

## **Zero Waste York - Waste Management & Minimisation Strategy 2012 - 2015**

City of York Council's new waste management strategy is scheduled to be published later in 2012 and will be based on a zero waste theme. The concept of zero waste was introduced in 'Waste Strategy for England 2007' as being a simple way of encapsulating the aim to go as far as possible in reducing the environmental impact of waste. It is a visionary goal which seeks to prevent waste occurring, conserve resources and recover all value from materials.

To help maintain the momentum in the challenge to keep reducing the impact of waste in York the new waste management strategy will be delivered through Zero Waste York. This is a new campaign, launched in 2011, primarily promoting waste prevention and reduction with a major aim being to reduce the amount of residual waste arisings per household. Zero Waste York provides a framework on which we can build and focus all of our waste management projects. This approach also helps to establish better links with sustainable development work being undertaken in other council directorates, external organisations and community groups.

The Zero Waste York initiative supports the waste hierarchy focus on waste prevention (avoidance and minimisation), then reuse, then recycling and composting, then ensuring that all value is recovered from materials and finally landfill disposal. The waste hierarchy prioritises the methods for dealing with waste by ranking them according to environmental impact. The principle is to deal with as much waste as possible in the upper levels of the hierarchy.

Zero Waste York will also be a fundamental driver to help 'protect the environment' which is one of five key priority areas identified in the Council Plan 2011 - 2015. To help make this happen we will continue to promote the value of waste as a natural and viable resource and will produce less waste overall. These aims will be achieved by:

- Reusing, recycling and composting the maximum practicable amount of household waste (and investigating opportunities for developing waste management services for businesses).
- Maximising opportunities for reuse of unwanted items and waste by working closely with community groups and various other organisations.
- Maximising the recovery of materials and/or energy from waste that is not reused, recycled or composted so as to further reduce the amount of waste sent to landfill.

Changes in service provision have helped drive behaviour change and achieve year on year improvements in recycling performance (1999/2000 - 10% / 2011/2012 - 46.41%). Within our current structure of service provision and resources, however, it is unlikely that there will be any major improvements in recycling performance without significant additional investment. It is therefore recognised that a 50% target for reuse, recycling and composting of household waste is the watershed in what is likely to be achieved between 2012 and 2015. In this period, the most effective use of budgeted resources will be achieved by focussing on waste prevention.

Beyond 2015, York's participation in the Waste Private Finance Initiative - Residual Waste Processing Facility will reduce the amount of waste going to landfill by at least 90% and will help increase recycling.

## **Zero Waste York Challenge**

Work plans for 2012/2013 and 2013/2014 are being developed within the Zero Waste York framework outlined above but also to reflect the challenges arising from the recent budget process. To meet the budget savings targets more waste needs to be diverted from landfill by increasing levels of reuse, recycling and composting of waste. To achieve this we need to target our resources more effectively in areas where we think there is scope to work with residents and various organisations to secure the necessary improvements. There is also a need to work closely with our partners (internal and external) to help meet the challenges.

There are five main themes for the 2012/2013 and 2013/2014 work plans comprising:

- Reduce More - including food waste reduction and redistribution.
- Reuse More - incorporating Choose2Reuse events, themed workshops etc.
- Recycle More - including promotion of kerbside recycling to boost participation, capture rates and quality of materials collected.
- Compost More - primarily promoting home composting through York Rotters.
- General Communications - including improvements to the waste collection information available on the council's website, development of a dedicated Zero Waste York website to modernise the method of delivering information and messages to residents, and increasing use of social networking packages such as Facebook and Twitter.

Please note that within each of these main themes, some events and campaigns will involve city wide coverage whilst others will only apply in specific areas (determined by property type or geography).

### **Which areas of York should we target?**

To help achieve the challenges outlined above we need to target our resources in areas where we think residents are willing to make a change and where there is scope to reduce waste to landfill and boost recycling and reuse.

We can use existing profile information from the business Intelligence team and data from the recycling survey, waste/recycling tonnages and anecdotal evidence to help decide where would be most effective.

### **Who will we need to work with to achieve these aims?**

We will need to work closely with various partners to achieve success. Within CYC we will need to work with Street Environment/Enforcement, Housing (Estate Managers and workers), Sustainability, allotments, waste supervisors and collectors etc..

Within chosen areas we will need to work with:

- Residents
- Councillors
- Residents Associations
- Parish Councils

- Schools, play groups
- Churches
- Community Centre
- Existing community groups, clubs etc
- Shops and local businesses
- Leisure facilities
- Library
- Allotments

We can communicate our message in a wide variety of ways to get mass appeal, although word of mouth may be the most powerful way of getting others involved.

- ZWY website, Twitter, Facebook, local champions (Buddies), knocking on doors, local meetings, speak with existing community groups, council newsletters, local posters, flyers, the Press, YLL, email participants regularly

### **What's the plan?**

We must approach residents with a call to action on two fronts: to reduce waste in their bins and save themselves money.

We can deliver a varied programme of work which will appeal to the different people living in the chosen communities. This will focus on reducing waste, reuse opportunities, increasing recycling and composting and reducing waste in their residual bins.

We can link this to existing waste prevention campaigns:

- Love Food hate Waste
- Choose2Reuse
- Bag free York

....as well as other campaigns, for example Love Where You Live, sustainable schools, York Edible Schools (YES)

**Zero Waste York Challenge - Work Plans 2012/2013 & 2013/2014**

**Reduce More**

- Do you know what's in your bin? (self audit).
- Advice to shop smart, save money and reduce waste.
- Downsize your bin challenge (target 240s).
- LFHW workshops, competitions and advice.
- Waste free-lunch challenge (schools).
- Junk mail stickers and information.
- Real nappies & waste prevention advice for parents.

**Reuse More**

- Choose2Reuse swaps.
- Bag free project.
- Reuse days/events.
- Promote local charities (shops, collections).
- Work with businesses.

**Target Areas: by generic property type, e.g. communal, student accommodation; by geographic area, e.g. within city walls; by collection round.**

**Recycle More**

- Site visits - identify and resolve issues impacting upon recycling performance.
- Service information - kerbside collection services (including online search facility to identify collection days), household waste recycling centres and bring sites.
- Explore more local recycling opportunities (batteries, textiles, books etc).
- Investigate impact of rewards schemes.

**Compost More**

- Explore community composting.
- Promote food waste composting.
- Link with allotments.
- One day compost bin sales.
- Schools projects (link to YES).
- York Rotters project.
- Compost the mini musical in schools.