

1. Home Composting

Home composting is an easy way to deal with garden waste and uncooked fruit and vegetable peelings. It appeals to people who already recycle and want to do that little bit extra to help the environment reducing what goes into their bin every week, it also appeals to people who enjoy their garden so are keen to create compost to use at home.

To promote home composting and to help people home compost with ease we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Times cale	Useful For	Links with key Aim (KA)
Home Composting - York Rotters	<ul style="list-style-type: none"> • Help and support residents new to composting • Help people to start composting • Iron out issues with compost bins • Support residents that are already composting • Support schools to compost 	See York Rotters Work Agreement	On going	People who would like to do more but are unsure how to	KA1 KA4
Home Composting - Home Compost Bin Offer	<ul style="list-style-type: none"> • Work with the York and North Yorkshire Waste Partnership • Offer Home Compost Bins at a reduced price • Enable residents who wouldn't pay full price for a bin to start composting • As part of this offer, delivery of the compost bins is free this enables anyone wishing to purchase a bin the opportunity to do so. • The bins can be ordered, through the website, post or telephone 	Publicise the offer through leaflets, press releases, on the council's website and roadshows. Use Compost Awareness Week promote the offer. Offer Free delivery of bins Offer various methods to order bins, telephone, web or post.	On going	People who would like to do more but are unsure how to	KA1 KA2 KA3

Home Composting - Bokashi Bin Trial Customers Support	<ul style="list-style-type: none"> • Continue to support the residents that brought the bokashi bins last year. • Work these residents to ensure that they continue to use the bins. • Work with these residents to develop more ways to promote systems to deal with food waste. 	<p>Contact with these residents through newsletters and questionnaires.</p>	<p>2008/09</p>	<p>People that are already taking part but would like to do more</p>	<p>KA1</p>
Home Composting - Love Food Hate Waste	<ul style="list-style-type: none"> • For people who do not compost or have no intention in finding a method to deal with food waste. Provide information, awareness, support to reduce the amount of food waste produced in the first place. • Show that up to £500 per year can be saved by taking small steps to reducing food waste. • Provide information via the councils website, leaflets, roadshows, press releases • Working with York and North Yorkshire Waste Partnership to promote the campaign • Work with the national campaign wherever appropriate • We will also work to form partnerships with the local Women's Institutes in York. • Where appropriate hold stalls in large places of work to inform employees of the benefits of reducing food waste 	<p>Organise Roadshows to publicise the campaign.</p> <p>Provide information on the council website, leaflets at libraries, receptions and other public areas.</p> <p>Form links and partnerships with the Women's Institutes.</p>	<p>2008/09</p> <p>To be developed through to end of 2009/10</p>	<p>People who have no interest currently</p>	<p>KA1 KA2 KA4</p>
Home Composting - Food Waste Champions	<ul style="list-style-type: none"> • Aimed at people who are successfully home composting and may already be using one of the methods to deal with their food waste. 	<p>Undertake weigh your waste activities.</p> <p>Provide information and</p>	<p>2009/10</p>	<p>People that are already taking part but would like to do more</p>	<p>KA1</p>

	<ul style="list-style-type: none"> • Using the 50 people that are part of the bokashi bin trial as a base, • Work to form a network of people that have a working knowledge of the different types of methods to deal with food waste • Show how you can reduce the amount of food waste produced. 	support via newsletters and meetings.			
--	---	---------------------------------------	--	--	--

2. Real Nappies

Real nappies is the term that we use for washable cloth nappies. These nappies appeal to parents for a wide range of reasons, they contain no chemicals, they reduce dramatically the amount of waste that is thrown away, and they can cost less than disposable nappies a saving up to £500 for a families first child.

To promote the use of real nappies to help reduce the amount of waste that is sent to landfill we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Timescales	Useful For	Links with Key Aim (KA)
Real Nappy Campaign - Work with Nappy Sellers	<ul style="list-style-type: none"> • Provide links to nappy sellers • Nappy seller provide support to those already using nappies • Nappy seller provide support to those wanting to start using Real Nappies. • Engage with the sellers to involve them in information events held by the council. 	<p>Help and advice from nappy sellers, to residents.</p> <p>Involving nappy sellers in council organised events to promote real nappies.</p>	On going	People that are already taking part but would like to do more	KA4
Real Nappy Campaign - for those not using real nappies	<ul style="list-style-type: none"> • Promote the benefits of using real nappies, • Provide home visits for people who cannot access our events. • Provide coffee 	<p>Promote the benefits of using Real Nappies.</p> <p>Provide home visits for people who cannot</p>	<p>On going</p> <p>On going</p>	People who would like to do more but are unsure how	KA1 KA2

	<p>mornings to find out more information about real nappies – these are called Nappochino’s.</p> <ul style="list-style-type: none"> Promote the incentive scheme whereby residents of York and North Yorkshire can claim £30 back when they spend £50 or more on real nappies 	<p>access our events.</p> <p>Hold at least 2 Nappochino’s in first year.</p> <p>Promote the York and North Yorkshires Waste Partnership incentive scheme.</p>	<p>April 2008 and November 2008</p> <p>On going</p>		
Real Nappy Campaign - for those who already use real nappies	<ul style="list-style-type: none"> Engage with residents that already using real nappies, Encourage these residents to attend events to speak to people considering using Real Nappies Provide information to these residents about the incentive scheme to see if they are able to claim. 	Engage with residents already using real nappies to help ‘spread’ the word.	Ongoing	People that are already taking part but would like to do more	KA4
Real Nappy Campaign - Incentive Scheme	<ul style="list-style-type: none"> Promote the York and North Yorkshire Waste Partnership incentive scheme whereby residents of York and North Yorkshire can claim £30 cash back when they spend £50 on real nappies This provides a larger financial saving in using real nappies. 	<p>Promote the cash back incentive scheme have 5% (150) of babies born in York use real nappies</p> <p>Promote all the benefits of using real nappies.</p>	Ongoing	People who have no interest currently	KA1 KA2
Real Nappy Campaign - Real Nappy Packs to Health Visitors/Midwives	<ul style="list-style-type: none"> Provide health visitors with packs to introduce new parents to real nappies. These will reach all sections of the community and the information will be brought to people 	<p>Provide Real Nappy packs to Health Visitors.</p> <p>Reach more sections of the community through these packs.</p>	<p>2008/09 and 2009/10</p> <p>Ongoing</p>	<p>People who have no interest currently</p> <p>People who would like to do more but are unsure</p>	KA4

	who may otherwise not have found out about real nappies.			how to	
--	--	--	--	--------	--

3. Bag Free York

Encouraging residents to reduce the amount of carrier bags that they use is an easy and practical way that they can reduce the amount of waste that they produce.

To promote the use of reusable bags to help reduce the amount of waste that is sent to landfill we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Timescale	Useful For	Links with Key Aim (KA)
Bag Free York - Villages to become Plastic Bag Free	<ul style="list-style-type: none"> Form partnerships with local groups in the villages of York, to help them make their village plastic bag free. Link with all sections of the community will be made, Run competition to design the front of the cotton bag which will be provided as an alternative to plastic bags. 	<p>Form partnership with local village groups.</p> <p>Run competition for design of cotton bags at each village.</p> <p>Provide information through leaflets, posters, website, press releases, events and roadshows</p>	<p>2 Villages by end March 2009</p> <p>3 Villages by end March 2010</p> <p>3 Villages by end March 2011</p>	<p>People who would like to do more but are unsure how to</p> <p>People that are already taking part but would like to do more</p>	KA2 KA4
	<ul style="list-style-type: none"> Provide a 'village' cotton reusable bag to residents within the village Provide information as to why it is better to use reusable bags instead of plastic bags. 	<p>Promotion through leaflets, posters, press releases, events, roadshows and websites.</p>	<p>2 Villages by end March 2009</p> <p>3 Villages by end March 2010</p> <p>5 Villages by end March 2011</p>	<p>People who have no interest currently</p>	KA1

Bag Free York - Promotion of 'York Bag'	<ul style="list-style-type: none"> • Continue to promote the 'York Bag' through the established outlets in the city • Explain why it is better to use a reusable bag instead of a plastic bag. 	<p>Continue partnerships with outlets for the York Bag across the city.</p> <p>Provide information about the York Bag at roadshows and on the website to show the benefits of using reusable bags instead of plastic bags</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>People who have no interest currently</p> <p>People who would like to do more but are unsure how to</p>	KA1
Bag Free York - Monitor National Legislation	<ul style="list-style-type: none"> • Continue monitor the situation in regards to plastic bags across the UK. • Look at any changing legislation and how this will affect shops and residents in York. • Provide information of this to residents and also react should action be needed 	<p>Provide updated information on the website.</p> <p>Any major changes and affects for residents and businesses in York the information will be provided in the form of press releases and on the website</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>People that are already taking part but would like to do more</p>	KA1

4. Choose 2 Reuse

This is a campaign to encourage reuse. It is based around working with local charity shops and Furniture Reuse Organisations (FROs), to promote donation events, volunteer training and general awareness raising of charity shops and organisations.

Campaign	What We Will Do	Activity	Timescales	Useful For	Links with Key Aim (KA)
Choose 2 Reuse - what to donate where	<ul style="list-style-type: none"> • Produce a booklet, to provide information about charity shops in York, what they will accept and also 	Publicise charity shops and what items they will accept, through a booklet.	Late 2008/09	People that are already taking part but	KA1

	<p>information about the quality of goods wanted.</p> <ul style="list-style-type: none"> • Provide information to people already donating as they are not always donating the right items. • Hold an information road show will also take place, to demonstrate which charity shops take certain items. 	Publicise charity shops and what items they will accept, through roadshows.	Late 2008/09	would like to do more	
Choose 2 Reuse - How to donate	<ul style="list-style-type: none"> • As stated above a booklet will be produced that examples the benefit and details of donating to charity • continue to support Yorkshire Air Ambulance, who will collect from the doorstep as an on demand service for those unable to take goods to the shops themselves • Continue to promote other Furniture Reuse Organisations who provide a collection service 	<p>Produce a leaflet with information on how to donate and benefits to donating.</p> <p>Promote the collection service provided by Yorkshire Air Ambulance, through website, leaflets, posters and press releases.</p> <p>Promote the collection service through Choose 2 reuse promotional material, contact centre and website</p>	<p>Late 2008/09</p> <p>Ongoing</p> <p>Ongoing</p>	People who would like to do more but are unsure how to	KA1
Choose 2 Reuse - Why it's a good thing	<ul style="list-style-type: none"> • Talk to residents at roadshows and other public areas (libraries, supermarkets), to explain the benefits of reusing goods and donating to charity and Furniture Reuse Organisations. • The benefits of reusing items will be explained in terms of 	Communicate to residents through roadshows and other events, explaining benefits to reuse. Information will be on the website as to when these	<p>Ongoing</p> <p>Ongoing</p>	People who have no interest currently	KA1 KA2

	landfill and cost.	events will be and other information will be available.			
--	--------------------	---	--	--	--

5. Schools Education

The promotion of the reduce, reuse, recycle message to school children is a very important element of any waste campaign.

To promote this message to school children and to help them understand the importance of reducing, reusing and recycling we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Timescales	Useful For	Links with Key Aim (KA)
Schools Education - Recycler the Rapping Robot Visits	<ul style="list-style-type: none"> • Book Recycler the Rapping Robot to come to York primary schools for 2 weeks during 2008/09. • Primary schools to be informed that he is coming to York and the benefits of having this performance (which is free to schools) 	<p>Book Recycler to come to York, for 2 weeks over the course of the year</p> <p>Promote the benefits of Recycler performance to schools, and book schools to see Recycler</p>	May and January 2009	<p>People who have no interest currently</p> <p>People who would like to do more but are unsure how to</p>	KA1 KA2 KA4
Schools Education - Distribute York and North Yorkshire Waste Partnership Packs	<ul style="list-style-type: none"> • Update the education packs produced by YNYWP to include more items • Distribute the education packs to the primary schools in York, that have been produced by the partnership. • Link into any other educationally work undertaken by the partnership 	<p>Order new items to be included within the packs</p> <p>Promote the education packs and provide to the primary schools in York</p>	<p>2008/09</p> <p>Ongoing</p>	<p>People who have no interest currently</p> <p>People who would like to do more but are unsure how to</p>	KA1 KA2 KA3
Schools Education -	<ul style="list-style-type: none"> • Work with secondary schools 	Provide information,	Ongoing	People who have not	KA1 KA2

Work with Secondary Schools	to promote the reduce, reuse, recycle message. <ul style="list-style-type: none"> • Provide information as requested, undertaking assemblies or classes. 	assemblies and classes as and when requested		interest currently People who would like to do more but are unsure how to	
Schools Education - Work with children's groups	<ul style="list-style-type: none"> • Provide talks and presentations to brownie, scout and guide groups and other children's clubs 	Provide information as requested	Ongoing	People who would like to do more but are unsure how to	KA1 KA2

6. Packaging

Packaging is an important issue for many people, it does not weigh a great deal but can be bulky and takes up a large amount of room in peoples bins.

To promote ways to reduce the amount of packaging that residents have, we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Timescales	Useful For	Links with Key Aim (KA)
Packaging - Information Leaflet	<ul style="list-style-type: none"> • Work with Trading Standards to produce an information leaflet • Through leaflet provide practical ways for residents to reduce the amount of packaging they have • Through leaflet provide information about trading standards i.e. how to contact them if you feel that an item has too/ unnecessary packaging 	Form links and work with Trading Standards Produce an information leaflet which will then be available at, council receptions, libraries, events that waste services and trading standards attend. This information will also be on the councils website.	2008/ early 2009 March 2009	People who would like to do more but are unsure how to People that are already taking part but would like to do more	KA1
Packaging – Trading Standard	<ul style="list-style-type: none"> • Carry out test purchases with Trading Standards to assess products 	Decide products to test purchase Carry out test purchase		People who have not interest	KA1 KA2

s work	that may be over packaged	Harness PR to show what we're doing about packaging		currently People who would like to do more but are unsure how to People that are already taking part but would like to do more	
Packaging - Nationally	<ul style="list-style-type: none"> • Continue to monitor what activity regarding new legislation relating to packaging • Monitor what other councils and organisations are doing across UK to deal with packaging • Where appropriate information will be provided to residents, through press releases, information on the website and information at events. 	<p>Monitor any changes in legislation that looks at packaging.</p> <p>Look at what other councils are doing</p> <p>Provide information on website and through press to residents if and when needed</p>	Ongoing 2008/09	People that are already taking part but would like to do more	KA1

7. Christmas Waste Campaign

Christmas is a time of year when the amount of packaging and waste produced increases. It is important that the REDUCE, REUSE message is carried through this time of year, to provide residents with practical ways to reduce the amount of waste that they produce.

To promote reducing waste at Christmas and to reduce the amount of waste that is being sent to landfill, we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Timescales	Useful For	Links with Key Aim (KA)
Christmas Waste	<ul style="list-style-type: none"> • Run a campaign to help residents 	Produce promotional	December 2008	People who would	KA1 KA2

Campaign – Reducing Waste at Christmas	<ul style="list-style-type: none"> find practical ways to reduce their waste at Christmas. Use posters, adverts in the press and on radio & information on the councils website. 	<ul style="list-style-type: none"> material for the reduce, reuse Christmas message. Information will be provided through posters, adverts in press and on radio, and through the website. 	<ul style="list-style-type: none"> December 2009 December 2010 	<ul style="list-style-type: none"> like to do more but are unsure how to People that are already taking part but would like to do more 	
Christmas Waste Campaign - Neighbourhood Pride Campaign	<ul style="list-style-type: none"> Support the Reducing Environmental Impact of Christmas - Neighbourhood Pride Campaign throughout December 	<ul style="list-style-type: none"> Work in partnership with the Neighbourhood Pride Campaign. Information will be provided through website, press and any events planned 	<ul style="list-style-type: none"> December 2008 	<ul style="list-style-type: none"> People who have no interest currently People who would like to do more but are unsure how to 	<ul style="list-style-type: none"> KA1 KA2 KA4

8. Business Waste, Waste Minimisation

It is important that business waste is part of the overall waste minimisation plan. Businesses need as much help and information as residents on ways in which they can reduce the amount of waste that they produce.

To promote business waste minimisation and reduce the amount of waste going to landfill, we are going to follow the below plan.

Campaign	What We Will Do	Activity Targets	Times cale	Useful For	Links with Key Aim (KA)
Business Waste Campaign - Form Partnerships	<ul style="list-style-type: none"> From partnerships with organisations that can provide help and support to businesses in regards to how they can manage their waste. 	<ul style="list-style-type: none"> Contact and form partnerships and links with organisations that can provide help and support to businesses. 	<ul style="list-style-type: none"> 2008/09 	<ul style="list-style-type: none"> People who have no interest currently People who would like to do more but are unsure how to 	<ul style="list-style-type: none"> KA1
Business Waste Campaign	<ul style="list-style-type: none"> Produce a booklet to provide information to businesses on 	<ul style="list-style-type: none"> Produce and information booklet for businesses 	<ul style="list-style-type: none"> 2008/09 & 2009/ 	<ul style="list-style-type: none"> People who have no interest 	<ul style="list-style-type: none"> KA1 KA4

<p>- Produce Information Booklet</p>	<p>how they can practically reduce the waste they produce</p> <ul style="list-style-type: none"> • Use the partnerships formed with above organisations, to improve information in booklet • Include useful contacts to above organisations so businesses can directly contact them for more specific advice and support 		10	<p>currently</p> <p>People who would like to do more but are unsure how to</p>	
<p>Business Waste Campaign - Promote Booklet</p>	<ul style="list-style-type: none"> • Disseminate booklet to all interested businesses, • Booklet will work alongside new commercial waste recycling service 	Disseminate 200 booklets	2009/10 & 2010/11	People who would like to do more but are unsure how to	KA1 KA2
<p>Business Waste Campaign - Work with businesses</p>	<ul style="list-style-type: none"> • Work with 5 businesses more closely to help answer any queries they have • Gain feedback from monitoring of their waste and how they have managed to reduce their waste 	<p>Make links with one businesses keen to work with us Pass on booklet and information about who can help them Make regular contact with them to gain feedback</p>	2008/09	<p>People that are already taking part but would like to do more</p>	KA1
<p>Make links with two businesses keen to work with us Pass on booklet and information about who can help them Make regular contact with them to gain feedback</p>	2009/10	KA1			
<p>Make links with two businesses keen to work with us Pass on booklet and information about who can help them Make regular contact with them to gain feedback</p>	2010/11	KA1			

9. Internal Communication

It is important that City of York Council is seen to be leading by example and therefore it is important that there is an effective internal communications campaign for waste minimisation.

The waste minimisation action plan will look to provide information displays in area's used by staff, for example staffrooms and break out areas. This could be easier to do once the Hungate Development has been completed.

Currently the communication measures do not have a cost implication, however if it is possible to provide semi permanent displays in staff areas, a cost could be incurred, amendments to this plan will reflect this as and when

Campaign	What We Will Do	Activity Targets	Timescales	Useful For	Links with Key Aim (KA)
Internal Communications - Promote each campaign to council staff	<ul style="list-style-type: none"> Use bulletin board, email where appropriate, council website and internal newsletters to promote all Campaigns 		Ongoing	People who would like to do more but are unsure how to	KA2 KA3
Internal Communications - Poster campaigns	<ul style="list-style-type: none"> Put up relevant displays in council receptions and at the library in conjunction with campaigns running externally 	Look at campaign calendar and book in displays at the library. Print extra posters to give to all council receptions	Ongoing	People who would like to do more but are unsure how to	KA1 KA3
Internal Communications – Incentivise staff to reduce waste	<ul style="list-style-type: none"> Run a paper reduction campaign in council offices via office managers Monitor amount of paper reduced Award prize for best performing office 	Contact office managers Provide handy hints and tips to paper reduction Use prize as incentive Monitor paper orders to see how much paper is reduced	2009/10	<p>People who would like to do more but are unsure how to</p> <p>People that are already taking part but would like to do more</p>	KA1 KA2 KA3
Internal Communications -	<ul style="list-style-type: none"> Produce booklet for businesses wishing to 	Produce booklet Start to disseminate to	Produce booklet in 2008/09	People who would like to do more but	KA3

Provide information to offices about waste minimisation	reduce their waste • Disseminate to office managers	offices (see Business Waste Campaign)	&2010/11 Disseminate to all council offices in 2009/10	are unsure how to	
--	--	---------------------------------------	---	-------------------	--

Throughout all of the campaign activities listed in this document, we will work to ensure that all the information and activities are accessible to all sections of the community.