

Agenda Item No:

NORTH LONDON WASTE AUTHORITY

REPORT TITLE:

NORTH LONDON WASTE PREVENTION PLAN

REPORT OF:

HEAD OF WASTE STRATEGY & CONTRACTS

FOR SUBMISSION TO:

AUTHORITY MEETING.

DATE:

10th February 2010

SUMMARY OF REPORT:

This report outlines actions towards implementing the waste prevention objectives outlined in the North London Joint Waste Strategy, February 2009. A new waste prevention plan has been developed which updates and replaces the one approved by the Authority in February 2008.

RECOMMENDATION

The Authority is recommended to approve the programme of work as outlined in the *North London Waste Prevention Plan April 2010 - March 2012* and attached in Appendix 1.

Signed by:

Head of Waste Strategy & Contracts

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Date: 1st February 2010.

1.0 WASTE PREVENTION OBJECTIVES IN THE DRAFT NORTH LONDON JOINT WASTE STRATEGY

- 1.1 The North London Joint Waste Strategy (NLJWS) sets a target to reduce municipal waste growth down from a predicted 3% growth per annum until 2010 and to a desired 2.5% from then onwards. Additional sensitivity modelling in the Strategy also models the impact of a 2% per annum, 1% per annum and 0.5% per annum growth rate throughout the Strategy term to assess the impact of further reductions.
- 1.2 Background work on waste trends indicates that municipal waste growth varies considerably year on year. Historically the waste stream had increased in size every year, but between 2006/07 and 2008/09 there was negative growth (i.e. a reduction) of 4%.
- 1.3 This is likely to be due to the success of waste minimisation initiatives, the impact of the landfill tax, the drive to reduce packaging and the most significant impact of the general decline in economic activity in 2008/09 meaning that less waste is produced than was previously expected.
- 1.4 The NLJWS sets out a series of Strategy Implementation Actions which the partners have agreed in order to achieve the waste growth reduction targets.
- 1.5 As these Strategy Implementation Actions are 'high-level' actions, the first North London Joint Waste Strategy Waste Prevention Implementation Plan was developed in 2006 to identify the shorter term, practical actions that were needed to achieve these high-level aims. At the February 2008 Authority meeting the first prevention plan was replaced by the North London Waste Prevention Plan (NLWPP) *April 2008-March 2010*. The latter expires at the end of March 2010, so a successor NLWPP has been prepared for the period between April 2010 and March 2012. The proposed actions and benefits, a timetable for the 2010/11 actions and a monitoring regime as included in the Plan are attached in Appendix 1. (The full plan is some 46 pages long). A full copy of the North London Waste Prevention Plan is available from Dimitra Rappou, NLWA Waste Prevention Officer.
- 1.6 It is anticipated that the NLWPP will play an important role in the long-term procurement process. The cost of new waste management, recycling and disposal facilities post-2014 is expected to be markedly higher than current costs, with these costs being primarily passed on to the constituent boroughs via the levy or any future agreed arrangements. Any reduction in waste arising due to waste prevention activities will help minimise these costs.

2.0 DEVELOPMENT OF THE NORTH LONDON WASTE PREVENTION PLAN

- 2.1 As the NLWPP expires on 31st March 2010, NLWA officers have prepared a draft NLWPP for 2010/12. The new plan has been guided by various developments and the publication of a number of recent reports, such as the 'DEFRA Evidence Review' and a number of reports produced by the Association of Cities and Regions for Recycling and Sustainable Management of Resources (ACR+), which the Authority joined earlier this year.

- 2.2 The plan also considered the results of an internal workshop held in 2009 with the Waste and Resources Action Programme (WRAP) and north London waste prevention officers, which examined the composition of north London's waste and the likely most effective interventions from a tonnage perspective as a result.
- 2.3 The draft NLWPP retains many of the actions and strategies set out in the 2008 plan, and includes policies, aims, objectives and targets for waste prevention in north London until March 2012. Towards the end of this period, the NLWPP will be reviewed and a new plan will be developed for implementation from 2012.
- 2.4 Where possible, financial and resource implications for delivering the NLWPP are outlined as well as anticipated benefits of implementing the specific waste prevention activities.
- 2.5 The draft NLWPP identifies opportunities for cross-regional programmes and focuses on actions that can be delivered by the Authority in partnership with the constituent borough officers. The draft NLWPP complements the constituent boroughs' waste prevention strategies and plans, and puts emphasis on programmes that are complementary to these rather than being all-encompassing.

3.0 KEY PROGRAMMES

- 3.1 The initiatives identified in the draft NLWPP consist of a number of voluntary incentives, awareness raising programmes, educational measures and economic instruments. The specific actions are separated into high and medium priority; all high priority actions are planned to be carried out for the whole duration of the plan, while most medium priority actions are expected to run for just one year within the life of the proposed plan.
- 3.2 The work programme for 2010/11 includes continuation of the Love Food Hate Waste campaign to reduce food waste, which in 2009/10 was supported by funding from WRAP; participation in the European Week of Waste Reduction organised by ACR+ from 20th to 28th November 2010; development of a waste prevention education programme in schools across north London; and further work on furniture reuse.
- 3.3 The 2010/11 proposed budget for the draft plan, excluding reuse and recycling credits is £242,500, which is provided for in the Budget and Levy report elsewhere on this agenda. It is anticipated that this will result in a significantly raised profile for waste prevention across North London, in turn contributing to a reduction in total waste arising. The provisional budget for 2011/12 is £255,500 which will be firmed-up in the 2011/12 budget process.
- 3.4 The communications implications of this waste prevention plan will be incorporated into the communications strategy for the organisation as a whole.

4.0 RECOMMENDATION

- 4.1 The Authority is recommended to approve the programme of work as outlined in the *North London Waste Prevention Plan April 2010 - March 2012* and attached in Appendix 1.

5.0 FINANCIAL ADVISER'S COMMENTS

- 5.1 The Financial Adviser has reviewed this report and his comments have been incorporated within the body of the report.

6.0 LEGAL ADVISER'S COMMENTS

- 6.1 The Legal Adviser has reviewed this report and has no further comments to add.

Local Government Act 1972 – Access to information

Documents used: Household Waste Prevention Toolkit, National Resource and Waste Forum, August 2006

A more recent online waste prevention toolkit is also available on the WRAP website (this requires prior registration) at: http://www.wrap.org.uk/applications/waste_prevention_toolkit/

North London Joint Waste Strategy, February 2009

North London Waste Prevention Plan, 2008-2010, available at www.nlwa.gov.uk/yourwaste

Household Waste Prevention Evidence Review – WR1204, Defra, October 2009:

Defra (2009) Evidence Review (WR 1204) Household Waste Evidence Review: Executive Report

The Final Report : [WR1204 “Household Waste Prevention Evidence Review” – Executive Report \(L1 m1\)](#) and the associated supporting reports are available at: [Defra, UK - Science Search](#) –

<http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=O&ProjectID=16161>

Waste prevention in regional waste management plans, Comparative study of 7 regional and sub-regional authorities in Europe, Technical report, ACR+ June 2006

Quantitative Benchmarks for Waste Prevention, A guide for
Local & Regional authorities in support of the new Waste
Framework Directive, ACR+, November 2009

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Table 1: Actions and Anticipated Benefits

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
4.A	Urge greater action from Government to minimise waste	Medium	Organisational measure	Continue to submit responses to government consultation processes, promoting the waste hierarchy and waste prevention considerations.	Successful lobbying may result in changes in governmental policies and practices for the financial and environmental benefit of north London residents.	-	-
			Organisational measure	Effectively engage with appropriate representatives and urge greater action when attending national waste related conferences.	This activity cannot be translated in tonnage diversion from disposal, therefore no cost benefit analysis can be carried out. However, the potential outcomes from taking a more proactive position in lobbying could directly impact upon waste growth in north London.	-	-
4.A2 4.A3	Support Business Networks and encourage waste prevention amongst local businesses	Medium	Voluntary incentive	Update written reference material prepared in 2009-10 to reflect current programmes and infrastructures.	Reduction in costs is anticipated as the amount entering the waste stream will be reduced. The benefits are indirect and medium term, hence cost-benefit ratio cannot be assessed.	£ 1,000	£ 1,000

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Voluntary incentive	Investigate opportunities for more support materials that can be provided to trade waste officers which can then be offered to trade waste customers. Deliver a campaign targeting shops which will be aimed at reduction of single use shopping bags and promotion of reusable shopping bags.	Promotion of reusable shopping bags has a prevention potential of 1kg/person/year . Since its quantitative waste prevention impact may not be high, reusable shopping bags are an emblematic material which is very popular with the public and easy to implement. Hence it provides a good starting point to educate the public on the bigger impact activities. If 35 shops agree to participate (5 per borough) and they promote the scheme to 200 customers the scheme will result in direct diversion of 7 tonnes . The extent of practice for always using a reusable shopping bag according to Defra's Evidence Review is only 23% so there is much potential for improvement. If a further 10% of north London residents use reusable bags, this action could result in 208 tonnes reduction in waste produced by plastic bags.	£ 7,000	-

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Voluntary incentive	Briefing session in each constituent borough where trade waste officers will be informed on the trade waste supporting material and its proper use or if it cannot be delivered in-house to commission an organisation to run the scheme.	Costs required to cover venue and audio visual equipment (if delivered internally) or to cover management costs if the activity is tendered. Tonnage diversion cannot be estimated.	£ 3,500	£ 3,500
			Organisational measure (year 1) and Voluntary incentive (year 2)	Monitor available research relating to packaging waste and identify fastest growing types of retail packaging that can be targeted by a waste prevention campaign. Research to be carried out in 2010-11. Campaign to be delivered in 2011-12.	Promotion of actions against unnecessary packaging can result in reduction in waste of 5kg/person/year . If 35 trade waste customers agree to take part and involve 200 of their customers each, it can result in immediate diversion of 35 tonnes . It is expected that more people are going to be affected indirectly and examples from Europe show that 13% of the population can change their purchasing habits after stores implemented sustainable waste management practices. This in north London could potentially result in 1,357 tonnes reduction from disposal ¹ .	-	£ 7,000
4.B1	Seek external funding to run waste prevention public awareness campaigns	Medium	Organisational measure	Approach organisations such as WRAP and seek funding for waste prevention campaigns.	Waste arisings will be reduced as a result of this action, although direct benefits are going to be determined by the duration, target material and amount of funding.	-	-

¹ Calculation based on average of 3 people per household. 13% in north London is equivalent to 90,480 households= 271,440 residents that can potentially divert 271,440x5kg= 1357.2 tonnes of packaging waste

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
4.B2	Share good practice on waste prevention activities	High	Awareness raising programme	Following the WRAP funded Love Food Hate Waste campaign in 2009-10 which was delivered across north London, continue to support food waste reduction programmes by running a series of Love Food Hate Waste events across all seven constituent boroughs.	According to WRAP, continuation of the Love Food Hate Waste campaign in north London can increase the percentage of committed food waste reducers by 10% and divert 3,753 tonnes of food waste by March 2011. The NLWA contribution will further complement the pan-London food reduction campaign which is planned for next year. Cost per tonne: £4	£15,000	£15,000
			Awareness raising programme	Support the ACR+ 100kg waste reduction campaign by renewing the membership and taking part in the European Week for Waste Reduction (EWWR).	Evidence from ACR+ shows that if authorities target the four priority waste streams with the highest potential, i.e. organic, paper, packaging and products with high reuse potential, they can achieve a reduction of 70-140 kg/person/year . This in north London can be translated to 75-150 tonnes of waste diverted from disposal directly and potentially 2,233-4,466 tonnes indirectly ² . The EWWR in 2010 will run from 20 th to 28 th November 2010 but dates for 2011 may be different. Following recent findings from Defra, it is proposed to target one material during EWWR which has high waste reduction potential, i.e. organics. The other three waste priority streams as identified by ACR+ will be targeted by different waste prevention actions and they are covered elsewhere in Table 8. Average cost per tonne: £5.60.	£20,000	£20,000

² Calculation based on the Love Food Hate Waste Roadshows where 1,077 were affected directly during one-to-one conversations at roadshows and another 31,900 indirectly via OTS.

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Voluntary incentive	Promote junk mail opt-outs, such as the Mail Preference Service and encourage action versus unaddressed mail. A survey carried out by the Direct Mail Association in 2008 showed that 68% of people do not want to receive unaddressed mail.	According to Defra's Evidence Review, whilst 'no junk mail' schemes can divert 5kg/person/year they can also provide an emblematic waste stream which is effective in leading the waste prevention debate and educating the public on the bigger impact activities. Approximately 3% of waste generated by UK households each year is as a result of unwanted mail ³ . Of this, 40% are free newspapers, 30% come from organisations the recipient already has some dealings with, while direct marketing or flyers forming the remaining 30% or less. This amounts to approximately 18kg per household per year. If 10% of households are encouraged to sign up to recognised services for avoiding unwanted mail, 1,252 tonnes of waste could be diverted from disposal in north London.	£ 7,000	£ 5,000

³ Waste Strategy 2007

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Educational measure	Continue to hold quarterly Waste Prevention Officer meetings.	Experience from Europe suggests that regions can benefit from undertaking in depth case studies on the planning, implementation and evaluation of waste prevention programmes and the analysis and synergies between waste prevention efforts ⁴ . It is therefore proposed that along with the quarterly meetings, the Waste Prevention Officer group exchanges waste prevention policy experience by visiting a related waste facility or a waste prevention exemplar project e.g. ACR+ awarded regional project, which can then be replicated in north London.	£ 3,000	£ 3,000

⁴ ACR+ (2009) Quantitative Benchmarks for Waste Prevention: A guide for local and regional authorities in support of the new Waste Framework Directive

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Awareness raising programme	Promote behavioural change and awareness raising through a structured and resourced waste prevention education programme in schools across north London.	Results from the last two years' Watch Your Waste Week were consistent and suggested that schools can improve their performance and achieve 50% reduction in waste through the implementation of waste reduction initiatives. Schools have the potential to halve their waste from 1tn to 0.5tn a week and implementation of initiatives in two schools in each one of the seven constituent boroughs can result in reduction of 280 tonnes ⁵ a year. Cost per tonne diverted is £71 but it excludes the impact on parents as reaching children can be a way to educate entire households. If these pupils take the waste prevention message home and their parents change their consumer habits and reduce their waste by 10%, this action could potentially divert a further 250 ⁶ tonnes from disposal.	£18,000	£18,000

⁵ Calculation based on 40 weeks in a school year and average reduction of 50%, from 1 tonne to 0.5 tonne in one week.

⁶ It is assumed that the 14 schools have an average of 300 pupils each and the total number of pupils reached via the project is 4,200. 10% of average residual waste in north London is 59.5kg. Therefore, if 4,200 are affected this can result in 250 tonnes diverted from disposal.

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Educational measure	Promote the sharing of good practice and educational materials and resources on waste prevention activities across north London by holding quarterly Waste Education Officer meetings.	There is a range of waste education centres in London and Officers will benefit by visiting them. It is also proposed to join a The London Environmental Education Forum (LEEF) which is a networking organisation that aims to support, facilitate and promote environmental education across London. Members benefit from information sharing through regular training events and emails and the quarterly newsletter keeps members up to date on suitable legislation and development opportunities as well as receiving support for relevant campaigns. Costs to cover venue hire which may be required to hold meetings in other educational establishments. It also covers site tours, training and LEEF membership. No direct tonnage diversion can be estimated.	£ 1,000	£ 1,000

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
4.C1	Support best practice in reuse and encourage partnerships with 3rd sector	High	Voluntary incentive	Continuation of the Reuse Capacity in London report.	Evidence shows that there is significant potential to capture many more items for reuse ^[2] . Only 15% of bulky waste is reused and a further 25% recycled, leaving more than 1 million tonnes going to landfill or incineration ⁷ . At national level authors suggest that between a quarter and a third of bulky waste would be feasible if best practice approaches were adopted, including better integration of third sector and local authority infrastructure ⁸ . It is therefore proposed to continue the reuse work that started in 2008-09 following the Reuse Capacity in London report and also investigate the opportunity for and benefits of letting a pan-north London furniture reuse contract.	£12,000	£12,000

⁷This figure is just an estimate based upon tonnage projections from various projects. There are no official waste statistics on reuse. WRAP recently commissioned work to size and characterise reuse to support its work in the sector.

⁸ Defra (2007) WR0103: Eunomia Research and Consulting, The Environment Council, Atlantic Consulting. Household Waste Prevention Policy Side Research Programme

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
			Voluntary incentive	Work with existing textile reuse organisations to deliver a pan-north London textile reuse campaign.	It is widely recognised that there are a lot of opportunities and growth potential for reuse activities by involving third sector organisations. The UK generates 1.5 to 2 million tonnes of clothing waste a year, of which only 16% is recovered for reuse or recycling ⁹ . 5% of north London's waste (45,741 tonnes/year) is textiles and each person in north London wastes 27kg of shoes and textiles a year. Promotion of second hand trade has prevention potential of 5kg/person/year ¹⁰ . Therefore textile reuse projects have high reuse potential and can divert 8,675 tonnes/year from immediate disposal.	£12,000	£12,000

⁹ Defra sustainable clothing roadmap, <http://www.defra.gov.uk/environment/business/products/roadmaps/clothing.htm>)

¹⁰ Defra 2009, WR1204 Household Evidence Review

NLJWS Applicable Action	Waste Prevention Initiative	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
4.D1	Home composting	Medium	Economic instrument	At the time of writing, and since the cessation of WRAP home compost bin subsidies, local authorities across the country can no longer offer subsidised home composting units to their residents unless they pay for the subsidy themselves. A pending Waste Improvement Network framework contract may provide an alternative. Regardless of the outcome of the above, it is proposed to support a campaign to encourage home composting and if no discounted bins are available, to look into options for providing alternatives to residents that wish to purchase compost bins.	Home composting bins can divert on average 150kg of waste per annum. Even though composting has high potential in tonnage diversion, no funding for this activity is allocated for 2010-11, until definite plans and agreements derive by WIN's procurement exercise. £15,000 has provisionally been allocated for work in 2011-12 but specific actions will be identified towards the end of the first year.		£15,000
	Sub-total of Waste Prevention Initiatives					£99,500	£122,500

NLJWS Applicable Action	'Other Recycling Initiatives'	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
4.B4	Offer incentives and rebates to residents for reducing waste (not including reuse and recycling credits)	Medium	Economic instrument	Provide and promote a financial incentive to parents opting out to use reusable 'Real Nappies' on their babies. NLWA to continue to pay £54.15 per child using 'Real Nappies' and support the development of the 'Real Nappy for London' scheme by covering administration costs for participating boroughs and attending the Real Nappy for London Steering Group meetings.	Based on data received for April 2009 to December 2009, a total of 769 vouchers and cash back claims have been issued which resulted in 295 tonnes of waste diverted from disposal. Annualised this equates to 394 tonnes of waste diverted from disposal.	£92,000	£92,000
4.C1	Support best practice in reuse and encourage partnerships with 3rd sector	High	Organisational measure	Following the decision to cease funding to the Resource Forum, it is suggested to hold two Roundtable events to facilitate better communication and understanding between the government, community and businesses. The event will meet the partnership objectives and will be focused on an up-to-date waste related subject.	The aim of the events will be to reach approximately 100 people across all three sectors, with approximate cost of £120/attendee but this figure excludes people targeted via associated publicity and the cost is lower than the average cost per attendee when delivered by the Resource Forum.	£15,000	£15,000

NLJWS Applicable Action	'Other Recycling Initiatives'	Priority	Type of Measure	Specific actions	Anticipated benefits	Costs	
						Y1 (2010-11)	Y2 (2011-12)
4.F	Community composting projects	High	Economic instrument	Support initiatives and provide direct financial support for programmes for community reuse, recycling and composting projects. Community composting can complement home composting or replace it where home composting is not viable, for example in areas of flats or multi-occupancy houses with very limited or no garden space. (All applications to date for 2009-10 have been for waste prevention projects, but it is proposed that the remit of the north London 'Community Projects Fund' remains as at present – therefore supporting recycling projects too).	Previously funded community composting activities showed average cost of £46.97 per tonne and provided an organics collection service to an extra 1,950 households . Costs to include associated management costs for the delivery of the project by an external organisation.	£36,000	£36,000
	Sub-total of 'Other Recycling Initiatives'					£143,000	£143,000
	Total				2010/11: Diversion in tonnes = 5,796 – 5,871 direct Diversion in tonnes = 9,727 – 11,960 indirect Cost per tonne diverted = £20.28 - £24.93 (This excludes any additional costs which may be incurred by the constituent boroughs in delivering the relevant activities)	£ 242,500	£ 255,500

Please note that the methodology used for estimating potential tonnage diversion as a result of the different activities included in the prevention plan varies and accordingly the 'total' diversion figures quoted are for the purposes of providing a 'potential scale' of impact.

Table 2: Waste Prevention Programme Timetable for 2010-11

Initiative/Project	April	May	June	July	August	September	October	November	December	January	February	March
Respond to consultations												
Lobbying												
Partnership event												
Seek external funding												
Monitor packaging related research												
Furniture Reuse Project												
Textile Reuse Project												
Business waste prevention guide												
Trade waste officers briefing												
Reusable shopping bags												
Junk mail opt-outs												
Real Nappy subsidies												
Community Projects Fund												
Love Food Hate Waste events												
European Week for Waste Reduction												
School waste prevention programme												
Waste Prevention Officer meetings												
Waste Prevention Officer training												
Waste Education Officer meetings												

Key

-  activity to take place throughout the year or when opportunities arise
-  initiative to be led by NLWA but to be externally contracted
-  activity to be delivered by NLWA officers

Table 3: Monitoring of waste prevention activities

<u>Initiative</u>	<u>KPI</u>	<u>Target</u>	<u>Monitoring method</u>	<u>Frequency</u>
Respond to consultations	Number of responses	N/A	Record responses	Review six-monthly
Lobbying	Number of events attended	N/A	Record numbers	Review six-monthly
Furniture Reuse Project			Compositional analysis	
			Participation	
Textile Reuse Project			Compositional analysis	
			Participation	
Business waste prevention guide	Number of guides distributed	700 guides	Borough distribution database	2 months after delivery to boroughs
Trade waste officers briefing	Number of events held	7 events	Feedback form	At the end of each event
Seek external funding	Number of applications submitted	N/A	Record applications	Review six-monthly
Love Food Hate Waste events	Participation in planned activities	1000 people	Record numbers	At the end of the project
	Food waste tonnage diverted	3,753 tonnes	Compositional analysis	At the end of the project
European Week for Waste Reduction	Participation in planned activities	1000 people	Record numbers	During the project
	Increase in knowledge	50% increase	Survey	1 month after the end of project
Promote junk mail opt-outs	MPS registrations	10% increase	Uptake	Review six-monthly
Waste Prevention Officer meetings	Number of meetings held	4 meetings	Record numbers	Review quarterly

<u>Initiative</u>	<u>KPI</u>	<u>Target</u>	<u>Monitoring method</u>	<u>Frequency</u>
Waste Prevention Officer training/visit	Satisfaction	75% satisfaction	Feedback forms	At the end of the training
	Increase in knowledge	90% of participants stating that the training increased their knowledge	Projects carried out as a result	Six months after the training was held
School waste prevention programme	Number of schools participating	14 schools	Record numbers	At the end of the project
	Number of children attending	4,200 pupils	Record numbers	At the end of the project
	Increase in knowledge	50% increase	Feedback forms	1 month after the end of the project
Reusable shopping bags	Number of shops participating	35 shops	Record numbers	At the end of the project
	Number of bags delivered	7,000 bags delivered	Record numbers	At the end of the project
Partnership event	Participation	75-100 people	Registration records	At the end of the event
	Satisfaction	75% satisfaction	Feedback forms	At the end of the event
Waste Education Officer meetings	Number of meetings held	4 meetings	Record numbers and attendance by borough.	Review quarterly
Real Nappy subsidies	Number of claims	900 claims	Record uptake	Review quarterly
Community Projects Fund	Number of applications	7 applications	Record numbers	Review quarterly
	Number of people affected	2000 people	Record numbers	At the end of the project
	Cost per tonne diverted	£less than 150	Average cost from all applications	At the end of the project
Monitor packaging related research	Number of related articles	N/A	Record numbers	At the end of year 1

Report Ends