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SCOTTISH GOVERNMENT

ZERO WASTE SCOTLAND

Zero Waste Scotland

An integrated communication approach to support the waste management sector.

What is Zero Waste Scotland?

- Single delivery programme to support Zero Waste Plan.
- A one-stop-shop for advice and support on recycling, waste prevention and resource efficiency.
- Integrating: WRAP Scotland, Waste Aware Scotland, Remade Scotland, Envirowise, NISP, Keep Scotland Tidy and elements of CRNS.

Transition arrangements

- Single reporting/management relationship with Government.
- Development of single 2010/11 Operating Plan.
- Devise and deliver new architecture for 2011 onwards, aligned to Zero Waste Plan.
- Rebranding of all programmes under Zero Waste Scotland brand.

Work programmes:

- Campaigns
- Recycling
- Waste Prevention
- Market development
- Research
- Business resource efficiency
- Industrial symbiosis
- Third sector support
- Litter and fly tipping

Background

Between 2001 and 2009 the recycling and composting rate has increased from 5% to 34%;

93% of households now have access to kerbside recycling;

184 Recycling Centres and 3027 Recycling Points;

Supported by local, community based communications strategies in partnership with all 32 Scottish local authorities under the umbrella of the Waste Aware Scotland (now Zero Waste Scotland) campaigning programme.

The Scottish Government's Zero Waste Plan will outline a vision of a Scotland where:

Vision

- Understand and maximising value of resources
- Sustainable Economic Growth
- Minimising impact on environment
- Delivering on Climate Change

For local authorities this will include:

- Programme of support
- Landfill bans
- Best practice standards for collection services

Local Authority Support

- Training
- Kerbside optimisation
- Market review
- Local authority recycling
- Food waste collection and business case development

Education and Awareness

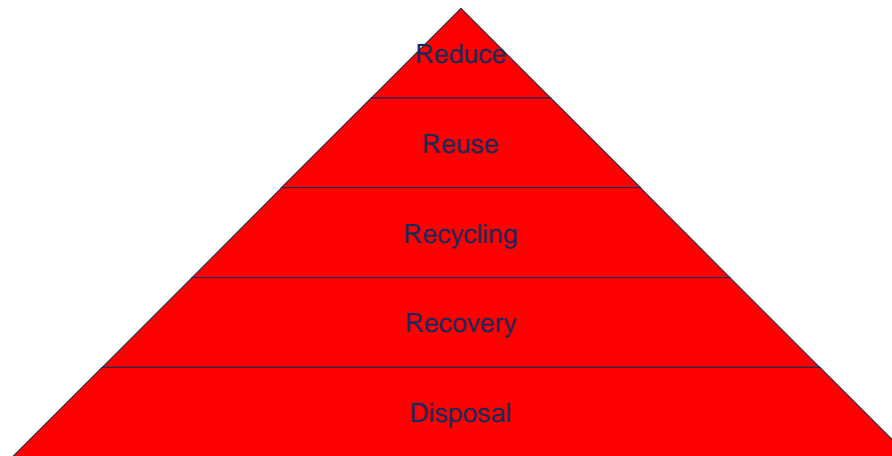
Direction

Well targeted integrated campaigns
“recycling on the go” +ve behaviour change
Public awareness around waste infrastructure

Actions

Driving public recycling
Food waste collection
Schools
Engaging public and LA around planning, for infrastructure
LA work streams

Adopting an integrated communication approach



In support of the Zero Waste Vision and in the achievement of targets, sustainable waste (resource) management should be planned for, implemented by, and ‘sold’ to the public, commercial sector and other stakeholders as an integrated approach that takes account of each element of the waste hierarchy.

Prevention (Reduce and Reuse)

A range of consumer facing campaigns and associated websites have been developed to raise awareness of and to help to change behaviour towards some key waste prevention activities.

The outcomes for each of these campaigns is measured in terms of various behaviour change matrices e.g. LFHW tracker survey, web statistics.

Delivery can and has been carried out at the national and local level.

A waste prevention 'ready reckoner' has been developed to support local authorities in helping to determine the ROI for each waste prevention activity.

Prevention (Reduce and Reuse)



Raising awareness of the environmental and economic impact of food waste and providing households with practical solutions.



Encouraging consumers to Reduce, Reuse and Recycle packaging.



Encouraging households to compost at home.

Prevention (Reduce and Reuse)



Reducing the amount of unwanted mail delivered to Scottish households.



Encouraging the reuse of furniture and household items.

Recycling and Composting

A range of communication strategies, campaigning materials and interventions have been developed to support local authorities to actively engage householders in positive recycling behaviour.

Optimisation of existing and new recycling services:

- altering the frequency of kerbside collections for recyclates or residual waste or both;
- increasing the capacity for recyclate collection and/or decreasing the capacity for residual collection;
- optimising capture and/or participation;
- improving the quality and range of recyclates collected;

- reviewing waste policies to facilitate greater recyclate capture;
- introducing new materials (food waste collections, mixed plastics, small weee, batteries);
- rationalisation of materials collected by system;
- recycling advisor intervention programmes;
- consumer feedback and system performance review;
- planning and implementation support strategies;

Recycling and Composting: New Branding

- Pilot developed late-2008
- Uses real products
- Normalises recycling behaviour
- Encourage people to recycle more materials, more often
- Supports OPRL scheme
- Closes consumer packaging loop
- Adopted and implemented by 27 local authorities
- Working with 43 retailers and brands
- Positive Feedback
- Awarded ISWA communication award 2009
- Wales piloting the approach



Everything here

can go in here

Recycling Helpline 08451 55 00 22
www.fifedirect.org.uk/wasteaware
waste.aware@fife.gov.uk

Fife Council

Reduce Reuse Recycle towards zero waste

Waste Aware Fife

Recycling and Composting: New Branding



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Route 11

Everything here

can be recycled by using
East Lothian's Kerbside
Recycling Service

East Lothian Council
let's not waste
East Lothian
Reduce Reuse Recycle
towards zero waste
Waste Aware
East Lothian

New Kerbside Guide
(East Lothian Council)



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Everything here

can be recycled using
the new improved
Kerbside Recycling Service

CLACKMANNANSHIRE
COUNCIL
Reduce Reuse Recycle towards zero waste
Waste Aware
Clackmannanshire

Kerbside System Change
(Clackmannanshire Council)



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Everything here

can be recycled using the
new Kerbside Recycling
Service on Mull and Iona

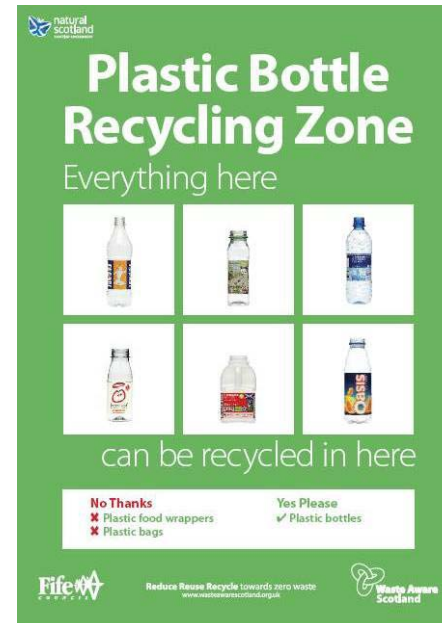
Argyll & Bute
COUNCIL
Reduce Reuse Recycle
towards zero waste
Waste Aware
Argyll & Bute

New Kerbside System
(Argyll & Bute Council)

Recycling and Composting: New Branding

Potential further opportunities:






- Recycling Zones
- Reverse vending schemes
- Deposit return schemes
- Retail take back schemes
- On-street recycling facilities
- Litter bins
- Front of store recycling facilities
- Internal recycling in businesses
- Recycling in public spaces e.g. national parks, airports, and shopping centres
- Recycling in schools



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Plastic Bottle Recycling Zone


Everything here

can be recycled in here

No Thanks	Yes Please
✗ Plastic food wrappers	✓ Plastic bottles
✗ Plastic bags	

Fife  Reduce Reuse Recycle towards zero waste
www.waste.scotland.gov.uk

Waste Aware
Scotland 



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Recycling Zones

Everything here

can go in here



ACCESSLine 08452 777 778
www.angus.gov.uk
recycling@angus.gov.uk

Reduce Reuse Recycle
towards zero waste

Waste Aware
Angus 

Recovery

Requirement for integrated communication strategies to support the development of recovery infrastructure;

Communications should be undertaken in the context of the whole local integrated sustainable waste management solution not in isolation as solely the recovery technology;

The 'concept' and 'sell' should be about the whole system provision (reduce, reuse, recycle, recovery and disposal) as demonstrated by the Zero Waste Project between the City of Edinburgh and Midlothian Councils;

Effective communication planning can be as important as procurement and build.

Recovery

- SWOT analysis for provision of recovery infrastructure.
- Stakeholder map for recovery infrastructure communications.
- SMART objectives setting the outcomes for the communication strategy.
- Specific communication strategy development (RRRRD), identifying key methods for communicating with your key audiences
 - Focus groups, surveys, marketing, briefing notes and sessions.
 - Council publications, local press, local newsletters, community liaison officers, road shows, displays, community profiling, websites, e-zines, social networks, video clips.
- Timing
 - Need to communicate with different people at different times and in different ways.
- Planning and costing for communication activities.
- Monitoring and evaluation.

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Thank you

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