

London Councils One World Living Programme, reducing consumption-based emissions

Emma Beal, Managing Director, West London Waste, Chair NAWDO
Matthew Adams, Head of Natural Resources & Climate, London Borough
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ONE WORLD LIVING –
REDUCING LONDON’S
CONSUMPTION EMISSIONS

Programme Overview

Matthew Adams, Harrow Council
Emma Beal, West London Waste
Authority and Chair of NAWDO



The 7 London Climate Programmes

| | |
|---------------------------|-----------------------------------|
| #1 Retrofit London | LB Enfield & LB Waltham Forest |
| #2 Low Carbon Development | LB Hackney |
| #3 Low Carbon Transport | RB Kingston & City of Westminster |
| #4 Renewable Energy | LB Islington |
| #5 Consumption Emissions | LB Harrow |
| #6 Green Economy | LB Hounslow |
| #7 Resilient and Green | LB Southwark |

Aims to reduce consumption emissions across London, focussing on the categories of **food, textiles, plastics & electricals**. Aviation to also be considered in due course.

The target is to achieve a **significant reduction in consumption emissions** across London (Leeds University data for 2018 shows London's average per capita household consumption emissions of 8.28 tCO₂e; IGES in 2019 estimated that cities would need to reach 2.5tCO₂e per capita by 2030 to stay within 1.5 °C – a reduction of around 70%).

Harrow, assisted by **West London Waste Authority** and working closely with **ReLondon**, is providing overall programme coordination.

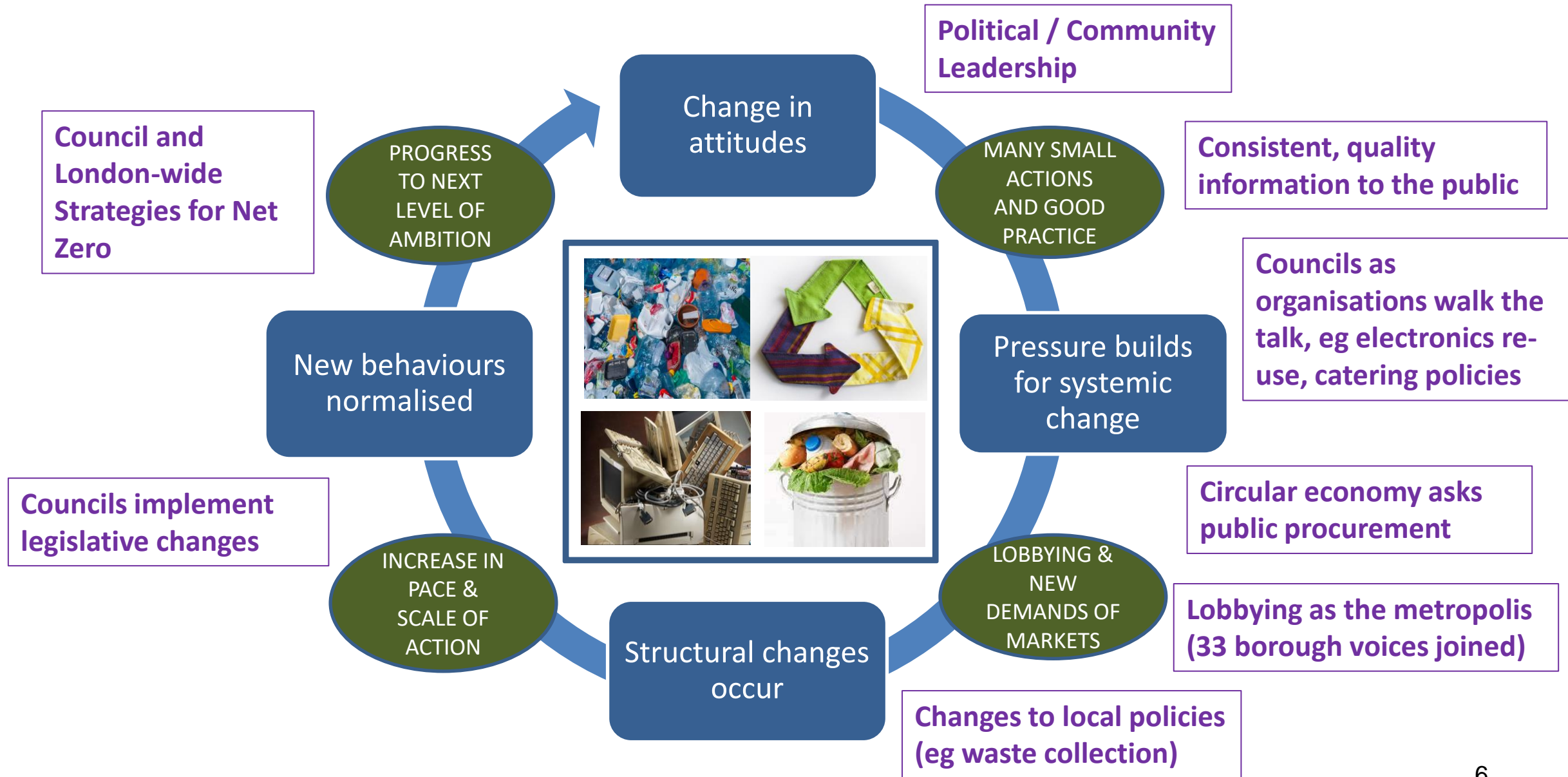
Theme working groups being lead by **Hackney** (Food), **Hammersmith & Fulham** (Electricals), **WLWA** working with **Wandsworth** (Textiles) and **Richmond** (Plastics).

- We will facilitate bottom up change by enabling the **scaling up of many small individual consumption actions** and together make a big change.
- We will identify and act on those **points of intervention** where local authorities can **help remove barriers** and enable this bottom up change. This will be both direct actions and lobbying actions to remove upstream barriers.
- We will **engage others** by telling stories about, and articulating a vision for, future sustainable lifestyles that engage the head, hands and heart.

Successful implementation of the programme will bring together two key outcomes:

- i. the establishment of a ***culture of sustainability*** among Londoners
- ii. the creation of an ***enabling environment*** in which low impact ways of living can become the default choice for Londoners

Bottom up action can build a virtuous circle of change



ELECTRICALS

Vision: Londoners are slowing and closing the loop of device lifecycles by:

- **Caring for our electricals for longer** and slowing their replacement, thereby reducing the emissions and other environmental harms associated with manufacturing new devices. The foremost way to achieve this is by understanding the impact of our devices, and ensuring repair, not replacement, is the first port of call.
- **Giving unwanted devices** a second life wherever possible through refurbishment and donation or sale, helping to bridge the digital divide in the process.
- **Sharing devices** between people that would otherwise be only rarely used.
- **Recycling all devices** at the end of their useable life, at the highest possible value of their components, to be made into new devices.

TEXTILES

Vision: Londoners are making informed decisions on the textiles items they purchase, including:

- The types of materials purchased and the length of the supply chains;
- Only consuming sustainably, and knowing how to fully care for the items from washing to repair will support this reduction.
- Once an item is no longer wanted or is at the end of its life, residents know what their options are and no textiles end up in the bin.

FOOD

Vision: Transforming London's food system to one based on circular economy principles, providing healthy and nutritious food for all Londoners:

Land use: Increase the sourcing and potential of food grown using agro-ecological practices, and locally where possible within Greater London

Diets: Increase the prevalence of healthy and sustainable food items and menus

Food Waste: Eliminate avoidable food waste wherever possible and recycle unavoidable food waste back into productive uses within Greater London

PLASTICS

Vision: Londoners are living differently and:

- **Refill** is the norm and is accessible at all price points for all consumers. Londoners use 'tiffin boxes' at lunch and when on the go, supported by a London-wide scheme
- The narrative around plastic has changed – it is seen as a **limited and precious resource** that we cannot produce any more of. It is unthinkable to throw it away
- Our rivers and streets are **free of plastic litter** and all plastics in use are **reusable, recycled, or compostable**

ELECTRICALS

EXTENDING FIRST LIFE

Establish a network of repair and reuse hubs
Provide space and funding for repair cafes
Extend and maintain the Repair Directory

REUSE

Enhanced computer and smartphone collection and data wiping
Schools campaign
Training for qualified technicians and basic consumer repair skills

SHARING

Expand the network of Libraries of Things
Promote existing sharing and hiring platforms

COLLECTION & RECYCLING

Broadcast the Recycle Your Electricals campaign
Amnesty days
More numerous and accessible 'bring banks'
Expand kerbside collection

FOOD

LAND USE

Scale up local, sustainable and equitable food value chains by investing in physical infrastructure for 'good food routes' and local food networks

DIET (Healthy/sustainable eating)

Reduce high emissions food via procurement & choice architecture
Reduce high emissions food and food waste from hospitality sector
A Pan London sustainable and healthy diet campaign
Enabling and actively support households with purchasing

FOOD WASTE

Pan London food waste reduction awareness
Enable and support creation of viable redistribution hubs

TEXTILES

EXTEND

Textile events for London residents
Encourage retailers to hold in-store repair pop-ups
Education pack for schools and community groups

RECYCLE

Consistent recycling infrastructure, supported by relatable carbon-textile communications
Encourage retailers to run in-store take-back/recycling
Textile banks at all schools and recycle your clothing day events

SUSTAINABLE CONSUMPTION

A consumer-driven campaign for retailers
Promotion of existing second hand products and services
Clothing care and benefits campaign
Second-hand events / uniform swaps at schools

PLASTICS

INNOVATE

Agree consistent methodology across London for plastics waste composition analysis & establish a baseline
Pan London lobbying of supermarkets and large stores to provide more refill /no-packaging options

ELIMINATE

Establish a low plastic communities network
Adopt low plastic policies for councils
Develop range of support and advice for small businesses on low plastic approaches
Expand refill services/options to residents

CIRCULATE

Set up a pilot cup and container/lunchbox reuse scheme
Support additional terracycle points across the borough
Roll out smaller residual waste bin across London to encourage more recycling

- **Our Organisations** - Starting close to home, London boroughs need to ‘walk the talk’ as organisations, for example:
 - Generally adopt sustainable / low carbon procurement policies that encourage the growth of the circular economy
 - Textiles / single use plastic policies
 - Promote sustainable diets and local sourcing via council / school catering arrangements
- **Collaborate, sharing good information and ideas** – The circular economy is still a relatively new concept and requires clear explanation and information, pilots to be undertaken and ‘tried and tested’ examples that can be scaled up via the London borough network.

What are the barriers to preventing waste?



Prioritisation

- Internal workshop
- Circular Economy,
- Communications
- Operational teams

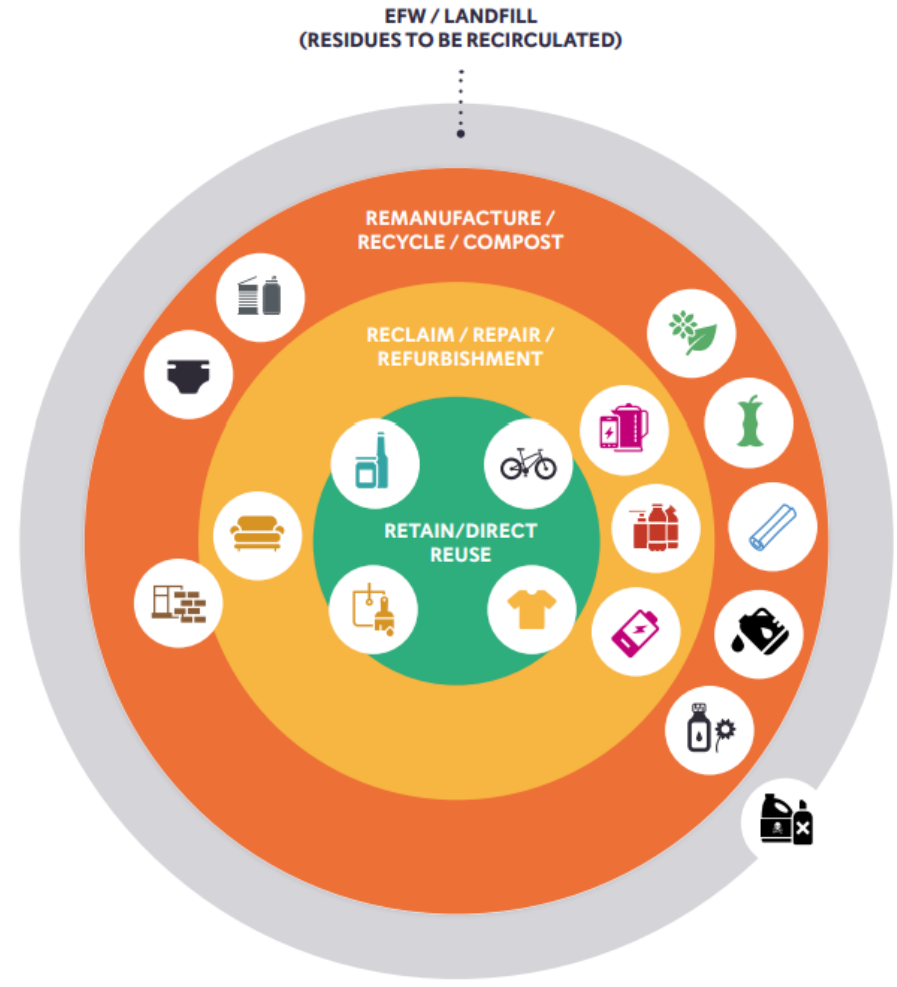
Focus on HRRC waste

Explored issues and created priorities

WHAT IS CURRENTLY HAPPENING TO THEM?



HOW SHOULD THIS HAPPEN IN THE FUTURE?



Understanding Embedded Carbon

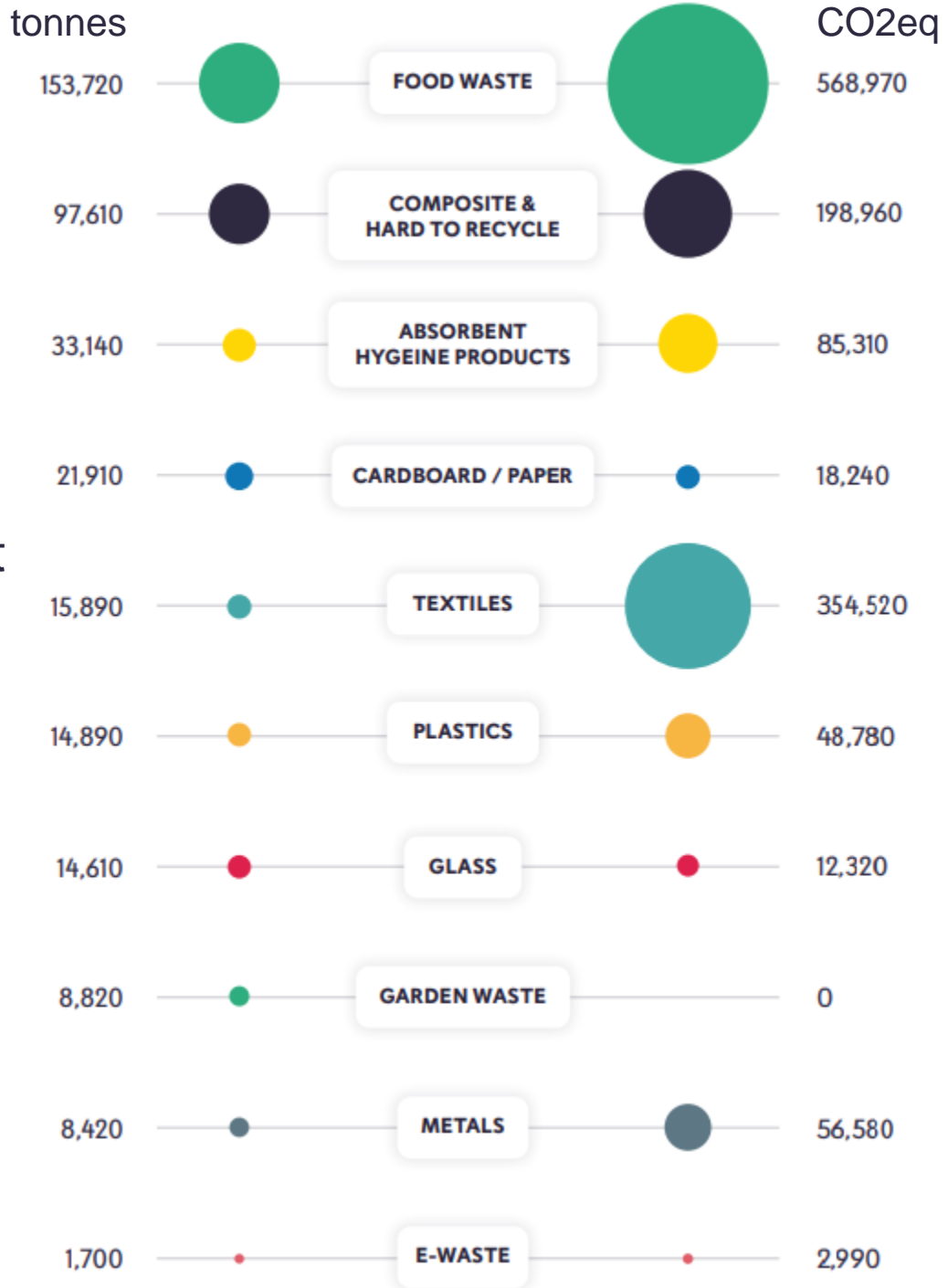
Reducing waste is priority
Changing the method of transport / treatment smaller impact.

Brings context to the legislative change:

- Food waste
- Packaging

And creates new priorities:

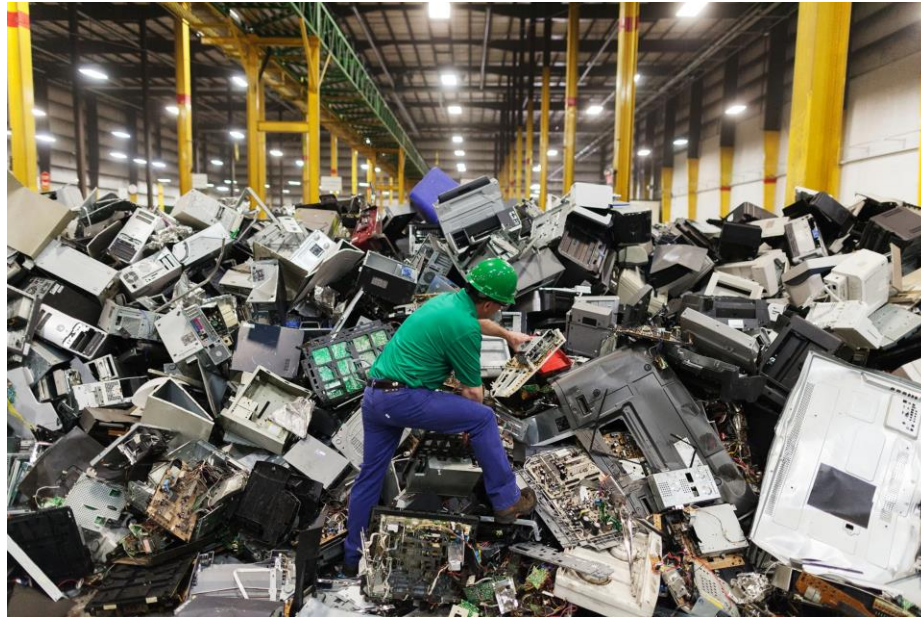
- Textiles
- Plastics



Barriers:

Invisibility

Recycling and sorting makes the invisible, visible but also creates discomfort, challenge and exposes the lack of markets / offtakes



Sankey diagram extract from WLWA self service data platform using Open Sky and Power BI

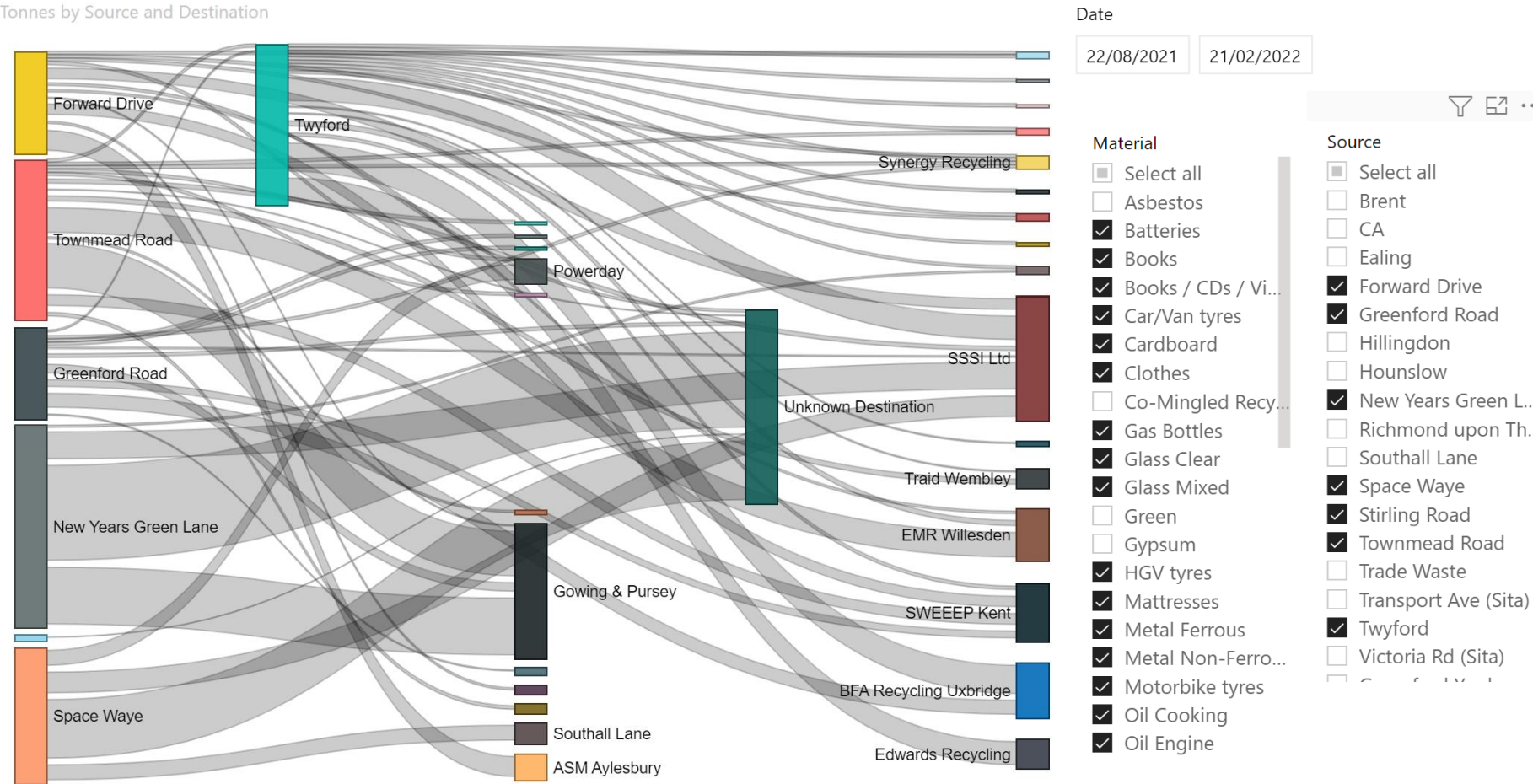
Barriers:

Complexity

Using data visually helps senior decision makers to understand.

60 tonnes of circular economy waste through 7 sites = 10% of HRRC waste, and needs > 40 supplier relationships to maintain.

Tonnes by Source and Destination



Barriers

Funding

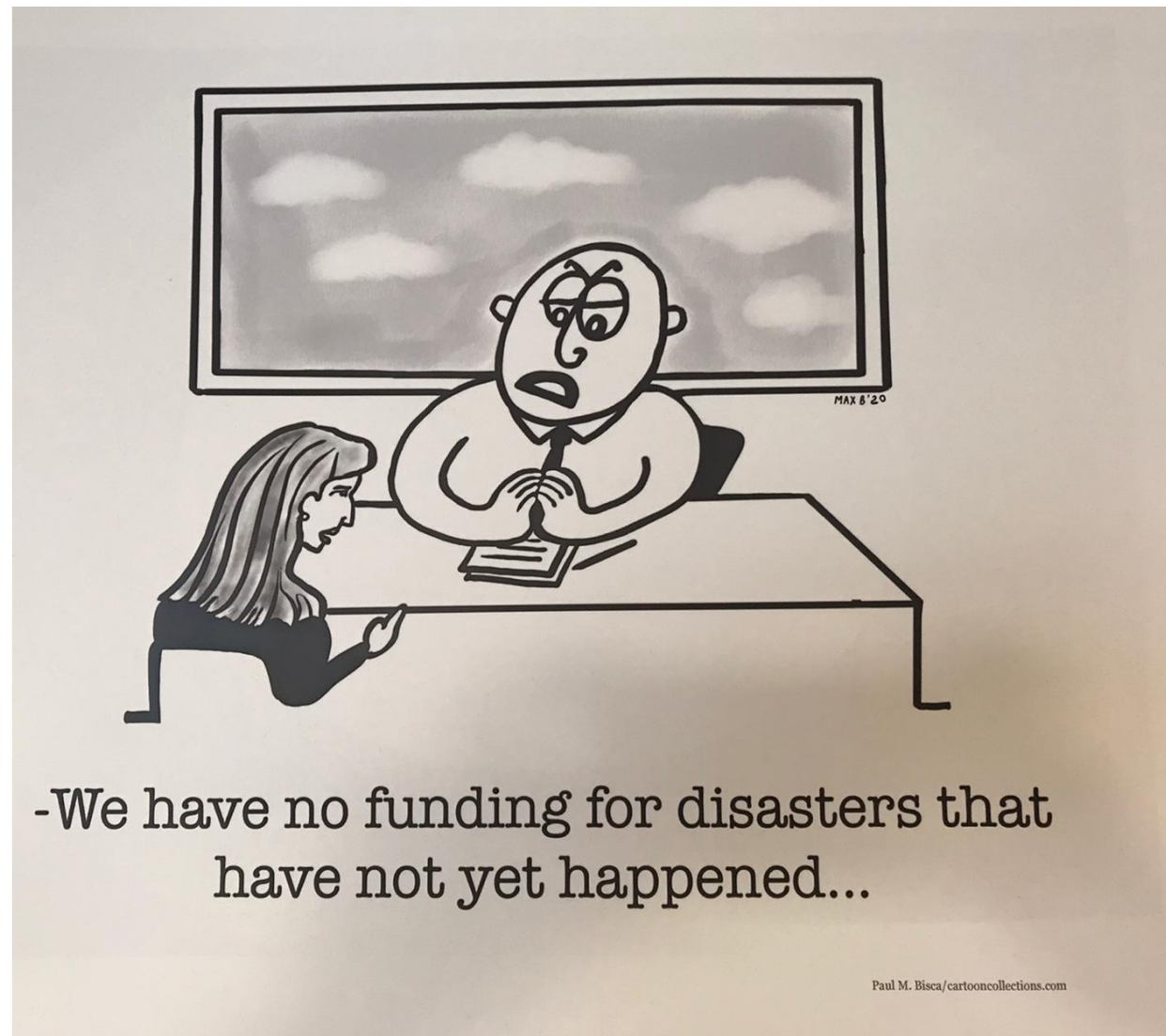
Individual projects are

- time consuming
- Small scale
- expensive.

Waste reduction at scale saves ££££

| Circular Economy | 2016 | 2018 | 2020 |
|-------------------------|-------------|-------------|-------------|
| Employees (FTE) | 4.5 | 6.1 | 10.6 |
| Budget (£) | 217,677 | 406,355 | 839,000 |

| | | | | |
|----------------------------|-------|-------|-------|-------------------|
| equivalent tonnes of waste | 1,979 | 3,694 | 7,627 | 2% of total waste |
|----------------------------|-------|-------|-------|-------------------|



Barriers

Demand

Low demand for second-hand

Behaviour change needed eg

Buy nothing new this year

BUT Consumer protections are not the same!



First collection of furniture from Abbey Road in January 2021; dedicated storage space completed Dec 2020



Conclusion

Circular Economy supports:

- Climate Emergency declarations
- Build and Recover Plan
- Reducing Consumption Emissions
- Green Economy Programmes, and
- Increasing Social Value
- Training and green skills

Outcomes

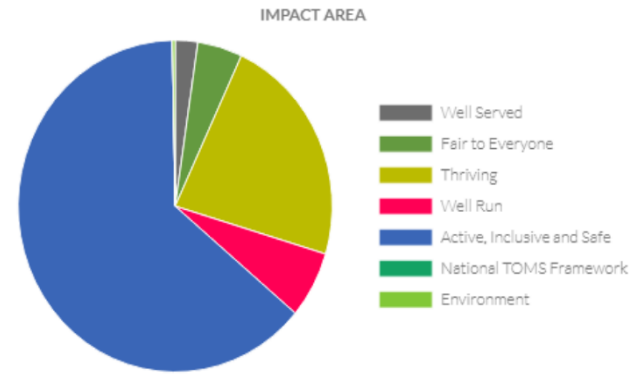
- Reduced isolation
- Circular economy skills development
- Support getting back into work
- Reduced waste and carbon emissions
- Volunteer opportunities
- Business support for SMEs
- Improved mental health



PETIT MIRACLES

West London Waste
Treating waste as a valuable resource

SOCIAL VALUE ENGINE Accredited Software



| BRISTOL ACCORD | |
|----------------------------|--------------------|
| Active, Inclusive and Safe | £373,995.63 |
| Well Run | £38,238.16 |
| Environment | £1,736.96 |
| Fair to Everyone | £27,126.84 |
| Thrive | £133,760.00 |
| Well Served | £13,643.28 |
| National TOMS Framework | £1.46 |
| Total | £588,502.33 |

125 items rescued from waste

232 hours support for local SMEs

66 work experience placements

4 inclusive hires

£4.39 per £1 Net Present Value: £439,061.29

220 hours of teaching generated

24 volunteers

6 tonnes of carbon savings

34 Traineeships

Thank you.

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West London Waste

Treating waste as a valuable resource