



North London Waste Prevention Programme

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Presentation outline

- Waste prevention programme
- Priority waste streams
- Measures
- Projects
- Monitoring
- Challenges and Opportunities



Waste Prevention Plan

North London Waste Prevention Plan

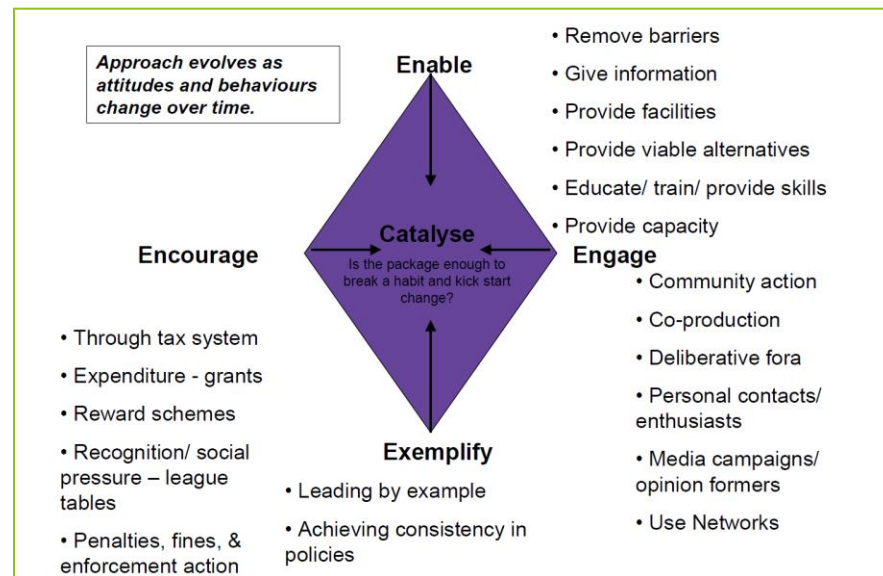
April 2014 to March 2016



- Implementation plan for delivering aims within the North London Joint Waste Strategy.
- Co-ordinated waste prevention activity since 2007.
- Prepared biennially and revised annually.
- Prepared in consultation with officers and Members.
- Sets out a series of specific actions.
- Delivered in partnership.

Measures

- Priority material waste streams
 - Food waste
 - Furniture/ Bulky waste
 - Textiles
- Measures
 - Awareness raising
 - Educational
 - Organisational
 - Voluntary
 - Economic
- Focus on
 - action-oriented activities
 - informational and promotional initiatives



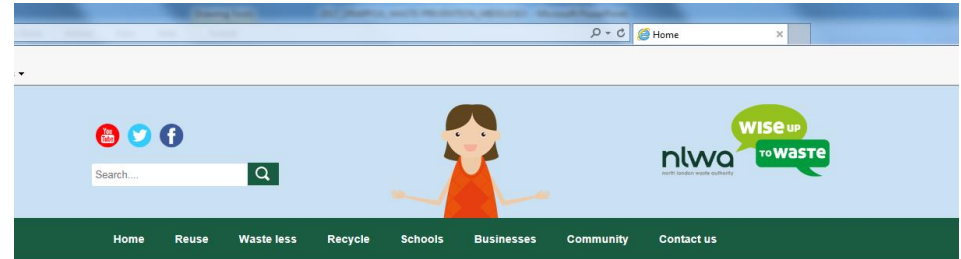
Assessing potential

Before the activity occurs, assessing maximum estimated reduction potential to create baselines and set foundations for funding.

Activity	Reduction potential	Extent of practice for waste prevention behaviours	Potential diversion (tn)
Furniture reuse	32 kg/hhld/year	1-3% of waste stream bulky waste; 30% likely to be captured	13,828
Food Waste Reduction	170 kg/hhld/yr	10-30% can reduce food waste	12,885
Packaging	5 kg/hhld/year	10-40% reduce packaging	379
Unwanted mail	24 kg/hhld/yr	15-25% opt-out	2,729
Textiles	13.5 kg/hhld/year	15-30% reuse textiles	1,535
Real Nappies	225 kg/baby	1,000-2,000 claims a year	563
Freecycle/ Freegle	7.8 kg/hhld/year	5-10% membership	298
Reusable bags	1 kg/person/year	10-55% use reusable bags	78
Give and Take Days	1.5 tonne/event	14-28 events a year	21
Swishing	47kg/event	100-300 events held a year	5

Projects and Activities

- Pumpkin Rescue Festival
- End of year event
- European Week for Waste Reduction
- Work with businesses



A screenshot of a competition banner for #WeeklyFoodWins. The banner features a Twitter icon, the text '#WEEKLYFOODWINS WIN £100 TOWARDS YOUR FOOD SHOP', and an illustration of people at a food shop. The text below the illustration reads: 'Residents of north London, 18 years+, #Follow @WiseUpToWaste & #RT our #Weeklyfoodwins posts to enter a free prize draw, to win £100 towards your food shop.' A link for full T&Cs is provided at the bottom: 'Full T&Cs at wiseuptowaste.org.uk/foodwaste/competition2017.' On the left side of the banner, there are vertical labels for 'Guide to recycling', 'Nappy waste', 'Transform Food Scraps', and '#WeeklyFoodWins'.

About us

The North London Waste Authority (NLWA) serves nearly **1.9 million people**. We help your councils dispose of the **845,000 tonnes of waste** that they collect every year.

Wise Up To Waste is about working with you to **reduce waste** and **increase recycling**. In north London, we recycle 33% of our waste. We are working towards increasing that to **50% by 2020**.



Assessing and measuring impact

After the activity occurs to ensure value for money and for reporting purposes

Quantitatively

- measurements in quantities of waste
- waste arisings per household
- waste arisings in north London overall
- potential for diversion

Qualitatively

- attitudinal change
- measurement of awareness
- measurement of declared behaviour

Use of Metrics

- comparisons with work that has been delivered elsewhere

Translated to tonnes of waste diverted from disposal

Challenges

- People's behaviour is complex and subject to great variation
- Lack of national indicators
- Based on assumptions
- Financial/ budgetary

Critical success factors

- Clear vision
- Engage with Members, officers and the public
- Work with your contractors
- Keep informed
- Be able to react
- Combination of methods
- Keep the momentum

Thank you

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