



Department  
for Environment  
Food & Rural Affairs

[www.gov.uk/defra](http://www.gov.uk/defra)

# **Waste prevention programme**

## **Summary of existing measures**

**December 2013**

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## Contents

Introduction .....	1
Measures that can affect the framework conditions related to the generation of waste .....	1
Measure 1: The use of planning measures, or other economic instruments promoting the efficient use of resources .....	1
Measure 2: The promotion of research and development into the area of achieving cleaner and less wasteful products and technologies and the dissemination and use of the results of such research and development.....	6
Measure 3: The development of effective and meaningful indicators of the environmental pressures associated with the generation of waste aimed at contributing to the prevention of waste generation at all levels, from product comparisons at Community level through action by local authorities to national measures .....	12
Measures that can affect the design and production and distribution phase .....	14
Measure 4: The promotion of eco-design (the systematic integration of environmental aspects into product design with the aim to improve the environmental performance of the product throughout its whole life cycle) .....	14
Measure 5: The provision of information on waste prevention techniques with a view to facilitating the implementation of best available techniques by industry.....	16
Measure 6: Organise training of competent authorities as regards the insertion of waste prevention requirements in permits under this Directive and Directive 96/61/EC .....	18
Measure 7: The inclusion of measures to prevent waste production at installations not falling under Directive 96/61/EC. Where appropriate, such measures could include waste prevention assessments or plans. (This refers to non IPPC installations) .....	19
Measure 8: The use of awareness campaigns or the provision of financial, decision making or other support to businesses. Such measures are likely to be particularly effective where they are aimed at, and adapted to, small and medium sized enterprises and work through established business networks .....	20
Measure 9: The use of voluntary agreements, consumer/producer panels or sectoral negotiations in order that the relevant businesses or industrial sectors set their own waste prevention plans or objectives or correct wasteful products or packaging .....	21
Measure 10: The promotion of creditable environmental management systems, including EMAS and ISO 14001 .....	26
Measures that can affect the consumption and use phase .....	28

Measure 11: Economic instruments such as incentives for clean purchases or the institution of an obligatory payment by consumers for a given article or element of packaging that would otherwise be provided free of charge.....	28
Measure 12: The use of awareness campaigns and information provision directed at the general public or a specific set of consumers.....	28
Measure 13: The promotion of creditable eco-labels .....	33
Measure 14: Agreements with industry, such as the use of product panels such as those being carried out within the framework of Integrated Product Policies or with retailers on the availability of waste prevention information and products with a lower environmental impact.....	34
Measure 15: In the context of public and corporate procurement, the integration of environmental and waste prevention criteria into calls for tenders and contracts, in line with the Handbook on environmental public procurement published by the Commission on 29 October 2004 .....	35
Measure 16: The promotion of the reuse and/or repair of appropriate discarded products or of their components, notably through the use of education, economic, logistic or other measures such as support to or establishment of accredited repair and reuse centres and networks especially in densely populated regions.....	36

# Introduction

1. This document summarises existing activities in England which aim to, or have resulted in waste prevention. This meets the requirement of the revised Waste Framework Directive (rWFD) (2008/98/EC) to 'describe existing waste prevention measures'.
2. The rWFD definition of waste prevention has been used, therefore this document includes activities which reduce: the quantity of waste arising, including through the reuse of products or the extension of the life span of products; the adverse impacts of the generated waste on the environment and human health; or the content of harmful substances in materials and products. Annex IV of the directive sets out example measures.
3. The activities identified here are mainly those which were funded by or in some other way supported by government. We do however, also highlight a mixture of other activities which have been undertaken independently of government. This helps to demonstrate the breadth of action on waste prevention which has already been undertaken. This summary is not intended to be exhaustive, rather it identifies the key actions, using examples to demonstrate a particular type of measure as appropriate.

## Measures that can affect the framework conditions related to the generation of waste

### Measure 1: The use of planning measures, or other economic instruments promoting the efficient use of resources

Name of Activity	Short description of activity
i) Aggregates Levy	<p>The Aggregates Levy is a tax on rock, sand and gravel which has been commercially exploited in the UK and put to use as an aggregate. It was introduced in 2002 and is currently charged at £2 per tonne of aggregate.</p> <p>The levy aims to address some of the environmental damage caused by the extraction and transportation of aggregate, namely noise, dust, loss of visual amenity and loss of biodiversity. Through its exemptions the levy also looks to incentivise the use of recycled aggregates and by-product or</p>

	waste materials from non-aggregate extraction. Thereby shifting demand away from the use of quarried aggregates i.e. non-renewable, natural resources
ii) Landfill Tax	<p>Introduced in 1996, Landfill Tax is the main driver to push waste up the hierarchy towards more sustainable waste management options such as recycling, composting and ultimately prevention. The tax is payable for each tonne of waste sent to landfill with a lower rate for solid inert waste and a higher rate for all other wastes.</p> <p>Landfill Tax incentivises minimisation of the amount of waste produced and disposed. Each year since April 2011 the Tax has increased by £8 per tonne, rising from £24 per tonne in 2007 to the current rate of £72 per tonne. The rate is due to rise again in 2014, when it will reach £80 per tonne. A floor has been placed underneath this rate so it will not fall below £80 per tonne until at least 2020.</p>
iii) Local waste prevention plans	<p>A number of local authorities have developed and published their own waste prevention programmes or plans to drive waste prevention activities in their local areas. Some local authorities are working together, often through formal waste partnerships, to deliver waste prevention activities.</p> <p>For example, see:</p> <p>North London Waste Prevention Plan (2012-2014)</p> <p><a href="http://www.nlwa.gov.uk/docs/nlwa-general-documents-and-plans/2012-14-waste-prevention-plan-final.pdf">http://www.nlwa.gov.uk/docs/nlwa-general-documents-and-plans/2012-14-waste-prevention-plan-final.pdf</a></p> <p>Municipal Waste Prevention Strategy for West London (2011-2015)</p> <p><a href="http://www.hounslow.gov.uk/waste_prevention_strategy_2011_2015.pdf">http://www.hounslow.gov.uk/waste_prevention_strategy_2011_2015.pdf</a></p> <p>Merseyside Waste Prevention Plan (2011-2015)</p> <p><a href="http://www.merseysidewda.gov.uk/wp-content/uploads/2012/10/RESOURCES-Waste-Prevention-SupplReport-L.pdf">http://www.merseysidewda.gov.uk/wp-content/uploads/2012/10/RESOURCES-Waste-Prevention-SupplReport-L.pdf</a></p>
iv) Producer Responsibility – Waste Electronic and	The Waste Electronic and Electrical Equipment (WEEE) Directive seeks to minimise the amount of WEEE being generated and to promote the reuse, recycling and other forms

Electrical Equipment Directive	of recovery. The requirements of the Directive are transposed by the WEEE Regulations 2006 in the UK.
v) Producer responsibility scheme - Batteries Directive	The Batteries Directive (2006/66/EC) aims to minimise the negative impacts of batteries and accumulators on the environment and increase battery recycling rates. It also prohibits the marketing of some batteries containing hazardous substances. The disposal of automotive & industrial batteries into landfill and incineration is prohibited. The Directive is implemented in the UK by The Waste Batteries and Accumulators Regulations 2009.
vi) Producer responsibility scheme – End of Life Vehicles Directive	The ELV Directive (2000/53/EC) aims to make the dismantling and recycling of end of life vehicles more environmentally sound. It sets clear quantified targets for reuse, recycling and recovery of vehicles and their components. The requirements of the Directive are transposed into UK legislation through the End-of-Life Vehicle Regulations 2003.
vii) Producer responsibility scheme - Packaging	The UK has a statutory producer responsibility regime for packaging which places an obligation on businesses that make or use packaging to ensure that a proportion of the packaging they place on the market is recovered and recycled, fulfilling the requirements of the EU Packaging and Packaging Waste Directive. The scheme is controlled through the issuing of Packaging Recovery Notes (PRNs) which are generated by recyclers when they recycle packaging waste. PRNs can then be purchased to enable producers to meet their obligations. Being a weight based system incentivises light-weighting and packaging removal as any reduction in packaging lowers the recycling obligation, requiring fewer PRNs.
viii) REACH regulations	<p>REACH is a European Union Regulation concerning the Registration, Evaluation, Authorisation and restriction of Chemicals. REACH has several aims in relation to waste prevention including protection of human health and the environment from the use of chemicals and promoting the use of alternative methods for assessing the hazardous properties of substances.</p> <p><a href="http://www.hse.gov.uk/reach/about.htm">http://www.hse.gov.uk/reach/about.htm</a></p>
ix) Resource Security Action Plan	The Resource Security Action Plan: Making the most of valuable materials, published in March 2012 provides a

	<p>framework for business action to address resource risks, and sets out high level actions to build on the developing partnership between government and businesses to address resource concerns.</p> <p><a href="http://www.gov.uk/government/publications/resource-security-action-plan-making-the-most-of-valuable-materials">www.gov.uk/government/publications/resource-security-action-plan-making-the-most-of-valuable-materials</a></p>
x) Reuse Credits	<p>Waste collection and disposal authorities (WCAs and WDAs) can pay credits to third parties who collect or reuse household waste under sections 52(3) and (4) of the Environment Protection Act 1990 respectively. The scheme's purpose is to make the savings in disposal and collection costs which result from recycling household waste available to the third parties.</p> <p>This option has been taken up by some local authorities, for example, Devon's local authorities support the community sector through the provision of reuse credits. The community sector has developed a network of "Refurnish" shops at which repaired items are resold to the public with lower prices for those on low incomes. There is also a large workshop where the long-term unemployed and those with learning difficulties are trained to repair goods.</p> <p><a href="http://archive.defra.gov.uk/environment/waste/localauth/partnership/documents/recyclingcreditscheme-guidance.pdf">http://archive.defra.gov.uk/environment/waste/localauth/partnership/documents/recyclingcreditscheme-guidance.pdf</a></p>
xi) Site Waste Management Plans	<p>The Site Waste Management Plans Regulations (SWMP) 2008 aim to encourage the effective management of materials and were intended to ensure waste is considered at all stages of a construction project - from design through to completion. As such all construction projects in England over £300,000 have to have a SWMP, with a more detailed plan required for projects over £500,000.</p> <p>The Regulations were repealed, on 1 December 2013, as part of Government's Red Tape Challenge (which seeks to remove Regulations which are either ineffective or hold back growth). The associated impact assessment demonstrates that repealing the Regulations should provide a reduction in the regulatory burden to business without any significant environmental impact. In response to the consultation, many respondents said they would continue to use the plans on a voluntary basis.</p> <p><a href="http://www.gov.uk/government">www.gov.uk/government</a></p>



<p>xii) The Hazardous Waste National Policy Statement</p>	<p>The Hazardous Waste National Policy Statement, published in July 2013, sets out the strategic need and justification of Government policy for the provision of nationally significant hazardous waste infrastructure. It will be used to guide decisions made by the Planning Inspectorate.</p> <p><a href="http://www.gov.uk/government/publications/hazardous-waste-national-policy-statement">www.gov.uk/government/publications/hazardous-waste-national-policy-statement</a></p>
<p>xiii)Waste Hierarchy</p>	<p>The Waste Hierarchy has been transposed into UK law through The Waste (England and Wales) Regulations 2011. If a business or organisation (including local authorities on behalf of householders) produces or handles waste, they must take all such measures as are reasonable in the circumstances to prevent waste and apply the waste hierarchy when transferring waste.</p> <p>The waste hierarchy is also incorporated into the environmental permitting regime. Conditions in new and revised permits place a duty on the permit holder to apply the hierarchy.</p> <p><a href="http://www.environment-agency.gov.uk/business/regulation/129253.aspx">http://www.environment-agency.gov.uk/business/regulation/129253.aspx</a></p>
<p>xiv) Waste Management Planning</p>	<p>There are two national planning policy documents which local authorities must have regard to when preparing waste plans and taking decisions on waste applications.</p> <p>Specific national planning policy on waste is currently set out in Planning Policy Statement 10: Planning for Sustainable Waste Management, published in 2005 and revised in 2011. This states that the overall objective of Government policy on waste is to protect human health and the environment by producing less waste and by using it as a resource wherever possible in line with the Waste Hierarchy. The policy sets out a 'plan led' approach to planning for sustainable waste management. An update of this policy, which maintains the core principles contained in PPS10, has been consulted on with a view to publishing final policy in 2014.</p> <p>The second policy document is the National Planning Policy Framework, published in 2012. The Framework streamlined and consolidated former national planning policy statements and guidance into one national planning policy document. The</p>

	<p>NPPF sets out how minimising waste and pollution can contribute to protecting and enhancing our natural, built and historic environment, with waste management being identified as one of the key strategic priorities for local authority plan making.</p> <p><a href="http://www.gov.uk/government/publications/planning-for-sustainable-waste-management-planning-policy-statement-10">www.gov.uk/government/publications/planning-for-sustainable-waste-management-planning-policy-statement-10</a></p> <p><a href="http://www.gov.uk/government/publications/national-planning-policy-framework--2">www.gov.uk/government/publications/national-planning-policy-framework--2</a></p>
xv) Waste Minimisation Act	<p>The Waste Minimisation Act 1998 allows a local authority to <i>"do or arrange for the doing of, anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste, or controlled waste of any description, generated in its area"</i>. The Act was intended to clarify any legislative uncertainty about whether local authorities can develop projects and initiatives specifically designed to reduce the quantity of waste produced in their area.</p> <p>Although the Act does not introduce any statutory waste minimisation duties to local authorities, the Act enables local authorities to take specific action to reduce waste produced in their local area.</p>

## Measure 2: The promotion of research and development into the area of achieving cleaner and less wasteful products and technologies and the dissemination and use of the results of such research and development

Name of Activity	Short description of activity
i) Action based research	<p>Defra Action Based Research (ABR) Programme started in 2008 and is now entering its 4th round. A number of the current projects explore new and innovative ways to reduce waste and increase the resource productivity of material products. For example, one project is exploring the potential barriers and benefits of adopting a Product Service System (PSS) model for providing baby equipment such as pushchairs. Under this model, the consumer would purchase the use or utility of the product while the producer retails</p>

	<p>ownership of the product itself. The project is focussed on exploring the potential resource efficiency and waste prevention benefits this type of model could provide.</p> <p>The ABR programme is focussed on seeding and operationalizing new ideas, working in collaboration with business and civil society to evaluate their potential. In 2013, a new round of projects was announced with up to £900K of funding available to new projects looking at waste prevention and resource efficiency from a number of angles. The new projects will be commissioned in Spring 2014.</p>
ii) Business Resource Efficiency and Waste (BREW) programme	<p>The BREW programme started in April 2005 and was designed to incentivise businesses to reduce the amount of waste they send to landfill, and also to assist them in developing ways to achieve this. There were a number of initiatives funded through this work including:</p> <p>Envirowise offered businesses free, independent, confidential advice and support on practical ways to increase profits, minimise waste and reduce environmental impact.</p> <p>The National Industrial Symbiosis Programme (NISP) aimed to help waste materials be used as an input material for another industry.</p>
iii) Business Waste Prevention Evidence Review	<p>Published in 2012, Defra commissioned a review which mapped and collated the available evidence on business waste prevention, drawing on peer reviewed papers, grey literature and industry data. Six sectors (construction &amp; demolition, food &amp; drink, hospitality, retail, automotive and office-based services) were selected to help focus the Review, but within these businesses a broad range of activities, products, materials, services and approaches were covered. This review contains further examples of existing activities.</p> <p><a href="http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=17499">http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=17499</a></p>
iv) Defra research on reuse	<p>A report on the social aspect of reuse and the monetary value of socio-economic benefits was published by Defra in 2009. It quoted a £5.98 return for every £1 invested by local authorities. The literature review showed that there are about 1000 waste third sector organisations (TSOs) in England, diverting around 500,000 tonnes of waste from landfill per</p>

	<p>annum and most organisations carry out waste minimisation activities.</p> <p><a href="http://randd.defra.gov.uk/Document.aspx?Document=WR0506_8334_FRP.pdf">http://randd.defra.gov.uk/Document.aspx?Document=WR0506_8334_FRP.pdf</a></p>
v) Further benefits of business resource efficiency	<p>Building on a previous study from 2007, this study updated that no cost / low cost savings baseline and expands the scope to include the impacts of resource efficiency savings achievable through more investment. The savings were also looked at from the point of view of different sectors and resources..</p> <p><a href="http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=2&amp;ProjectID=16943">http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=2&amp;ProjectID=16943</a></p>
vi) Future of manufacturing	<p>The report seeks to take a long term and strategic look at manufacturing out to 2050, to:</p> <ul style="list-style-type: none"> <li>• identify and analyse important drivers of change affecting the UK manufacturing sector</li> <li>• identify important challenges and opportunities that lie ahead and which require action by government and industry</li> <li>• advise how government policy needs to be refocussed and rebalanced so that it is better positioned to support the growth and resilience of UK manufacturing over coming decades</li> </ul> <p>In so doing, a specific aim is to inform further development of the government's industrial and sector strategies. The report identifies sustainable and green technologies as being important for future manufacturing activities, such as those that deliver improved environmental performance of products or those that minimise the use of hazardous substances. It also sets out a three stage shift to sustainable manufacturing following a move to a more circular economy.</p> <p><a href="http://www.gov.uk/government/publications">www.gov.uk/government/publications</a></p>
vii) Household Waste Prevention Evidence Review	<p>A Defra commissioned review to consolidate the evidence base on household waste prevention was published in 2009. The review set out to answer questions about the extent to which waste prevention is practised at the household level;</p>

	<p>what the barriers and motivations are; and what options and measures exist to encourage waste prevention behaviour, either by engaging directly with households or through the products and services provided to them (including waste collection services). Over 800 literature sources were identified of which 88 were selected for detailed review, and 48 others for more summary review. An international review drew on 106 sources. This review contains further examples of existing activities.</p> <p><a href="http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=16161">http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=16161</a></p>
viii) Lifecycle assessment for disposable and reusable nappies	<p>Research carried out in 2008 on behalf of the Environment Agency, Defra and the Waste and Resources Action Programme (WRAP), building on a previous study, assessed the environmental impact of disposable and reusable nappies. Overall the study showed that in contrast to disposables, the impacts for reusable nappies are highly dependent on the way they are laundered with consumers' behaviour after purchase determining most of the impacts from reusable nappies.</p>
ix) Longer product lifetimes	<p>Defra has published two evidence studies looking at the potential for reducing environmental impacts (including waste) through longer product lifetimes. The first report included assessment of the environmental, social and economic impacts of a range of policy options and their potential effectiveness in achieving this goal.</p> <p><a href="http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=17047">http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=17047</a>.</p> <p>The second report looked at public attitudes to longer product lifetime.</p> <p><a href="http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=17254">http://randd.defra.gov.uk/Default.aspx?Menu=Menu&amp;Module=More&amp;Location=None&amp;Completed=0&amp;ProjectID=17254</a></p>
x) Product Sustainability Forum	<p>WRAP, with the support of Defra, the Scottish Government and the Welsh Assembly Government, established the Product Sustainability Forum (PSF). The PSF is a collaboration of 80+ organisations comprising grocery and home improvement retailers and suppliers, academics, NGOs and UK Government representatives. It provides a platform for these organisations to work together to measure, reduce and communicate the</p>

	environmental performance of the grocery and home improvement products.
xi) Research on business actions to influence consumer demand for low carbon goods	<p>This research, published in 2010, set out to :</p> <ul style="list-style-type: none"> <li>• understand drivers and enablers behind business actions to encourage the take up of low-carbon (low-c) products (goods and services) in the market, and also the potential barriers or market failures that may inhibit these actions</li> <li>• identify and assess the impact that a range of business models, strategies and actions have on consumer demand for low-c goods and services and the wider implications for markets</li> <li>• establish a set of case studies, which illustrate and increase the evidence base for objectives 1 and 2. These were: Modec (electric vehicles), Zipcar (car rental model), teleconferencing systems, solar PV systems, televisions, low temp laundry detergent, Adnams carbon neutral beer, patio heaters, Kenco reduced packaging coffee, supermarkets, financial services and energy suppliers.</li> </ul> <p><a href="https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/31722/10-1100-business-action-to-influence-consumer-demand.pdf">https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/31722/10-1100-business-action-to-influence-consumer-demand.pdf</a></p>
xii) Sustainable Business Evidence Plan	<p>The Sustainable Business evidence programme works with partners across government, business and civil society to improve the integration of social, environmental and economic drivers to build a sustainable approach to growth that will ensure the long term health of the UK economy.</p> <p>The programme comprises a range of primary and secondary research to understand consumption behaviours and approaches to encourage a shift to a more circular economy. This includes a range of innovative action based research projects focussed on delivering business resource efficiency.</p> <p>Published March 2013</p> <p><a href="http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/221059/pb13927-evidenceplan-sustainable-economy.pdf">www.gov.uk/government/uploads/system/uploads/attachment_data/file/221059/pb13927-evidenceplan-sustainable-economy.pdf</a></p>

<p>xiii) Technology Strategy Board</p>	<p>The Technology Strategy Board (TSB) have recently completed a competition on 'New designs for a circular economy', linked to the Great Recovery Project, which will invest up to £1.25m in feasibility studies into the re-design of products, components and systems to retain material within the economy over several cycles of use. Information on the competition can be found at:</p> <p><a href="http://www.innovateuk.org/competition-display-page/-/asset_publisher/RqEt2AKmEBhi/content/resource-efficiency-new-designs-for-a-circular-economy?p_p_auth=wkQM9QLN">www.innovateuk.org/competition-display-page/-/asset_publisher/RqEt2AKmEBhi/content/resource-efficiency-new-designs-for-a-circular-economy?p_p_auth=wkQM9QLN</a></p> <p>The TSB are currently running two further competitions on the theme of the 'circular economy':</p> <ul style="list-style-type: none"> <li>• Materials innovation for a sustainable economy. This project will invest up to £5m in highly innovative collaborative research and development that encourages the development and application of sustainable materials, products and processes. <a href="http://www.innovateuk.org/uk/-/materials-innovation-for-a-sustainable-economy">www.innovateuk.org/uk/-/materials-innovation-for-a-sustainable-economy</a></li> <li>• Design Challenges for a circular economy. The TSB is to invest up to £1.5m in collaborative research and development to encourage companies to rethink the design of products, components and/or services, with the potential to reduce their environmental impact by a factor of four. The aim is to stimulate the development of a 'circular economy,' using materials which are designed to be used again, rather than ending up as waste. <a href="http://www.innovateuk.org/documents/1524978/1866952/Design+challenges+for+a+circular+economy+-+Competition+brief/8df983a4-fbd6-4036-bfb0-2bd1653781e2">www.innovateuk.org/documents/1524978/1866952/Design+challenges+for+a+circular+economy+-+Competition+brief/8df983a4-fbd6-4036-bfb0-2bd1653781e2</a></li> </ul>
<p>xiv) Waste and Resources Evidence Plan</p>	<p>Published in March 2013 the Plan sets out the waste and resources evidence priorities for the period 2013/14-2017/18. Resource and waste management contributing to sustainable economic growth is a key policy outcome for the Waste Programme, and waste prevention is the top, near-term evidence priority identified. Evidence work on waste prevention is viewed in the context of wider resource efficiency.</p> <p><a href="http://www.gov.uk/government/uploads/system/uploads/attachment_">www.gov.uk/government/uploads/system/uploads/attachment_</a></p>



	<a href="data/file/221054/pb13932-evidenceplan-waste-resources.pdf">data/file/221054/pb13932-evidenceplan-waste-resources.pdf</a>
xv) WRAP research on the benefits of reuse	WRAP have undertaken a significant amount of research to increase knowledge of the reuse sector by quantifying the economic and environmental benefits of reuse activities in the UK. This includes attempting to develop a methodology to assess the environmental, social and economic benefits of reuse. The research also helps stakeholders to understand the broader impacts of reuse, quantify the impacts of action and identify data gaps to improve the quality of the methodology.
xvi) WRAP research on waste prevention and resource efficiency	WRAP have undertaken a significant number of studies covering a very wide range of topics. These range from food waste prevention and consumer research on reuse and repair to resource efficient business models. The research often uses pilot projects to test activities.  <a href="http://www.wrap.org.uk">www.wrap.org.uk</a>

### **Measure 3: The development of effective and meaningful indicators of the environmental pressures associated with the generation of waste aimed at contributing to the prevention of waste generation at all levels, from product comparisons at Community level through action by local authorities to national measures**

Name of Activity	Short description of activity
i) Business waste metrics	<p>The Business Waste Prevention Evidence Review examined and mapped the metrics used to quantify waste prevention in the business waste context. The Review identified the following learning points regarding best practice in measuring waste prevention:</p> <ul style="list-style-type: none"> <li>• ensure that savings are attributed according to whether savings were implemented and the extent to which the initiative was responsible.</li> <li>• ensure ease of comparison by developing common metrics and following common assumptions and methodologies for calculating them. Peer-review may aid this process.</li> </ul>



	<ul style="list-style-type: none"> <li>ensure that metrics are credible to business by keeping them appropriate and simple, and by reporting the financial impacts that are observed by business.</li> </ul>
ii) Waste Prevention and Carbon tool for Local Authorities	<p>Local authorities identified a business need to quantify the impacts or benefits of waste prevention activities in order to provide evidence to support setting waste prevention budgets as well as demonstrating the benefits already achieved from funding spent. An international consultancy (ERM) developed a waste prevention tool for local authorities that provided an assessment of the life cycle climate change impacts (carbon footprint) and gave an indication of the financial implications of waste prevention schemes. The development of the tool was carried out under the guidance of a consortium, originally established with nine local authorities, Defra, WRAP and ERM. The development of the tool was critically assessed by associate partners, the Chartered Institute of Waste Management and Local Authority Recycling Advisory Committee.</p> <p>The tool itself is compiled with default data which is relevant to a typical sized authority and campaigns representative of current best practice on reducing food, textiles, WEEE and furniture waste. Local authority partners who have contributed funding towards the development of the tool can apply their own data to quantify the benefits specific to their local area.</p> <p><a href="http://www.ciwmm.co.uk/web/FILES/newsonlinedocs/Waste_Prevention_and_Carbon_Tool_Report.pdf">www.ciwmm.co.uk/web/FILES/newsonlinedocs/Waste_Prevention_and_Carbon_Tool_Report.pdf</a></p>
iii) WasteDataFlow and waste statistics	<p>Operational since April 2004, the web based data system, WasteDataFlow, replaced a number of traditional waste management surveys. The system allows local authorities in the UK to report essential information on local authority managed waste and provides a single comprehensive data return which can be used to monitor progress against household waste recycling target as per the requirement of the revised Waste Framework Directive requirement.</p> <p>The WasteDataFlow system also accommodates the collection of supplementary data to provide a comprehensive dataset on how waste is managed in the UK.</p>

# Measures that can affect the design and production and distribution phase

## Measure 4: The promotion of eco-design (the systematic integration of environmental aspects into product design with the aim to improve the environmental performance of the product throughout its whole life cycle)

Name of Activity	Short description of activity
i) Design Specifications and Tools	<p>The Centre for Sustainable Design provides specifications, tools and guidance to encourage businesses to design and supply products which meet certain eco-design outcomes. There are many other eco-design tools, assessments and guidance available to industry– both generic and specific to particular products or product groups.</p>
ii) Designing out waste in construction	<p>As part of the Halving Waste to Landfill voluntary agreement, WRAP developed tools and guidance and delivered support to construction designers (architects, civil engineers etc.) on designing out waste in construction projects. The programme included:</p> <ul style="list-style-type: none"><li>• Raising awareness through an open design competition and interactive workshops</li><li>• Publishing tools and guidance on corporate and project implementation of designing out waste</li><li>• Encouraging major architectural and engineering practices to sign up to the industry target of halving waste to landfill</li><li>• Delivering 1-2-1 support to assist practices with adopting process and behaviour changes</li><li>• Providing CPD in-house training (one-hour seminars) to SME architectural practices</li><li>• Contributing to the development of British Standard BS8895 on this topic</li></ul>

iii) Ecodesign Directive implementation	<p>The Ecodesign Directive (2009/125/EC) has been transposed in the UK by the Ecodesign for Energy-related Products Regulations 2010 (SI 2010 No.2617).</p> <p>It aims to improve the environmental performance of products throughout the life-cycle, by integration of environmental aspects at a very early stage in product design.</p> <p>A large number of implementing measures are being made under the Directive and apply to individual products or groups of products. Defra leads on new regulations resulting from the initial studies which focus on energy efficiency gains.</p>
iv) Knowledge Transfer Networks	<p>Knowledge Transfer Networks, managed by the Technology Strategy Board, are designed to stimulate innovation in the UK economy through higher levels of research and development and knowledge transfer. Overall the Networks aim to improve and quicken knowledge exchange between businesses, and between businesses and academic institutions. There are currently 15 Knowledge Transfer Networks, including the Environmental Sustainability Network which covers resource efficiency and waste management.</p> <p>The Centre for Sustainable Design also support a Knowledge Transfer Network called 'eco-i net'. It aims to support the creation, research, development and commercialisation of existing and new eco-innovative products, services and technologies working across the full innovation cycle.</p>
v) Resource Efficient Business Models (REBus)	<p>In July 2013 WRAP secured €1.5 million (£1.3 million) of EU funding for Resource Efficient Business Models (REBus) through LIFE+. The funding will deliver 10 resource efficient business model pilots with major organisations and a further 20 with SMEs in the UK and in the Netherlands. The aim is to help these organisations achieve 15% resource savings in four key markets (electrical and electronic products, clothing, furniture and construction products) over the project's three-and-a-half year period. For this project, WRAP is partnering Rijkswaterstaat (NL), C-Tech Innovation, the University of Northampton and the Aldersgate Group.</p> <p><a href="http://www.wrap.org.uk/content/rebus">www.wrap.org.uk/content/rebus</a></p>

## Measure 5: The provision of information on waste prevention techniques with a view to facilitating the implementation of best available techniques by industry

Name of Activity	Short description of activity
i) Environment Agency Sector Plans	<p>The Environment Agency has produced Action Plans for the key industries that it regulates. These Sector Plans set out the environmental priorities for the industries operating within that sector and set out the actions the Environment Agency will implement that aim to further waste reduction and recovery where applicable. There are currently 18 Sector Plans incorporating the nuclear industry, the food and drink manufacturing industry and the waste management sector. The Plans cover both IPPC and non-IPPC regulated facilities.</p> <p>For each of the sectors there is a five year action plan, and each year the Environment Agency update and summarise the priorities for the coming year. For example in 2014 the EA plan to undertake waste minimisation audits at up to 50 sites in the food and drink sector.</p> <p>The Environment Agency has a number of measures to assess progress across the Sector and see how well outcomes are being met. This may be a fixed target for example to reduce the number of sites that are poor performers, but others do not state specific targets. The Agency looks to reports on a range of metrics. Data is collated for each sector, including data from the pollution inventory which every installation under IPPC has to complete. These sites report on every waste stream including its destination, this information is then used to build up trends for whole sector. The headline results are published annually in the Sustainable Business Report which summarises performance across the sectors including, trends in pollution, waste production and recovery from IPPC installations and performance e.g. compliance with permit conditions</p> <p><a href="http://www.environment-agency.gov.uk/news/150681.aspx">www.environment-agency.gov.uk/news/150681.aspx</a></p>
ii) Help for businesses on improving resource efficiency	<p>WRAP has a wide range of tools and publications to help businesses use resources more efficiently, reduce waste and save money. These can be accessed at <a href="http://www.wrap.org.uk/brehab">www.wrap.org.uk/brehab</a> and include;</p>

	<p>Green Town: An interactive tour of typical business premises, including a pub, a restaurant and a factory, that highlights opportunities for resource efficiency in the workplace.</p> <p>On Course for Zero Waste: A free online training course for small and medium-sized enterprises/organisations (SMEs), accredited by the Chartered Institution of Wastes Management (CIWM).</p> <p>Waste Hierarchy Tool: Businesses can generate their own tailored publication designed to help them understand the waste hierarchy.</p> <p>WRAP also provide information relevant to specific sectors and sector agreements, for example, the Hospitality and Food Service Online Resource Centre along with numerous examples of best practice.</p>
iii) Household Waste Prevention Toolkit	<p>The online, Household Waste Prevention Toolkit is designed to help local authorities prioritise and plan waste prevention activities. It is structured to enable local authority officers to work through a step-by-step process to develop their own waste prevention plan, or dip in and out to access information on waste prevention activities through the provision of advice, case studies, checklists, and templates. The tool acts as a central point bringing together good practice gathered from local experience and includes a facility which allows the application of local data to develop business cases with quantitative predictions of waste reduction and financial savings.</p>
iv) Lifetime optimisation tool	<p>Launched in 2011, the Lifetime optimisation tool is primarily an engagement tool that WRAP uses with the target audience to aid thinking about optimisation of product lifetimes. In this way the tool has successfully engaged major facilities management companies in the UK and several major brands.</p>
v) Local waste prevention information aimed at businesses	<p>A number of local authorities have chosen to support businesses through guidance and advice on resource efficiency and managing waste. Examples include; Leeds City Council who produced a Business Waste Handbook (funded by the Environment Agency and available to businesses in all 22 LA areas of Yorkshire and the Humber) and North London Waste Authority which has produced a waste prevention booklet aimed at businesses in their area.</p>

vi) Reducing hazardous waste	<p>The Chemical Stakeholder Forum produced a pamphlet in 2010 which provides an easily accessible introduction to the process of substitution i.e. the replacement of a substance, process, product or service by another that maintains the same functionality. Substitution aims to reduce the negative impacts on human health and the environment and improve resource efficiency over the whole life cycle of the replacement.</p> <p><a href="http://www.gov.uk/government/policy-advisory-groups/uk-chemicals-stakeholder-forum">www.gov.uk/government/policy-advisory-groups/uk-chemicals-stakeholder-forum</a></p>
vii) Remanufacturing tools for industry	<p>Resources on remanufacturing for practitioners and purchasers are available on <a href="http://www.remanufacturing.org.uk">www.remanufacturing.org.uk</a>, including the Remanufacturing Map, a database of remanufacturers, consultants, academics and others dealing with reuse in the UK and the ReOpT tool for evaluation of the suitability of a product for remanufacture.</p>
viii) Waste prevention reviews for business	<p>WRAP assists signatories of some voluntary agreements with carrying out waste prevention reviews, identify the greatest opportunities for waste prevention and implement appropriate solutions.</p>

## Measure 6: Organise training of competent authorities as regards the insertion of waste prevention requirements in permits under this Directive and Directive 96/61/EC

Name of Activity	Short description of activity
i) Waste Regulations 2011	<p>The Regulations contain a general provision that requires all establishments to apply the waste hierarchy to the recovery and disposal of waste. This provision is delivered through the inclusion of a condition in all environmental permits (issued or reviewed since 2011) requiring operators to consider the hierarchy in respect of the wastes they generate as a result of the permitted operations. The condition is that: "The operator shall take appropriate measures to ensure that:</p> <p>(a) the waste hierarchy referred to in Article 4 of the Waste Framework Directive is applied to the generation of waste by</p>

	<p>the activities; and</p> <p>(b) any waste generated by the activities is treated in accordance with the waste hierarchy referred to in Article 4 of the Waste Framework Directive; and</p> <p>(c) where disposal is necessary, this is undertaken in a manner which minimises its impact on the environment.”</p> <p>Environment Agency officers who regulate waste facilities undergo a six month programme of mandatory training and accompanied site visits before they are assessed for their warrants. The initial training is then followed by a further 18 months of on the job development which is again assessed to ensure that officers understand the legislative requirements and can advise the businesses they regulate. This development programme is independently assessed and endorsed by the Chartered Institution of Wastes Management (CIWM).</p>
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**Measure 7: The inclusion of measures to prevent waste production at installations not falling under Directive 96/61/EC. Where appropriate, such measures could include waste prevention assessments or plans. (This refers to non IPPC installations)**

Name of Activity	Short description of activity
i) Waste Regulations 2011	<p>The Regulations contain a general provision that requires all establishments to apply the waste hierarchy to the recovery and disposal of waste. This provision is delivered through the inclusion of a condition in all environmental permits (issued or reviewed since 2011) requiring operators to consider the hierarchy in respect of the wastes they generate as a result of the permitted operations. The condition is that: “The operator shall take appropriate measures to ensure that:</p> <p>(a) the waste hierarchy referred to in Article 4 of the Waste Framework Directive is applied to the generation of waste by the activities; and</p> <p>(b) any waste generated by the activities is treated in accordance with the waste hierarchy referred to in Article 4 of</p>



the Waste Framework Directive; and

(c) where disposal is necessary, this is undertaken in a manner which minimises its impact on the environment.”

**Measure 8: The use of awareness campaigns or the provision of financial, decision making or other support to businesses. Such measures are likely to be particularly effective where they are aimed at, and adapted to, small and medium sized enterprises and work through established business networks**

Name of Activity	Short description of activity
i) Environment Agency support for business	Developed by the Environment Agency, <i>WRATE7</i> is software which allows businesses and public bodies to calculate their environmental impacts, including waste management impacts. The Environment Agency has also developed a set of tools known as Resource Efficiency Appraisal Development (READ) which businesses and organisations can use to benchmark how well they manage resources such as materials, waste and packaging, which is available on the Environment Agency websites.
ii) Farm waste management plans	<p>Management plans are one way of helping to improve the efficiency of farm businesses and help them to save money by reducing waste and avoiding overuse of fertilisers, as well as helping to comply with standards of environmental management.</p> <p>A nutrient management plan helps ensure the best use is made of inorganic fertilisers and maximises the benefit of nutrients in organic manures applied to the soil. A crop protection management plan can help farmers maximise the efficiency with which they use pesticides, while minimising their environmental impact.</p> <p>There are a number of tools the Government has developed to help farmers and land managers including the Planning Land Applications of Nutrients for Efficiency and the Environment and MANNER software.</p>
iii) Local waste	Since the 1990s the waste minimisation club approach has



minimisation clubs	operated under a number of different cost and engagement structures. Despite the name most clubs have focussed on issues wider than pure waste prevention covering landfill diversion as well as other resource efficiency objectives. Public funding has played a significant role in supporting the clubs.
iv) Standards	<p>The Carbon Trust launched a Waste Standard in November 2013. The standard aims to recognise and encourage organisations that measure, manage and reduce their waste year on year.</p> <p><a href="http://www.carbontrust.com/client-services/footprinting/footprint-certification/carbon-trust-waste-standard">www.carbontrust.com/client-services/footprinting/footprint-certification/carbon-trust-waste-standard</a></p>
v) Waste Prevention Loan Fund (WPLF)	<p>The Waste Prevention Loan Fund aims to support organisations to develop innovative, more resource-efficient ways of doing business in England. This includes:</p> <ul style="list-style-type: none"> <li>• innovative business models to reduce the products and resources consumed; and</li> <li>• increasing re-use, repair and recovery capacity, this is open to a both commercial and third sector businesses.</li> </ul> <p>The loan fund was launched in June 2011 (£1m available) to provide support to organisations and businesses wishing to pilot new business models. The fund was extended to £1.5m in 2012 and is open to those looking to increase capacity for reuse and repair, as well as new ideas to prevent waste.</p>

## **Measure 9: The use of voluntary agreements, consumer/producer panels or sectoral negotiations in order that the relevant businesses or industrial sectors set their own waste prevention plans or objectives or correct wasteful products or packaging**

Name of Activity	Short description of activity
i) Ashdown Agreement on Plasterboard Waste	In 2006 the Gypsum Products Development Association proposed that their members enter into a binding voluntary agreement with 4 targets to be achieved by 2010. The GPDA agreement brought together key partners to agree challenging

	<p>targets for recycling and diversion from landfill. A publicly available specification (PAS) was launched along with a Quality Protocol to encourage confidence in using recycled gypsum.</p> <p>Set up in partnership with industry the Plasterboard Sustainability Partnership (PSP) was launched in 2009. This is a voluntary commitment by contractors and developers and their trade associations. One of the outputs was to develop a Plasterboard Roadmap identifying the environmental impacts of plasterboard throughout its lifecycle.</p>
<p>ii) Courtauld Commitment on packaging waste &amp; reducing food waste</p>	<p>The Courtauld Commitment is a voluntary agreement by business to reduce packaging waste.</p> <p>Phase 1</p> <p>Over 40 signatories (90% of the packaging sector) signed up for Phase 1 which was launched in July 2005 and ran to March 2010. It had three targets:</p> <ul style="list-style-type: none"> <li>• an absolute halt in packaging growth by 2008</li> <li>• an absolute reduction in packaging waste by 2010, and</li> <li>• a reduction in household food waste of 155,000 tonnes by 2010.</li> </ul> <p>Phase 2</p> <p>Phase 2 ran from April 2010 to December 2012 and began the move from weight-based targets to new metrics which considered wider environmental impacts. This phase aimed to:</p> <ul style="list-style-type: none"> <li>• to reduce the weight, increase recycling rates and increase the recycled content of all grocery packaging, as appropriate. Ultimately reducing the carbon impact of this grocery packaging by 10%.</li> <li>• to reduce UK household food and drink waste by 4%, through for example, consumer advice/information, improvements to packaging, better date/storage labelling.</li> <li>• to reduce traditional grocery product and packaging waste in the grocery supply chain by 5%. Inclusion of the supply chain was a significant widening of scope.</li> </ul>

	<p>Phase 3</p> <p>The third phase of the Courtauld Commitment will run from May 2013 to December 2015. It aims to further reduce the weight and carbon impact of household food waste, grocery product and packaging waste, both in the home and the UK grocery sector.</p> <p>Phase 3 targets (measured against a 2012 baseline) are to:</p> <ul style="list-style-type: none"> <li>• reduce household food and drink waste by 5% - this represents a 9% reduction in real terms to counter the expected increase in food purchased.</li> <li>• reduce traditional grocery ingredient, product and packaging waste in the grocery supply chain by 3% - signatories will have to make an 8% reduction in real terms to counter the expected increase in production and sales.</li> <li>• improve packaging design through the supply chain to maximise recycled content as appropriate, improve recyclability and deliver product protection to reduce food waste, while ensuring there is no increase in the carbon impact of packaging – it is anticipated that signatories will have to make a 3% reduction in real terms to counter the expected sales increase.</li> </ul>
<p>iii) Food and Drink Federation's Five-fold Environmental Ambition</p>	<p>Running since October 2007, the Food and Drink Federation's (FDF) Five-fold Environmental Ambition includes aiming to:</p> <ul style="list-style-type: none"> <li>• Reducing their CO2 emissions by 20% by 2010 against a 1990 baseline and to send a clear message about the urgency of the problem, by striving towards a 30% reduction by 2020 compared to 1990.</li> <li>• Sending zero food and packaging waste to landfill from 2015.</li> <li>• Making significant reductions in the levels of packaging reaching households through the Courtauld Commitment.</li> <li>• Embedding environmental standards in members' food transport practices to achieve 'fewer and friendlier' food transport miles – and on contributing to an absolute</li> </ul>

	target for the food chain to reduce its environmental and social impacts by 20% by 2012 compared with 2002.
iv) Halving Waste to Landfill	<p>Launched in October 2008, companies voluntarily signed up to deliver on the following commitment: <i>'We commit to playing our part in halving the amount of construction, demolition and excavation waste going to landfill by 2012. We will work to adopt and implement standards for good practice in reducing waste, recycling more, and increasing the use of recycled and recovered materials'</i>. By the end of 2012 when the agreement ended there were 800 signatories, including construction clients, contractors, designers, manufacturers and waste managers.</p> <p>WRAP created and disseminated case studies to inspire good practice; provided example contract clauses to embed the commitment into the organisations' procurement processes; provided benchmarking data, tools, guidance and training to enable organisations to deliver on their commitment. Signatories were also encouraged to provide data to track their achievements.</p>
v) Home Improvement Agreement	<p>This agreement was focused on the DIY and home improvement retail sector. Finishing in December 2012 the four year agreement had targets (against a 2007 baseline) to:</p> <ul style="list-style-type: none"> <li>• reduce waste to landfill from company operations by 50%</li> <li>• reduce own-brand and direct-sourced product packaging by 15%</li> <li>• help consumers recycle more – designing and specifying ease of recycling and improved communications to consumers.</li> </ul>
vi) Hospitality and Food Service Voluntary Agreement	<p>Launched by WRAP in June 2012 the Hospitality and Food Service (HaFS) Voluntary Agreement is an initiative to reduce waste and increase recycling in the sector, focusing particularly on food and packaging waste. WRAP works in partnership with organisations within the UK HaFS sector and their supply chains. The targets are to achieve by 2015:</p> <ul style="list-style-type: none"> <li>• a 5% reduction in waste arising</li> <li>• an increase in waste being recycled, sent to AD or composted to 70%.</li> </ul>

	<p>WRAP works with signatories and supporters to help them deliver their targets by sharing best practice, implementing and testing new approaches and measuring the impact of savings made.</p>
vii) Pilot product roadmaps	<p>Product road mapping is a voluntary approach to facilitating collaboration between Government, business and other stakeholders to achieve improvements in the sustainability of products. It focused on specific products and looked at a range of impacts, including waste.</p> <p>The roadmaps aim to:</p> <ul style="list-style-type: none"> <li>• review evidence of the impacts of a product across its lifecycle and highlight areas for (new) action</li> <li>• engage stakeholders</li> <li>• work with stakeholders to develop and agree a voluntary action plan to improve the sustainability of a product</li> <li>• monitor, develop and evaluate the action plan</li> </ul> <p>Ten 'product roadmaps' were piloted with the aim of:</p> <ul style="list-style-type: none"> <li>• improving the sustainability of the ten chosen products and</li> <li>• exploring the potential value of the product road mapping approach, and deciding how and where such an approach should be used more widely.</li> </ul> <p>The ten pilot products (milk, fish, clothing, windows, plasterboard, WCs, cars, LED lighting, sewage pumps, televisions) were chosen to capture a variety of product types and the range challenges they present.</p>
viii) Resource Efficiency Action Plans in the construction sector	<p>Resource Efficiency Action Plans (REAPs) are the product of industry-led sustainability partnerships which involve all elements of a particular supply chain in the identification and pursuit of opportunities to improve resource efficiency of the sector. The concept arose out of the Strategy for Sustainable Construction. The first four REAPs were in the plasterboard, flooring, joinery and window sectors. Two further REAPs, for building insulation foam and ceiling tiles, have been</p>

	established with the assistance of WRAP and others are in development.
xvi) Responsibility deal with the direct marketing sector	<p>A voluntary agreement on direct mail was established in November 2011 between the UK, Welsh and Scottish Governments and the Direct Marketing sector. The Deal sets out the shared ambition to improve the environmental performance of the direct marketing industry. Waste prevention is one of the themes of the deal with the objective of reducing the quantity of direct marketing material necessary to achieve an acceptable return on investment through better targeting and suppression.</p> <p><a href="http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/69332/direct-mail-responsibility-deal-pb13668.pdf">www.gov.uk/government/uploads/system/uploads/attachment_data/file/69332/direct-mail-responsibility-deal-pb13668.pdf</a></p>
ix) Sustainable Clothing Action Plan	<p>The Sustainable Clothing Action Plan (SCAP) was launched in 2007 to improve sustainability of clothing across its entire lifecycle. WRAP has been co-coordinating SCAP since April 2011 including developing and agreeing sector-wide targets. SCAP is overseen by a Steering Group, made up of a range of stakeholders and working groups: Design, Reuse &amp; Recycling, Influencing Consumer Behaviour and Metrics. Leading clothing sector companies have pledged to measure and reduce their environmental footprints and signed up to the SCAP 2020 Commitment.</p> <p>To enable the SCAP members to measure their environmental footprint and work towards a collective target, WRAP developed the SCAP Footprint Calculator tool. WRAP is also developing a Clothing Longevity Protocol – a code of conduct for organisations to consistently measure their garment lifetimes – and is working on a clothing knowledge hub and supporting training materials to educate the design and product teams in how to reduce the environmental impact of the clothes they design, source and sell.</p>

## Measure 10: The promotion of creditable environmental management systems, including EMAS and ISO 14001

Name of Activity	Short description of activity
i) British Standard	BS8555 describes how to implement, in six stages, a generic EMS and can be used as a route towards ISO14001 and

BS8555	<p>EMAS; making implementation much easier especially for smaller companies.</p> <p>The standard also incorporates ISO 14031 (Environmental Performance Evaluation) allowing the development of tasks focussing on indicators that add value and are driven by company needs e.g. turnover, competitive advantage, views of interested parties.</p> <p>The Seren scheme is a UKAS accredited methodology designed to enable organisations to meet the requirement of BS 8555. The Seren Scheme is aimed at SMEs and places a strong emphasis on legal compliance and the provision of affordable auditing.</p>
ii) EMAS	<p>The EU Eco Management and Audit Scheme (EMAS), is a voluntary EU regulation which builds on the international standard ISO 14001 by “recognising and rewarding those organisations that go <i>beyond minimal legal compliance and continually improve their environmental performance</i>”. As part of the regulation organisations are required to produce a public statement about their environmental performance. The regulation was most recently updated in 2010.</p> <p>Waste (tonnes) and material efficiency (annual mass-flow of different materials used) are two of six core indicators that EMAS organisations are required to report (if relevant) in their environmental statements. The other core indicators are energy efficiency; water; biodiversity; and emissions.</p> <p>Promotion of EMAS forms part of a wider Defra promotional strategy for Environmental Management Systems (EMS) in general. The Institute of Environmental Management and Assessment (IEMA) is the UK EMAS Competent Body and assists Defra in implementing the strategy through a Grant Agreement. In August 2013 there were 56 EMAS-registered organisations in the UK.</p>
iii) ISO 14001	<p>ISO 14001, the international standard for EMSs, specifies the components necessary to help organisations systematically identify, evaluate, manage and improve their environmental management system.</p> <p>ISO 14001 is incorporated and formally recognised in the EMAS regulation. Being a market-driven standard, Defra plays an indirect role in its promotion, as part of the wider EMS</p>



promotion strategy.

ISO/TC 207 has developed Life Cycle Assessment (LCA) - a tool for identifying and evaluating the environmental aspects of products and services from the extraction of resource inputs to the eventual disposal of the product or its waste.

## Measures that can affect the consumption and use phase

### Measure 11: Economic instruments such as incentives for clean purchases or the institution of an obligatory payment by consumers for a given article or element of packaging that would otherwise be provided free of charge

Name of Activity	Short description of activity
i) Charges for single-use plastic carrier bags	A number of large retailers in England apply a charge to single-use plastic carrier bags. For example, in 2007 M&S introduced a 5p food carrier bag charge, across the UK, with the proceeds from the charge being donated to environmental causes. In 2012/13 M&S used 274 million single-use carrier bags, a reduction of 58% since 2006/07 (657 million) and roughly level with 2011/12 (269 million).

### Measure 12: The use of awareness campaigns and information provision directed at the general public or a specific set of consumers

Name of Activity	Short description of activity
i) Community Waste Prevention Funds	<p>Some local authorities offer funding to local organisations to support waste prevention related activities.</p> <p>Cumbria County Council offer a fund to support new and innovative waste prevention initiatives, which work directly with the community to encourage the key practices of reduce, reuse and recycle, and subsequently improving quality of life</p>



	<p>for the people in Cumbria. It offers grants of £2,000-£15,000 for activities that must promote at least two of the following:</p> <ul style="list-style-type: none"> <li>• Decrease municipal waste arisings e.g. a community composting scheme.</li> <li>• Increase the amount and range of materials reused and recycled, e.g. a wood reuse scheme.</li> <li>• Increase the number of households involved in the 3 Rs (reduce, reuse and recycle)</li> <li>• Link with wider sustainable benefits, e.g. creating volunteer opportunities.</li> </ul> <p>Several other local authorities have similar arrangements, including North Yorkshire and East Sussex.</p>
ii) European Week for Waste Reduction (EWWR)	<p>European Week for Waste Reduction was launched in 2009 by the European Commission's Life+ Programme. The week aims to raise awareness of ways to minimise waste and encourage change in everyday behaviour in order to reduce the amount of waste produced across Europe.</p> <p>A number of local authorities across the UK participate in EWWR, for example, in 2012 Buckinghamshire, Oxfordshire and Merseyside participated.</p> <p>The North London Waste Authority (NLWA) in partnership with seven constituent London boroughs has been involved in EWWR for 3 years and has been delivering cross-cutting campaigns and interventions that tackle a full range of waste prevention behaviours with a target audience of people that live, work and study in north London. The activities undertaken as part of this include Give and Take Days and school performances.</p>
iii) Food date-marking guidance	<p>Published by Defra in 2011, the aim of the date-marking guidance is to help ensure dates are applied consistently, making it easier for consumers to understand. This includes the use of 'use-by' labels when the food could be unsafe after that date versus the 'best-before' date, to indicate when the food is no longer at its best, but is still safe to eat.</p>
iv) Fresher for Longer campaign	<p>The 'Fresher for Longer' campaign was developed in 2013 to reduce food waste through better public understanding of the</p>

	functional roles of packaging. The campaign founders are: the Industry Council for Packaging and the Environment, The Packaging Federation, the Food & Drink Federation, the Kent Resource Partnership, WRAP and the British Retail Consortium.
v) Greener Living Fund	The Greener Living fund was launched in November 2008 by Defra, as part of the Third Sector Strategy, to promote greener living across England. Over £6 million was made available to develop and support projects run by national third sector delivery partners, between June 2009 and March 2011. To secure funding, applicants had to show that they had the ability and reach to implement projects that would influence pro-environmental behaviours in the wider population and could use this to scale-up existing successful projects.
vi) Local authority initiatives	<p>There are a wide range of initiatives undertaken by local authorities providing information to local residents on reducing waste. The most common subjects covered by these initiatives include; reducing “junk mail”, home composting, promoting reusable nappies, furniture reuse schemes via bulky waste collections and civic amenity sites.</p> <p>For example, North Yorkshire County Council, in partnership with City of York Council, district and borough councils, charity shops and reuse organisations across the area are working together on a reuse campaign ‘Choose2Reuse’. The aims of which are to:</p> <ul style="list-style-type: none"> <li>• Increase the quantity of good quality donations to charity shops and reuse organisations</li> <li>• Encourage more people to buy more pre-owned goods</li> <li>• Increase the number of people involved in volunteering in ‘reuse’ activities</li> </ul>
vii) Love Food Hate Waste campaign	WRAP has worked with signatories (including local authorities, community groups and retailers) to manage an integrated, consumer-facing <i>Love Food Hate Waste</i> campaign. As part of this national campaign to help householders reduce their food waste and save money, retailers ran their own large scale campaigns.
viii) Nesta Waste	In 2012 Nesta and the Cabinet Office offered competitive

<p>Reduction Challenge Prize</p>	<p>challenge fund to promote innovation in providing new opportunities for communities to come together to give time, skills and resources to achieve a measureable reduction in waste.</p> <p>Each of the six finalists, selected from a shortlist of 20 in the Nesta Waste Reduction Challenge Prize received funding of up to £10,000 and support to set up and test their innovations over a six month period. The idea that demonstrated the most success was awarded the £50,000 prize. The winner was announced in December 2013.</p>
<p>ix) Reusable (“Real”) Nappies campaigns</p>	<p>There have been several campaigns to promote the use of reusable nappies.</p> <p>For example, the Women’s Environmental Network (WEN) has campaigned since 1989 to raise awareness of the environmental impacts associated with disposable nappies and to promote the use of washable cloth (‘real’) nappies. WEN developed and established the Real Nappies for London scheme which is now run by London Community Resource Network (LCRN). In partnership with LCRN, WEN also runs a Real Nappy Exchange, which puts buyers and sellers of used real nappies in touch with one another.</p> <p>Some local authorities offer incentives to encourage the use of reusable nappies to reduce waste arisings and avoid waste management costs. These incentives aim to either reduce the upfront costs to families or enable families to trial examples before investing in this option. Examples of incentives on offer include:</p> <ul style="list-style-type: none"> <li>• A proportion of cash back (varies subject to waste management costs incurred by the Council) when providing proof of purchase for reusable nappies and accessories for example, Derbyshire County Council has provided a real nappy incentive cash-back scheme whereby a £25 voucher is provided to encourage people to use real nappies since 2004.</li> <li>• Access to trial kits and/or a library of different styles of reusable nappies to test before purchase</li> <li>• Free samples to test before purchase</li> <li>• An interest free loan or payment scheme to support investment in purchasing reusable nappies</li> </ul>

	<ul style="list-style-type: none"> <li>• A voucher to provide money off purchasing reusable nappies and accessories, or a nappy laundry service, for example, Devon County Council operates a reusable nappy incentive scheme which allows parents to save 20% on their first purchase of real nappies.</li> </ul> <p>An updated list of Councils who provide incentives for reusable nappies is available at <a href="http://www.fill-your-pants.com/councilnappyincentives.html">www.fill-your-pants.com/councilnappyincentives.html</a></p>
x) SWAP NOW Project 2011 - 2014	<p>The Smart Ways in the Approach of Prevention using New communication strategies On Waste (SWAP NOW) Project is funded by the EU Interreg IVA 2 Seas Programme. The aim of SWAP NOW is to make use of new and innovative communication methods, both technological and peer to peer, to bring about behavioural change in waste prevention.</p> <p>The project comprises a suite of initiatives, implemented over a three year period, by four European partners, two of which are in England; Adur and Worthing District Councils and West Sussex County Council (WSCC).</p>
xi) Training for Community Waste Advisers	<p><b>Food waste:</b> WRAP has been running a cascade training programme across England since 2011 to promote food waste prevention and support the Love Food Hate Waste campaign. Six (part time) Local Partnership Advisers specialise in cascade training, training groups of individuals to both reduce their own household food waste, and to cascade food waste prevention tips and advice to other members of the community/business who then pass the information onto others.</p> <p><b>Waste Reduction Advisers:</b> During 2010 WRAP's Home Composting Advisers, who had established a track record in working alongside local authorities and other partners to provide advice to consumers expanded their role to cover waste minimisation, with the advisers taking the new title of "Waste Reduction Advisers" (WRAs). This continued until early 2011.</p>
xii) Zero Waste Places Initiative	<p>During 2008/9 six places were selected as Zero Waste Place projects and another six selected in 2009/10. The definition of 'Place' is all encompassing but could be a retail park, a high street, a community, a university campus, a street market or a street.</p>

## Measure 13: The promotion of creditable eco-labels

Name of Activity	Short description of activity
i) European Union Ecolabel	<p>The EU Ecolabel is a flower symbol which can be used by goods and services that meet a set of agreed stringent environmental standards. It is a voluntary scheme designed to provide consumers with better information on the environmental impact of products and enable easy identification of the best performing products. The scheme places emphasis on consumer demand to transform markets, and actively encourages the design, production, marketing and use of products which have a reduced environmental impact during their entire life cycle.</p> <p>In the UK the Ecolabel is managed by Defra with the assistance of UK Ecolabel Delivery (a partnership of TUV NEL Ltd and Oakdene Hollins Ltd) and addresses waste prevention in a number of ways including:</p> <ul style="list-style-type: none"> <li>• “Fitness for use” criteria</li> <li>• Durability requirements e.g. 2 year guarantees for dishwashers, 5 year lifetime for furniture, 10,000 hours for light bulbs</li> <li>• Designing in ease of repair e.g. 7 years availability of parts for TVs</li> <li>• Designing in ease of upgrade e.g. memory upgrades in PCs</li> <li>• Designing in ease of recycling</li> <li>• Minimising packaging</li> <li>• Designing easy-to-recycle packaging</li> </ul> <p>This voluntary approach applies to products and to services and sets demanding environmental criteria so that only a small share of the very best products available on the market actually meets them. UK licensed companies are under no obligation to inform Defra about how many products they sell. Products can be licensed/labelled in another EU country and sold in the UK (and vice versa).</p>

<p>ii) Green Claims Guidance</p>	<p>Environmental (or ‘green’) claims and labels enable businesses to highlight the environmental impact and qualities of products and services to help consumers make informed buying choices. This includes demonstrating to consumers where efforts have been made to prevent waste to reduce the environmental impact of a product and service compared to similar items on the market.</p> <p>In 2011, Defra produced a revised Green Claims Guidance and an accompanying ‘quick guide’ in the form of a pro-active toolkit which advises businesses on how to make clear and accurate environmental claims on products, services and in marketing and advertising, with the aim of helping consumers make more informed judgements about what they buy and prevent misleading claims. In addition to self-declared environmental claims, the guidance also highlights a number of other ways to communicate product environmental information, including through labelling or standardised declaration schemes.</p> <p>The revision of the guidance notes originally developed in 2003 was in response to increasing confusion around green claims following their growth in number between 2006 and 2007/08, as well as new jargon being used in environmental claims.</p> <p>The updated Green Claims guidance is designed to make products’ environmental claims more robust for the benefit of customers while enabling businesses to keep abreast of a fast-developing market, thus helping to restore public faith in environmental advertising and act as a resource for companies developing more sustainable products.</p> <p><a href="http://www.gov.uk/government/publications/green-claims-guidance">www.gov.uk/government/publications/green-claims-guidance</a></p>
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## **Measure 14: Agreements with industry, such as the use of product panels such as those being carried out within the framework of Integrated Product Policies or with retailers on the availability of waste prevention information and products with a lower environmental impact**

Activities which fall under this measure have been included as part of Measure 9.

**Measure 15: In the context of public and corporate procurement, the integration of environmental and waste prevention criteria into calls for tenders and contracts, in line with the Handbook on environmental public procurement published by the Commission on 29 October 2004**

Name of Activity	Short description of activity
i) Government Buying Standards	The Government Buying Standards (GBS) (formerly known as Buy Sustainable Quick Wins) are designed to make it easier for government buyers to make sustainable purchases. They include specifications that all government buyers must follow when procuring a range of products; information about sustainable procurement and how to apply it when buying and direct links to websites with lists of products that meet the standards. Many of the criteria in these standards relate to waste prevention. A wide range of items are covered from construction to cleaning products and services, electrical goods to water using products.
ii) Greening Government Commitment	In February 2011, the Government signed up to the Greening Government Commitments which set ambitious targets for government departments and their agencies. These are to: reduce carbon emissions by 25%, reduce waste generated by 25%, buy more sustainable and efficient products by embedding Government Buying Standards into contracts, and reduce water use to best practice benchmarks, by 2015, against a 2009/10 baseline. Transparency is a key factor of these commitments with a promise to report publicly on progress and, in addition, a commitment to transparency on a range of issues such as biodiversity protection on the government estate.  <a href="http://sd.defra.gov.uk/gov/green-government/commitments/">http://sd.defra.gov.uk/gov/green-government/commitments/</a>
iii) Sustainable Procurement – Training Programme	Defra has put in place a set of e-modules and accredited training courses by private sector providers, for public procurers. This is known as the National Sustainable Public Procurement Training Programme.
iv) Sustainable Public	A widely used self-assessment mechanism developed by the



Procurement – Flexible Framework	business-led Sustainable Procurement Task Force. The Flexible Framework allows public sector organisations to measure and monitor their progress on sustainable procurement over time. The Framework is designed for use by all public sector organisations, regardless of the available procurement resources. The Flexible Framework was published by Defra and updated in 2011 to reflect the Greening Government Commitments, which set out a requirement to procure sustainably. It sets out the steps an authority can take to integrate sustainability considerations including waste prevention into their tenders and procurement practice. This approach has also been adopted by BSI and is incorporated into BS 8903.
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**Measure 16: The promotion of the reuse and/or repair of appropriate discarded products or of their components, notably through the use of education, economic, logistic or other measures such as support to or establishment of accredited repair and reuse centres and networks especially in densely populated regions**

Name of Activity	Short description of activity
i) Carpet reuse	Carpet Recycling UK (CRUK) aims to boost the recovery carpets and carpet tiles in the UK. Projects for carpet tile recycling and reuse include a nationwide collection and recycling take-back programme from Desso. Established in 2008, this recycling initiative aims to ensure zero goes to landfill by turning old tiles into new flooring products or using them in other recycling initiatives. In 2011, an estimated 750,000 carpet tiles were reused or recycled, representing a landfill diversion rate of just 1.4%.
ii) Consumer Protection legislation	In June 2013 the government published the draft Consumer Rights Bill, which proposes a fundamental reform of consumer legislation so that consumers' and business' key rights and responsibilities are clear, easily understood and updated to take account of purchases involving digital content. It contains important new protections for consumers, alongside measures to lower regulatory burdens for business. These changes have the potential to increase consumer confidence in second hand goods by making their rights clearer.



	<a href="http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/206373/bis-13-916-draft-consumer-rights-bill-governemnt-response-to-consultations-on-consumer-rights.pdf">www.gov.uk/government/uploads/system/uploads/attachment_data/file/206373/bis-13-916-draft-consumer-rights-bill-governemnt-response-to-consultations-on-consumer-rights.pdf</a>
iii) Furniture Reuse Organisations and Networks	<p>There are a wide number and range of furniture reuse organisations, many have drawn together into networks to increase reuse and share best practice. For example, <a href="http://www.frn.org.uk">www.frn.org.uk</a>.</p> <p>In general, Furniture Reuse Organisations (FROs) provide opportunities through an increase in repair and reuse of furniture and selected electrical items, and social benefits through increased job and training opportunities in the local area. They also benefit consumers through increased product choice and low cost quality items, as well as helping to increase the product lifetimes of furniture and electrical items.</p>
iv) Local authority Bulky Waste Collections	<p>Some local authorities have entered into partnerships with contractors or civil society groups to facilitate the reuse of items which have been collected for reuse. These services can be provided as part of the 'bulky waste' collection offered by local authorities to their residents.</p> <p>For example, in 2012 a kerbside reuse collection service provided by third sector partners was introduced in Wandsworth, operating in parallel with the Council's own bulky waste collection service. The Council were able to pass requests for collections to the reuse service if the items in question are more suited for reuse than disposal.</p> <p>The service diverts waste to reuse, avoiding disposal fees whilst also providing affordable white goods and furniture help meet demand from those in need. Collection charges are also avoided by delivering to the reuse bay at the local household waste and recycling centre.</p> <p><a href="http://www.wandsworth.gov.uk">http://www.wandsworth.gov.uk</a></p>
v) London 2012 Olympics	<p>A number of sustainability targets were set for the Olympic Games which included;</p> <ul style="list-style-type: none"> <li>• resource efficiency: 80 per cent, by mass, of materials and products brought to site to be returned for reuse in the hire market or reused in a permanent facility off-site.</li> <li>• responsible sourcing: No new manufacture of PVC</li> </ul>

	<p>associated with the project and use of HFCs was restricted; 90 per cent, by mass, of new products' manufacturing locations to be disclosed on the Supplier Ethical Data Exchange (Sedex)</p> <ul style="list-style-type: none"> <li>• all timber to be in accordance with LOCOG policies with a preference for FSC certification with full chain of custody.</li> <li>• waste management: 90 per cent, by mass, of waste generated on site to be reused, recycled or composted. Zero waste sent direct to landfill.</li> </ul> <p><a href="http://learninglegacy.independent.gov.uk/documents/pdfs/sustainability/mr-materials-and-resource-use.pdf">http://learninglegacy.independent.gov.uk/documents/pdfs/sustainability/mr-materials-and-resource-use.pdf</a></p>
vi) Promotion of reuse activities by local authorities	<p>A number of local authorities have initiated local communications campaigns to promote local reuse. These activities are often undertaken in partnership with local charities and other civil society groups.</p> <p>For example, Shropshire Council co-ordinated a county wide bulky waste reuse campaign from April to June 2012 as part of the WRAP reuse communications pilots.</p> <p><a href="http://www.wrap.org.uk/re-use-comms">www.wrap.org.uk/re-use-comms</a></p>
vii) Reuse and repair events	<p>There are a wide range of events held by individuals, civil society groups, charities and local authorities which encourage the reuse and repair of goods. These events include:</p> <ul style="list-style-type: none"> <li>• National Childcare Trust Nearly New Sales</li> <li>• Swishing (clothes exchange) events</li> <li>• Repair workshops, where people can bring items (often small electrical items) to be assessed and repaired by suitably qualified persons.</li> </ul>
viii) Reuse at Household Waste Recycling Centres	<p>Some Household Waste Recycling Centres (HWRCs) provide defined areas for collection of items suitable for reuse. A smaller number also have on site reuse shops, often operated in partnership with local charities or civil society groups.</p> <p>For example, Hampshire County Council provides a network of 24 Household Waste Recycling Centres (HWRCs), with two further sites provided by two neighbouring city councils. Each</p>

	<p>site has an onsite sales area for reusable items and to incentivise reuse, the contractor retains the proceeds from reuse sales which is subsequently reflected in the contract price, with associated financial benefits to Hampshire.</p>
ix) Reuse Forum	<p>Defra's Re-use Forum had its first meeting in November 2011, and was attended by re-use practitioners and interested stakeholders. One of the outcomes of the first Forum was to set up three sub groups to discuss the barriers and solutions required to ensure there would be a strong re-use economy in the future, and these was facilitated by WRAP. Two further Forum meetings were arranged for October 2012 and May 2013 where reuse and repair were emphasised. Representatives from local authorities, civil society, business and academia have all been actively involved in the Forums and subgroups and have provided valuable information which has helped shape the Waste Prevention Programme. They have also had the opportunity to meet Ministers at Defra to discuss reuse and repair issues. Further Reuse Forums are planned for the future.</p>
x) Reuse Networks	<p>The London Reuse Network is a collection of charities working together to find new homes for good quality furniture and appliances that are no longer wanted. They also provide office furniture and clearances. The London Reuse Network receives funding from the London Waste and Recycling Board.</p> <p><a href="http://www.londonreuse.com">www.londonreuse.com</a></p>
xi) Reward and Recognition Fund	<p>Defra provided £2 million under the Reward and Recognition Fund (RRF) through a competitive process for local authorities and community organisations to design innovative ways of increasing positive waste behaviours through rewarding and recognising those behaviours. There have been two rounds of the RRF, supporting 28 projects in total. The 28 projects are very diverse in how and what they are trying to achieve, and include initiatives to increase recycling of different materials, reuse, reduction of food waste and waste prevention. Some are providing community rewards while others are providing individual rewards.</p>
xii) WRAP guidance to local authorities and their partners for improving the reuse	<p>The guidance provides information for local authorities on the policy drivers, benefits, options and costs for household waste collection, reuse and recycling; including definitions of bulky waste and advice on how local authorities can work civil</p>

of household bulky  
waste

society organisations in achieving good rates of reuse and recycling.

The guide has been used to run a series of workshops and support projects. Examples of the support and application of the guidance can be found at [www.wrap.org.uk/reusecasesestudies](http://www.wrap.org.uk/reusecasesestudies)