevention

**... New mindset where citizen needs are understood and are at the heart of change...**

**Metro Guide Frugality, May 21, 2009**

### Repair, not replace

You can save hundreds of pounds by repairing broken appliances. If your oven, dishwasher, toaster or fridge isn't working, turn to an online marketplace for repair. A recent survey shows that 45% of people who own appliances have broken down more than 100,000 times, saving more than 100,000 pounds and avoiding 100,000 pounds of waste.

Especially when you have a lot of appliances, it's worth investing in repair. At the start of the credit crunch, more than 4 million people bought repair kits. Many of these kits are made of plastic and can be used on a wide range of appliances. The kits are available for free on the website.

David Lister, CEO of Frugal Living, says: "So many people are still in the credit crunch and they're looking for ways to save money. Repairing appliances is a great way to do that."

How to repair an appliance: Visit [www.frugalliving.com](http://www.frugalliving.com) and visit the website. You can find a list of repair kits and their prices. You can also find a list of repair kits and their prices.

Spare part	Spares cost	Typical new appliance cost	Saving
Dishwasher	£20	£400	£380
Oven door seal	£5	£200	£195
Oven control panel	£10	£300	£290
Washing machine door filter	£15	£350	£335
Washing machine door seal	£10	£300	£290

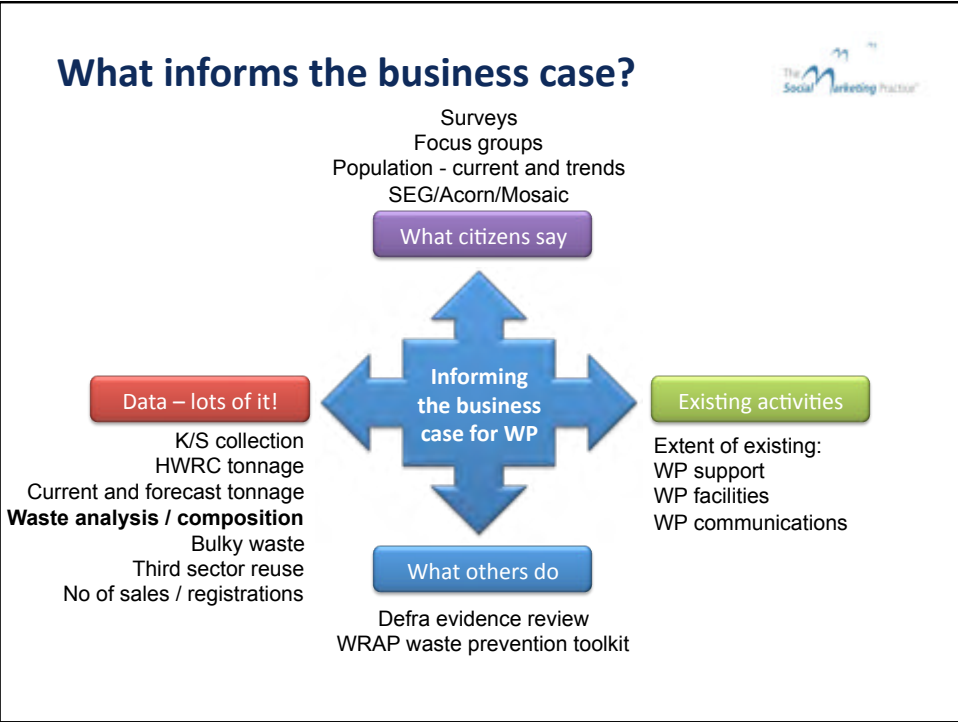
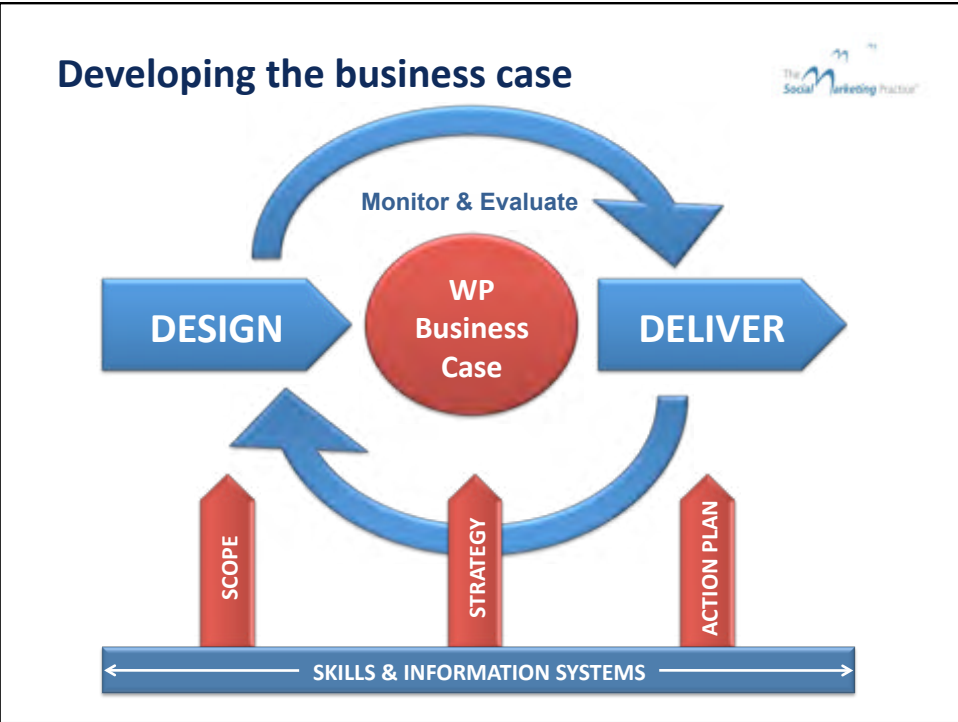
“sales of spare parts have increased by 50% since the start of the credit crunch..”

## It's cool to be frugal...



- The rise of the frugalista – fashion, food and gardening
- Top shop clothes swap
- “Scavenger chic” jewellery
- [www.frugal.org.uk](http://www.frugal.org.uk)





## Using waste analysis – key issues



Challenges	Opportunities
<ul style="list-style-type: none"> <li>• Expensive</li> <li>• Current categorisation doesn't lend itself to waste prevention</li> <li>• Currency of assumptions</li> </ul>	<ul style="list-style-type: none"> <li>• Essential to support the business case</li> <li>• Essential to prioritise where to target</li> </ul>

## Three key questions



- Who is producing the most waste and how much do they produce?
- What can households realistically do to prevent waste?
- What are the priority waste prevention behaviours?

Potential tonnage reduction that can be achieved through targeted behaviour change

## Which waste streams?



'000 Tonnes per annum
Primary category
Paper
Card
Dense plastic
Plastic film
Textiles
Glass
Miscellaneous combustibles
Miscellaneous non-combustibles
Ferrous metal
Non-ferrous metal
WEEE
Hazardous
Organic garden waste
Organic food waste
Liquids
Fines

## Which waste streams?... Which people?



'000 Tonnes per annum	ACORN Groups				
	A1	A2	A3	A4	A5
Primary category					
Paper					
Card					
Dense plastic					
Plastic film					
Textiles					
Glass					
Miscellaneous combustibles					
Miscellaneous non-combustibles					
Ferrous metal					
Non-ferrous metal					
WEEE					
Hazardous					
Organic garden waste					
Organic food waste					
Liquids					
Fines					

## Which waste streams?... Which people?



'000 Tonnes per annum	ACORN Groups				
	A1	A2	A3	A4	A5
Primary category					
Paper	Orange	Yellow	Orange		
Card					
Dense plastic					
Plastic film					
Textiles					
Glass					
Miscellaneous combustibles	Yellow		Yellow		
Miscellaneous non-combustibles					
Ferrous metal					
Non-ferrous metal					
WEEE					
Hazardous					
Organic garden waste	Red	Orange	Red		
Organic food waste	Orange	Yellow	Orange		
Liquids					
Fines					

## Re-assessing composition analysis



A waste management perspective

Primary	Secondary
Paper	Magazines & catalogues
	Other recyclable paper
	Paper packaging
Card	Liquid cartons
	Board packaging
	Card packaging
Dense plastic	Plastic bottles
	Other dense plastic packaging
	Other dense plastic
Plastic film	Packaging plastic film
	Carrier bags
Organic waste	Food waste (compostable)
	Food waste (non compostable)
	Garden waste

A consumer perspective



## A consumer behaviour perspective



000 tonnes per annum
Primary Category
<b>Paper</b>
Card
Dense Plastic
Plastic Film
Textiles
Glass
<b>Miscellaneous Combustibles</b>
Miscellaneous non-Combustibles
Ferrous metal
Non ferrous metal
WEEE
Hazardous
<b>Organic garden waste</b>
<b>Organic food waste</b>
Liquids
Fines
<b>Total</b>

Shopping related, e.g. food

Potential for reuse, donate, buy 2<sup>nd</sup> hand  
(textiles, some dense plastics e.g. toys, furniture)

## Priorities - A consumer focus



Code	Groupings (secondary waste categories)	A1	A2	A3	A4	A5
	Paper (junk mail, office paper, envelopes)					
	Packaging (food shopping related plastic/paper/card)					
	Textiles and dense plastic (eg toys)					
	Furniture					
	Disposable nappies					
	garden waste					
	food waste : compostable					
	food waste: non compostable					

## Priorities – a consumer focus



Groupings	Typical wastes (potential for prevention)	Behaviours
<b>Paper</b>	Junk mail, office paper, envelopes	Avoid junk mail
<b>Packaging (food shopping-related)</b>	Mushroom bags, cereal packets, plastic bottles, margarine tubs, yogurt pots, meat & chicken packaging, carrier bags, plastic film	Potential knock-on reduction from LFHW
<b>Textiles &amp; dense plastics</b>	Clothes, shoes, home furnishings, toys	Reuse, repair / refurbish, donate, buy second hand
<b>Furniture</b>	Wardrobes, drawers, tables, chairs etc. & some element of treated wood	Reuse, repair / refurbish, donate, buy second hand
<b>Nappies</b>	Disposable nappies	Use real nappies
<b>Garden waste</b>	Grass cuttings, twigs, leaves & small amounts of paper (also extends to compostable food waste)	Compost organic garden material at home
<b>Food waste: compostable</b>	Peelings, vegetables, fruit, bread, teabags etc	Responsible food management: 'avoidable' - LFHW
<b>Food waste: non-compostable</b>	Cooked meat and fish, cooked food, processed food, bought ready to eat	'unavoidable'- home composting and food waste digesters

## A shifting emphasis...



### Local authorities

- Need to transfer from a waste management to citizen focused approach

### Waste analysis

- Consider repackaging how waste composition data is captured and presented

## Developing the business case...



- Understand your data – if you have recent composition data – you’re potentially sitting on a goldmine of information
- Map your current waste prevention activities
- Understand what your citizens say and do