

North London Waste Prevention Plan Summary

1 April 2016 to 31 March 2018



This summary leaflet has been produced by North London Waste Authority (NLWA) to provide you with an overview of the 'North London Waste Prevention Plan 2016-18'. It provides a brief description of the waste prevention priorities in north London until 31 March 2018 and sets out specific actions that will be implemented in north London in order to deliver the strategic objectives for waste prevention contained within the North London Joint Waste Strategy (NLJWS).

Background

NLWA is the joint statutory waste disposal authority that arranges the disposal of waste collected by the seven constituent boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest.



The population of north London is highly diverse with many different nationalities, cultures and communities represented, and with a growing, transient population. These factors combined create a considerable challenge in terms of effective dissemination of waste prevention messages.

The 'North London Waste Prevention Plan 2016-18' (the Plan) is a two-year programme aiming to reduce the amount of waste that needs to be managed in north London. It was developed in liaison with the NLWA Chair, the Member Recycling Working Group, NLWA officers, borough officers, community partners, delivery agents, and approved by Authority Members at the February 2016 Authority meeting.

The Plan was driven by European, national, regional and local statutory drivers as well as NLWA's, and the seven boroughs', strategic priorities. It follows principles of the waste hierarchy as introduced by the Waste Framework Directive (2008/98/EC) and was also developed in

the context of priorities and guidance set out in the 'EC Circular Economy Package', the 'Waste Prevention Programme for England 2013' and a number of industry reports and publications.

The waste hierarchy

Whilst recycling is a very effective way to reduce our environmental impact and costs related to waste disposal, preventing waste is the best option as it avoids the industrial processes involved in recycling and helps reduce our carbon footprint. Preventing waste from occurring delivers the best **environmental** (reduction in carbon emissions and use of hazardous materials), **economic** (reduced waste management costs, reduction in costs from wasted food, job creation) and **societal** (increased jobs and training) outcomes, and is key to moving towards a more sustainable economy.



Aim and priorities

The 'North London Waste Prevention Plan 2016 - 18' aims to **reduce municipal waste arisings in north London, promote resource efficiency and improve the local environment through a comprehensive and sustainable programme of waste prevention activities.**

It is estimated that through the two-year waste prevention programme, nearly 20,000 tonnes of waste will be diverted from disposal, representing 1.42% of the 2014-15 waste arisings.

Priority waste streams identified in the Plan are:

- **Food waste:** this is still one of the largest components of the waste stream from north London households, most of which is 'avoidable' so it is a key priority for action. Food waste reduction can provide significant financial benefits; it can save households up to £60 per month as well as helping north London boroughs save money by reducing tonnage for composting and disposal.
- **Furniture reuse:** this is a second focal area due to its high tonnage diversion potential. The purchase or free supply of second-hand/previously owned furniture through second-hand shops, charities and community exchange events such as 'Give and Take' days also provides the next users of furniture with a financial benefit too.
- **Textile waste:** this is the third priority area because of the potential tonnage diversion clothing reuse can achieve as well as the relatively high carbon savings gained by extending the life of existing clothing. Textile reuse extends product life and provides direct financial savings to residents. It can also assist with job creation and other financial impacts that occur in the supply chain.

Even though the focus of NLWA's waste prevention activity is on the three waste streams listed above, the Plan continues to be complemented by smaller scale initiatives, which will promote reduction of other waste streams such as paper, plastic bags, nappies, and packaging.

The 2016-18 Plan uses a combination of policy measures and action-oriented activities. These are based upon the Defra '4E's' behavioural change model: enabling people to make a change, encouraging actions, engaging with the community and exemplifying what is being done by others.

Measures and instruments employed for the development of the Plan fall under categories that promote certain types of actions:

- **Technical:** aim to divert waste directly and reduce consumption of natural resources.
- **Economic:** provide subsidies to encourage waste reduction behaviours.
- **Educational:** change the behaviour of all actors involved by providing information about the environmental impact of waste and the benefits of waste prevention.
- **Organisational:** coordinate with various stakeholders and institutions involved in waste prevention.

Overall, priority waste streams and policy instruments proposed still match those identified within the 'Waste Prevention Programme for England', those contained in the more recent 'EC Circular Economy Package' and the waste prevention priorities identified in the 'Resource London' programme. Therefore, the priorities and instruments identified in the Plan match priorities set out at all three levels of strategic direction - European, UK and pan-London.

Key activities and programmes

Options to include in the programme according to priority areas and measures discussed are the following:

Food waste reduction

- Food waste stalls at large festivals, fairs, offices, supermarkets, farmers' markets and shopping centres.
- Intensive work with community groups through workshops, presentations and cascade training sessions.
- Work with educational establishments, halls of residence and student unions.
- Displays in public spaces such as libraries and community centres offering information and free tools.
- Food waste demonstrations and cookery sessions providing residents with skills.
- Events where free lunch is offered to the public from food that otherwise could have been wasted, along with advice on food waste reduction.
- Composting sessions and composting collection points.
- Sessions bringing together a mix of people involved in the food industry, sharing experiences with residents around food.
- Food waste prevention activities around specific foods that are more likely to be wasted during specific times of the year, such as summer and Christmas.
- Advertising, print, digital and social media activity.



Textiles

- Delivery of clothing exchange and repair and upcycling events.
- Promotional support to existing clothing exchange networks.
- Work with universities in the promotion of swishing events.
- Press, digital and social media activity.

Furniture reuse

- Delivery of community exchange events.
- Delivery of community repair and upcycling activity.
- Work with local third sector organisations.
- Promotion of local community exchange systems such as 'Freegle', 'Freecycle' and loan and hire libraries.
- Support 'Second Time Around' - the reuse shop at the Kings Road Reuse and Recycling Centre.
- Press, digital and social media activity.



Other waste prevention activity

- Organisation and delivery of the 'North London Waste Prevention Exchange'.
- Intensive work with primary schools to raise awareness of waste prevention and recycling amongst pupils and their families.
- Activities to mark 'European Week for Waste Reduction'.
- Work with small local retailers and their customers for the promotion and use of reusable bags.
- Promotion of paper reduction and guidance about how to opt out of receiving unwanted marketing material.
- Continue to produce and promote reference guides relating to businesses and householders.
- Provision and promotion of a financial incentive to parents using reusable ('real') nappies on their babies.
- Delivery of events promoting dry and food waste recycling.
- Delivery of outreach face-to-face activity to promote the Waste Electrical and Electronic Equipment (WEEE) scheme to north London residents.



Monitoring and review

Measuring the success of waste prevention activities is a challenging process as, at present, there is no common set of tools or indicators that can be widely used to measure the relative and absolute impact of waste prevention initiatives.

All activities included in the Plan will be rigorously evaluated and impact will be measured via a suite of monitoring methods:

- Physical measure of waste diverted, for example, weighing of items at community exchange events (impact measure).
- Survey methods
- Feedback, for example, from conversations with participants of feedback questionnaires (impact measure).
- Activity statistics, for example, number of events, number of attendees, indirect impact of press/social media activity (output measure).
- Proxy measures, for example, number of reference packs requested, Mailing Preference Service (MPS) registrations (impact measure).

The nature of the specific waste prevention activity will determine the type of measurement that will be employed.

In order to ensure that targets are being met and the quality of the information provided is of high standards, the Plan will be thoroughly reviewed and assessed to ensure that objectives are met and the activity delivered is in line with local and national priorities. It will also ensure that regular updates are disseminated to key stakeholders.

Progress will be reported at meetings, via electronic newsletters and other channels. Bi-annual meetings will be organised with senior borough officers, Members and NLWA officers to provide a further update on activity happening in specific boroughs and to seek feedback. NLWA and borough officers will continue to hold quarterly meetings which provide a trusted source of information and a forum for information exchange and best practice sharing.

Major partners, who will contribute to the implementation of this Plan, include local authorities, national bodies, local businesses, the north London community and the voluntary sector. The project partners, as well as secondary partnerships, will play a crucial role in the development of the Plan.

More information

A copy of the North London Waste Prevention Plan 2016-18 is available for download at nlwa.gov.uk/about/authority-strategies