



# Zero Waste Scotland Delivery Plan 2011-15



Zero Waste Scotland works with businesses, individuals, communities and local authorities to help them reduce waste, recycle more and use resources sustainably

For more information visit

[www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)

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# Foreword

When I launched the Zero Waste Plan for Scotland in 2010 I announced that we would create a single programme called Zero Waste Scotland to support delivery of our ambitious goals. We need to drive change recognising that everything we use and throw away is a resource which has a value that we should try to preserve, capture, and use again wherever possible – helping to deliver on green jobs, tackling climate change and generating green energy.

Importantly, I made it clear that Zero Waste Scotland's primary role was as an enabler, responsible for bringing together partners from all sectors of the economy to help us meet our ambitious targets. Every one of us has a meaningful role to play in helping Scotland become a zero waste society and our ambition must be collective and inclusive in its nature.

A little over twelve months into our Zero Waste Plan, Scotland has made considerable progress:

- Local authorities are now recycling 38% of municipal waste, with half recycling more than 40%, and we have met our EU landfill diversion target 18 months early.
- Successful public engagement campaigns have helped increase recycling performance and awareness of the importance of zero waste.
- Our world-leading carbon metric is focusing waste management decision-making on the biggest environmental benefits.
- And we have invested in food waste collection and processing infrastructure. Ten Local Authorities are now providing separate food waste collections and five Anaerobic Digestion sites are operational with capacity to process almost 200,000 tonnes of food waste per year into clean energy and valuable fertilizer.

Zero Waste Scotland is now established as a one-stop-shop for organisations and individuals across Scotland who want to reduce waste and recycle more. This document - its first Delivery Plan - sets out how it is acting to deliver our policy aims.

We have also established the Zero Waste Scotland Programme Board, bringing together leaders from local authorities, retailers, resource management, construction, environmental organisations and the community sector among others to help steer Zero Waste Scotland's work. Equally importantly, the Board provides a pool of leading experts to act as ambassadors for our zero waste vision. Strong leadership across all areas of society will be essential if we are to achieve our ambitions.

We will also require practical action at all levels and a step change in how we currently think about and treat the resources within our economy. To deliver against our positive vision of how better resource efficiency and management can create real social and economic benefits, both for individuals and businesses and for Scotland as a whole.

It is an ambitious vision, but together we can make it happen, and I commend this first Zero Waste Scotland Delivery Plan as an important step on the journey.

*Richard Lochhead MSP, Cabinet Secretary for Rural Affairs and the Environment*

# Delivering Zero Waste Scotland

Scotland is the first country to have a national, Government-backed programme with the stated aim of achieving zero waste. Zero Waste Scotland has been created to take the idea of zero waste and convert it into action, on a large scale, so that it touches the lives of everyone in Scotland and means we fundamentally change the way we view the materials which circulate in our economy.

It is a big challenge. We will need to rewire many of our individual and collective thought processes, so that we see there is no such thing as waste, there are only resources, and that it is in all our interests to utilise these resources to their full potential. A zero waste society in Scotland will mean that no materials fall out of the economy, creating environmental problems for present and future generations. Instead they will be turned back into new, useful materials which can benefit Scottish businesses, creating jobs and other social benefits.

It will also mean that we use and waste fewer resources in the first place. The biggest environmental and financial savings are to be made from minimising wasted resources, helping ease pressure on household budgets and making our companies more competitive.

Zero Waste Scotland will engage people across Scotland, as householders, citizens, employees, business leaders, and influencers in this new way of thinking and doing.

This is our first Delivery Plan, and it sets out the first steps we will take to help Scotland become a zero waste society. Of course we cannot do this by ourselves. Our approach is and will always be to bring people together and galvanise action around common interests. We have some of those partnerships in place – but we actively want to extend the range of people and organisations we work with, and so we hope this plan serves as a call to action.

We hope that in these pages that you can see your role in helping make zero waste a reality and if so, we look forward to working with you to deliver that vision.

*Iain Gulland, Director, Zero Waste Scotland*

# What is Zero Waste Scotland?

Zero Waste Scotland has been established by the Scottish Government as its single delivery programme to support the actions set out in the Zero Waste Plan and to provide support, more generally, for the move towards a Zero Waste society. We work with individuals, businesses and communities to help them reduce waste, recycle more and use resources sustainably.

Our approach is about delivering in partnership, including with councils, large and small businesses, community groups and trade associations. Achieving zero waste will require everyone to play their part.

Operationally, Zero Waste Scotland is divided into four programme areas, aligned broadly with the four areas for action described in the Zero Waste Plan. The programmes are:

- Business Support – enabling Scottish businesses to cut costs by minimising resource use
- Campaigns – driving behaviour change with individuals and communities through practical action
- Market Development – creating closed loop reprocessing markets to benefit the Scottish economy, and
- Resource Management – ensuring increased recycling with a focus on capturing quality materials

Zero Waste Scotland is delivered by the UK-wide organisation Waste & Resources Action Programme (WRAP) and therefore is able to gain substantial benefit from other parts of WRAP, in the form of sector-leading technical expertise, understanding of the markets for recycled materials, UK-wide partnerships and support for governance, strategy and programme development.

## Our priorities for Scotland

Zero Waste Scotland' Delivery Plan 2011-15 sets out challenging goals which show the impact our work can have on the environment and the economy.

Our priority is to work in partnership to:

- design out waste;
- make more efficient use of resources; and
- maximise the economic benefit from unavoidable waste.

As a result of our actions in Scotland, by the end of the Delivery Plan period, there will be at least:

- 1.1 million tonnes fewer carbon dioxide equivalent emissions a year;
- 360,000 tonnes less waste going to landfill a year;
- £370 million saved by consumers, businesses and the public sector a year;
- £20 million growth in the recycling sector a year;
- 425,000 tonnes less primary resources used a year; and
- 600,000 tonnes less waste produced a year.

# Our programmes and areas for action

## Business Support

Businesses in Scotland could save up to £2 billion a year by taking simple actions to improve their resource efficiency.

Our vision is of a business sector in Scotland which contributes to and is an integral part of a zero waste society.

There are already great examples of innovative Scottish businesses leading the way on minimising waste and resource use. We want to make this the norm for companies of all shapes and sizes.

Our support to businesses will combine generic tools, information and advice available to all businesses as well as targeted initiatives in sectors where we can have the greatest impact.

## Key actions for 2011-15 include:

- Developing a 'light touch' support programme for SMEs, based around self-help tools, events and mentored training and development
- Continuing to deliver the successful Courtauld Commitment, reducing the impact of food and packaging waste in the grocery sector
- Reducing waste in the construction industry via the Halving Waste to Landfill agreement and an increased focus on designing out waste
- Developing a new voluntary agreement for businesses in the hospitality sector, supporting efforts to promote sustainable tourism in Scotland
- Helping public and private sector organisations manage supply chains better and deliver zero waste through their procurement activities
- Supporting innovative design or new business models that lead to reduced material use or waste from products and packaging.

# Campaigns

Achieving a zero waste society will require people, communities and institutions across Scotland to all play their part.

This will require root-and-branch awareness raising and behaviour change programmes which seek to galvanise people at all levels behind our zero waste vision.

Our approach to campaigns will be to work with and through partners at both local and national levels, and to focus on practical actions which will help people play their part in a zero waste society. Messaging will focus on increasing awareness and understanding of the economic and environmental impact of waste materials.

The campaigns programme will have three key areas of intervention: waste prevention; recycling, reuse and repair; and litter and flytipping.

## Key actions for 2011-15 include:

- Expansion of the hugely successful Recycle Now campaign into Scotland
- Redevelopment and alignment of the UK-wide Love Food Hate Waste campaign
- A Zero Waste Zones award scheme to focus and motivate on-going local partnership and action on prevention, recycling and key themes most relevant to each locale
- A formal Zero Waste Volunteer Network to provide grassroots community delivery for local and national campaigns
- Providing strategic and operational campaigns support for Local Authorities
- A renewed focus on combatting litter and fly-tipping and promoting the uptake of on-the-go recycling facilities
- Work to embed zero waste within the school curriculum and educational institutions generally

# Market Development

The Zero Waste Plan has a vision of a closed loop resource economy in Scotland, where materials that arise in Scotland are utilised to their full economic potential.

Our Market Development programme will support this vision by focusing on priority materials, initially plastics and organics, for which there is potential to develop large scale reprocessing and market opportunities within Scotland.

We will combine a research and development programme with investment in infrastructure and quality systems. We will also work to stimulate demand from end markets for use of recycled materials back into the supply chain, including agriculture and other land-based industries for organic materials, and the food and drinks and electronics sectors for recycled plastics.

The programme will also look to support innovative approaches to recovering materials which are critical to the Scottish economy.

## Key actions for 2011-15 include:

- Completion of a large scale capital grant programme leading to the commissioning of a closed loop plastics recycling facility in Scotland, and stimulating demand for recycled plastic in manufacturing
- Support to organics reprocessing facilities to improve the quality of their compost, digestate and biogas output
- Ongoing work to improve market confidence in compost and digestate outputs derived from food waste, including with the agriculture sector
- Working with investors to develop financial products to support closed-loop reprocessing infrastructure
- Research and development work to identify other materials with potential for developing closed loop recycling opportunities.

# Resource Management

Included in the Resource Management sector are commercial businesses, local authorities and third sector organisations.

Our aim is to create a highly professional industry where materials are collected, processed to produce a high quality and able to access high-value end markets.

Our support will be comprehensive and wide ranging, from capital investment in collections and sorting infrastructure to hands-on technical or business development support and organisational capacity building. We will prioritise innovative solutions to tackle proven areas of market failure.

## Key actions for 2011-15 include:

- Delivery of a £4m investment programme to support the roll out of food waste collections from homes and businesses, and to improve reprocessing facilities
- Provision of a wide range of technical, operational and communications support to help local authorities meet the aspirations of the Zero Waste Plan
- A range of management and business support options for commercial organisations involved in the collection, sorting and reprocessing of waste materials, including targeted financial support.
- Creating a national Accredited Repair and Reuse Network to help professionalise and build confidence in community based reuse organisations
- Additional capacity building support to third sector organisations to help them deliver the aspirations of the Zero Waste Plan.

## Adding value through partnerships and expertise

The ambition of creating a zero waste society in Scotland provides a tremendous opportunity to help businesses and communities save money, create growth and tackle environmental challenges.

In pursuing these goals, Zero Waste Scotland is able to draw on a unique combination of technical expertise, world-leading research and powerful alliances, developed at a UK level by WRAP (Waste & Resources Action Programme).

The Scottish Government's vision for a zero waste society chimes with WRAP's own vision of a world without waste, where resources are used sustainably.

WRAP is funded by all Governments within the UK to help them achieve their policy objectives. By combining national delivery with shared expertise, infrastructure and partnerships we add value to each funder. In particular Governments and partners tell us that it is our expertise and our ability to bring people together in a common cause which they most value.

This means partnerships such as the Courtauld Commitment, which has brought together most of the major grocery retailers and brands and has led to a transformation in the products and packaging we see on supermarket shelves right across the UK. Voluntary agreements like Courtauld, which WRAP develops through proactive and constructive engagement with businesses will continue to be a key aspect of our delivery for the Scottish Government and others.

Similarly, we will continue to invest in developing detailed knowledge and expertise that can benefit large swathes of industry, just as we did in developing a world-leading process for the closed-loop recycling of plastic milk bottles. The creation of Zero Waste Scotland will allow us to build more of our expertise in Scotland, especially around the exciting opportunities emerging around the Scottish carbon metric.

The challenge set for us by the Scottish Government is just that: a challenge. But we are confident that by utilising all of our resources we can help make the zero waste vision an everyday reality.

For further detail on WRAP's new Business Plan for 2011-15 visit [www.wrap.org.uk/businessplan](http://www.wrap.org.uk/businessplan).

*Liz Goodwin, Chief Executive, WRAP*

# Finance, governance and management

Zero Waste Scotland has a confirmed programme budget of £25 million for the year 2011/12, with subsequent annual allocations to be confirmed.

The allocation of budget to programmes is as follows:

Zero Waste Scotland Programme	Total (£'000)
Business Support	4,803
Campaigns	4,750
Market Development	5,007
Resource Management	8,064
Communications, Evaluation and Overheads	2,376

The primary body to which Zero Waste Scotland is accountable for delivery is its Programme Board, a body of sector experts through whom the programme is directly accountable to Scottish Ministers. Zero Waste Scotland reports to Government and the Programme Board on a quarterly basis. For information on the programme board and its membership visit: [www.zerowastescotland.org.uk/programmeboard](http://www.zerowastescotland.org.uk/programmeboard).

As part of WRAP, we also report to the WRAP Board, which has responsibility for all legal, financial and corporate aspects of our governance. The WRAP Board includes a nominated representative of the Scottish Government, as well as the other UK Governments. For information on the WRAP board and its membership visit: [www.wrap.org.uk/wrap\\_corporate/about\\_wrap](http://www.wrap.org.uk/wrap_corporate/about_wrap).

Delivery of Zero Waste Scotland is overseen by its Director Iain Gulland, with four Heads of Programme reporting to him.

## Get in touch

To find out more about how you can help us create a zero waste society in Scotland, please contact us.

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