

# Waste Prevention Toolkit and Local Authorities

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## Waste Prevention

- Background to the toolkit
- Using the toolkit
- WRAP support



## The New Toolkit – **Step 1**

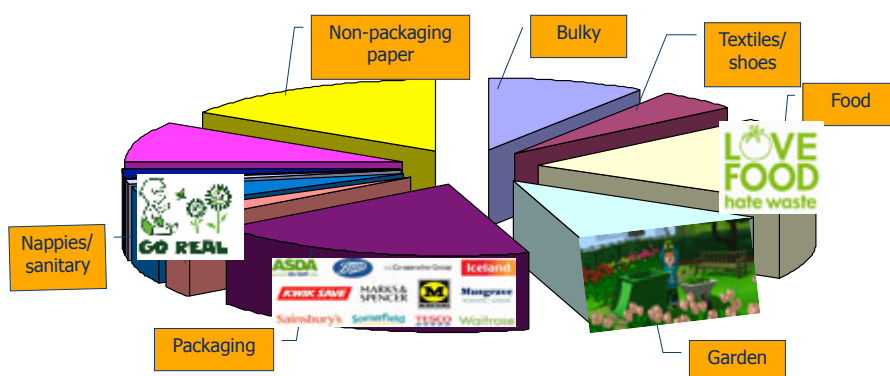
- The first stage of the process is to determine the drivers for waste prevention in your area.
- You are asked to consider:
  - Waste growth trends
  - National indicators – waste and non waste
  - Your Waste Strategy targets
  - LATS
  - Future disposal costs
  - Public opinion

## The New Toolkit – Step 2

The next section provides:

- Information about selecting waste reduction activities in terms of tonnes diverted from landfill.
- Likely diversion for different activities based on available data:
  - Home composting 150kg/hh/pa
  - Committed Food Waste reducer 78kg/hh/pa
  - Bulky waste – 30%
  - Real Nappies – nappy calculator

## Household Waste Composition England



## The New Toolkit – Step 3

- Once you have identified which waste streams to target the next step is to understand the behaviours you want to change.
- Selecting garden waste as an example you will need to consider:
  - One off behaviour - buying a bin
  - Repetitive behaviour - using the bin/community site
  - Getting those who do it to compost all available materials

**People need help to make responsible choices, i.e. facilities, services, support, information**

What information and support do you need to offer?

**People need to know what the benefits are - they need 'fairness' & 'recognition'**

What incentives will you provide?

What feedback will you provide?

**Encourage**  
(Give the right Signals)

**Enable**  
(Make it easier)

**Exemplify**  
(Lead by example)

**Catalyse**

**Engage**  
(Get people involved)

**People need to be involved**

What social networks will you use?

Who will you partner with?

How will you communicate?

**People need to know that you and everyone else is involved too**

What internal policies do you need in place?  
What do you need to do differently?

## The New Toolkit – **Step 4**

- Once you have decided which materials and behaviour to target you can read the details of the activities.
- These sections provide:
  - Information on improvements to your existing scheme
  - Information on implementation of new ones
  - A scoring system to allow you to prioritise the activities

## Activities

- Composting
- Food waste reduction – Love Food Hate Waste
- Donation
- Unwanted Mail
- Real Nappies
- Small changes in the home
- Sharing resources and time
- Waste Aware Shopping

## The New Toolkit – **Step 5**

- This considers how you measure the impact of any plan you put in place and activities you promote
- It includes a question bank for questionnaire surveys

## The New Toolkit – **Step 6**

- As you work through the toolkit you will have been asked to answer certain questions and score the different activities.
- The answers you give to the questions will be saved to produce your own outline plan.
- You can use this plan to develop a detailed Waste Prevention plan and then marketing and communications plans.

## Case studies

There are a range of case studies covering:

- Unwanted mail
- Donation/Reuse
- Community composting
- Master composter
- Community engagement
- Love Food Hate Waste

## Case Study - Essex County Council

Aim - To evaluate the effectiveness of the MPS in reducing the amount of junk mail received by Essex households.

- Two schools were invited to take part in the project.
- The project involved 2 visits to each of the schools by the Waste Education Team, the second taking place 4 months after the initial visit.
- Following the first visit, the pupils' families were asked to sign up to the MPS.
- During the visits, pupils audited the amount of junk mail received by the families in the 4 week period prior to the date of each visit.



## Essex Junk Mail - Results

- The amount of junk mail received by households not signed up to the MPS does not differ between ACORN 1 and 3 households.
- The amount of junk mail was reduced by 83% by the families in one school and 70% in the other.
- Junk mail could be reduced by around 4-5 kg/hh/pa.
- The elephants were a good way to generate PR interest.
- The project combined education and promotional techniques.

## Useful contacts

- [www.wrap.org.uk/WPToolkit](http://www.wrap.org.uk/WPToolkit)
- Case study template is found in the activities section of the toolkit
- Support is available by contacting [lgs@wrap.org.uk](mailto:lgs@wrap.org.uk) or at [www.wrap.org.uk/la](http://www.wrap.org.uk/la)
- Rachel Gray [rachel.gray@wrap.org.uk](mailto:rachel.gray@wrap.org.uk)

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Thank You