

WRAP NORTHERN IRELAND DELIVERY PLAN: 2011-15

WORKING TOGETHER for a world without waste

In the last decade there have been big and beneficial changes in the way Northern Ireland views waste. In 2001 just over 90% of Northern Ireland's household waste was buried in landfill sites and while recycling was getting going, we had a long way to go to equal the progress that had already been made in some mainland European countries. Today Northern Ireland recycling rates are now over 35% for household waste. Commercial waste production is reduced and more of it is prevented at source, reused or recycled, providing savings to business and to consumers, which is very important in today's economic climate. All this goes towards achieving Northern Ireland's goal of a dynamic and innovative economy and also reduces carbon emissions, helping combat climate change.

Since its inception in 2000, WRAP has been working hard to help create the conditions where much of this has become a reality across the UK, positively changing opinions on waste and recycling. We aim to continue building on the great progress made over the past decade. All WRAP's funders have valued its technical expertise, world-leading research and unique ability to bring the right people together to effect change.

But Northern Ireland has to increase its recycling rate to at least 50% by 2020 and also make much firmer plans to prevent waste being produced in the first place. The Department of the Environment launched its Rethink Waste Campaign in 2010 as a call to action to meet these challenges and WRAP Northern Ireland was asked to widen Rethink Waste's influence by creating the Rethink Waste Programme. This programme is the mainstay of WRAP's four-year delivery plan for Northern Ireland.

The Rethink Waste Programme defines how WRAP will help deliver the Department's policy objectives for materials efficiency, contribute to meeting climate change targets, continue to help us all to value materials as resources and to Rethink Waste. We hope this Delivery Plan helps you to understand our priorities for Northern Ireland over the next four years and we look forward to working with you to help deliver them.

Rethinking Waste means:

- Improving the resource efficiency of all sectors of society, addressing the problem of waste production at its very outset, and
- Maximising the benefits of reuse, recycling and recovery, especially for materials which contribute significantly to carbon emissions.

**The Rethink
Waste
Programme is
the mainstay
of WRAP's
Northern
Ireland delivery**

OUR PRIORITIES FOR NORTHERN IRELAND

This Delivery Plan sets out challenging goals which show the impact our work can have on the environment and the economy. Our priority is to deliver the Rethink Waste Programme, working in partnership to:

- prevent waste and minimise the use of primary resources;
- increase recycling and recovery of materials from the waste stream, diverting them from landfill and maximising their economic value; and
- reduce the impact that waste can have on climate change

As a result of our actions, by the end of the Business Plan period, Northern Ireland will see at least:

76,000 tonnes less carbon dioxide equivalent emitted a year;

51,000 tonnes* less waste going to landfill a year;

£25 million saved by consumers;

£400,000 growth in the recycling sector a year;

25,000 tonnes less primary resources used in a year; and

40,000 tonnes less waste produced a year

*(including up to **39,000 tonnes** biodegradable waste)

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DELIVERING THE RETHINK WASTE PROGRAMME

The Department of the Environment in Northern Ireland has set WRAP a clear challenge: to change the way that organisations and people think about waste. This resonates with WRAP's own vision of a world without waste, where resources are used sustainably.

Through the Rethink Waste Programme we will help Northern Ireland use resources more efficiently, combat climate change and support growth in the green economy - all contributing to the wider Northern Ireland economy long into the future. In developing this Programme we have addressed how working in partnership with local Government, businesses, civil society organisations and local communities can provide a new approach to meeting Northern Ireland's waste strategy goals.

The programme delivery will make best use of WRAP's operational and core programme expertise, our sector-leading technical expertise and understanding of the markets for recycled materials. The UK-wide partnerships we have and aim to develop will form a substantial part of our programme delivery.

The Programme has two key themes:

Waste Prevention and Resource Minimisation:

Minimising resource use in products and buildings focusing on:

- Efficiencies in the food and drink sector;
- Designing out waste in the construction sector; and
- Capacity-building support to Third Sector organisations and community-based reuse organisations

Recycling and Recovery (including Preparing for Reuse):

Maximising the benefits of reuse, recycling and recovery and developing a closed loop economy by:

- Increasing the recycling and recovery of unavoidable wastes;
- Capturing quality materials; and
- Creating markets

**...changing
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DELIVERING THE RETHINK WASTE PROGRAMME

Integral to WRAP's delivery of programme areas in these themes is the **Rethink Waste Fund**, comprising;

- the **Rethink Waste Capital Fund**; and
- the **Rethink Waste Revenue Fund**.

The Fund overall will be directed to delivering the priorities in this Plan through annual allocations and maximising the impact from funded projects.

Rethink Waste Capital Fund

The Capital Fund will be used to increase and sustain diversion of municipal waste from landfill through recycling and reuse and to improve the quality of recyclates.

The Department of the Environment's budget up to 2015 makes provision for an annual Rethink Waste Capital Fund, which will be delivered by the Rethink Waste Programme. For 2011-12 there is a capital fund of at least £1.3 million to support Councils in introducing, expanding or otherwise improving their household waste reuse and recycling services. This will support the targets set out in the Northern Ireland Waste Management Strategy, the Waste Management Plans of individual councils and partnerships, and the Northern Ireland Landfill Allowance Scheme.

Rethink Waste Revenue Fund

The Revenue Fund will support reducing waste and reducing greenhouse gas emissions, principally by increased diversion of waste from landfill through prevention, reuse and recycling.

Rethink Waste Communications Campaign

The Rethink Waste Campaign and its website, www.rethinkwasteni.org will continue to be developed to underpin these themes, bringing about and sustaining behaviour change by individuals, communities and businesses.

WASTE PREVENTION AND RESOURCE MINIMISATION

Northern Ireland businesses and households produce around 2.3 million tonnes of solid waste a year. This is not only a considerable cost to businesses and householders, but places increasing stress on the use of raw materials, water and food. Over the next four years the Programme will work to move Northern Ireland towards a resource efficient economy, reducing waste and reducing materials use. Householders also stand to benefit from waste prevention. We will build on the success of the Rethink Waste Campaign to promote resource efficiency and communicate packaging and food waste reduction messages.

Working with priority sectors, namely the grocery retail supply chain, hospitality and construction, the Programme will support Northern Ireland firms who are committed to taking action to reduce waste.

Although the focus of the activity will be in Northern Ireland, given the global nature of supply chains, the impacts will be far wider, given the global nature of supply chains.

There are two programmes under this theme:

Food and Drink:

Reducing food and drink waste by consumers, businesses and the public sector.

We will make food and drink waste visible to those who can influence its prevention, reduce avoidable waste - wherever food and drink is produced, prepared, eaten or sold, and optimise the design, specification and selection of its packaging.

Key Actions for 2011-15 include:

- Continue to deliver the successful Courtauld Commitment, a voluntary agreement which helps retailers and manufacturers reduce food and packaging waste.
- Develop a new voluntary agreement for the hospitality sector to reduce food waste and recycle more packaging.
- Maintain and build the Love Food Hate Waste brand in Northern Ireland so that local authorities, businesses, civil society organisations and others can help individuals reduce the food they waste both inside and outside the home.

Food and Drink

16 million tonnes of food and drink waste is created in the UK, of which around 10 million tonnes could be prevented. This is equivalent to 24% of all food and drink purchased by consumers in the UK and generates 34 million tonnes of carbon dioxide equivalent emissions. Northern Ireland is no exception to this trend, with the average UK family throwing away £680 of uneaten food each year.

RETHINK WASTE PROGRAMME – AREAS FOR ACTION

Construction and Refurbishment:

In Northern Ireland construction, demolition and excavation waste is about 60% of the total waste produced annually.

We aim to reduce the carbon impact of materials use in the built environment by embedding resource efficiency principles in the design and construction of new buildings, infrastructure and refurbishment projects.

Construction and Refurbishment

Construction and refurbishment of the built environment uses huge amounts of resources and every year produces around one third of all waste generated in the UK – more than 100 million tonnes.

Materials used in buildings and structures account for almost 50 million tonnes carbon dioxide equivalent, or 8% of total UK greenhouse gas emissions.

Key Actions for 2011-15 include:

- Reduce waste in the construction industry via the 'Halving Waste to Landfill' agreement and increased focus on designing out waste in construction and refurbishment.
- Develop a new responsibility deal to deliver greater resource efficiency in construction and refurbishment projects.

AREAS FOR ACTION

RECYCLING AND RECOVERY

If we are to move further, faster towards a resource efficient economy in Northern Ireland, we will not only need to prevent waste from occurring but deal with the inevitable waste from households and businesses, moving its management up the waste hierarchy into reuse, recycling and recovery: creating a closed loop economy. A closed loop economy ensures the benefits and outputs from waste are maximised while the volume that enters landfill is minimised.

While household recycling rates have risen in Northern Ireland over the past 10 years, capture rates for certain waste materials, such as plastics, textiles, aluminium and electrical products, remain relatively low. Some, such as food waste, are only now starting to be collected. At the same time barriers exist for businesses keen to increase recycling and reduce waste.

Preparing Northern Ireland to step up its activity in reuse, recovery and recycling, particularly for materials that have a high carbon impact, is fundamental to growing a green economy.

Over the next four years the Rethink Waste Programme will work to stimulate supply, build demand and facilitate markets for repaired, recycled and recovered materials and products.

Programme focus will be on:

Collections and quality: Ensuring materials and products can be collected and sorted ready for repair, reuse or recycling.

We will support improvements in the breadth, cost-effectiveness and quality of collection and recycling services offered to households and businesses, resulting in increases in the collection of quality materials for reuse and recycling. We will do this by providing advice, evidence, good practice and training courses.

The commercial and industrial streams also need to be part of an overall strategy and we will increase the focus on collections from this sector, in particular SMEs, who are often unable to secure cost-effective recycling services.

Key Actions for 2011-15 include:

- Providing communications support to local authorities on waste prevention, reuse and recycling
- Supporting local authorities to maximise the impact of the Department's Rethink Waste Funds
- Supporting councils to determine the most efficient and effective recycling collection scheme configuration and improve their services by extending the range of materials collected
- Supporting local authorities in their procurement of new recycling collection contracts
- Supporting local authorities to design, implement or improve recycling collections to businesses

RETHINK WASTE PROGRAMME – AREAS FOR ACTION

Business Development: Ensuring the resource management industry has the skills, capacity and markets to respond to a closed loop economy.

For the recycling and reprocessing sector to form part of a closed loop economy, Northern Ireland's growing resource management industry will need to have the necessary skills, capacity and markets to respond, both in terms of collecting resource-hungry materials, and in developing recycling and reprocessing capacity for plastics, packaging, anaerobic digestion and in-vessel composting.

We will continue to offer a range of management and business support options for SME-sized organisations involved in the collection, sorting and reprocessing of waste materials, including development of sound business plans and help to attract investment. We will also provide access to a range of financial mechanisms, offering new opportunities to finance recycling and reprocessing assets.

Third Sector: Supporting Third Sector organisations to develop additional capacity, particularly in the repair and reuse of bulky items.

Third Sector businesses in the recycling and recovery sector play an important role in managing materials that would otherwise become waste, particularly in creating opportunities for repair and reuse of items, providing employment and influencing public behaviour towards the use of resources. We will work with third sector organisations and partnerships to divert more wastes for repair and reuse.

Key Actions for 2011-15 include:

- Continuing to provide technical, marketing and business support to SMEs in the recycling and reprocessing sector
- Introducing new and more commercial models of support to the market, reducing the need for government funded support in the future
- Increasing the capacity and capability of the third sector and councils to develop reuse and recovery businesses and services
- Supporting third sector organisations and partnerships to divert more bulky waste for repair and reuse
- Refining the scope of the Rethink Waste Revenue Fund to encourage and enable the development of sustainable reuse and recovery businesses as established contributors to the resource efficiency-led green economy

DELIVERING ACROSS THE UK

WRAP is funded by all Governments across the UK to help them achieve their policy objectives. Governments and partners tell us that it is WRAP's expertise and its ability to bring people together in a common cause which they most value. We aim to ensure our programmes, research and development projects embrace the priorities of all our funders.

WRAP's new Business Plan for 2011-15, of which the Rethink Waste Programme is an important part, focuses on the most important issues common to all our funders: minimising resource use and diverting waste from landfill.

Minimising resource use will see us working with the design and manufacturing communities, with companies to explore how new business models could change the way we consume resources, and with individuals and communities to make reuse activity much more commonplace.

Diverting waste from landfill will encompass both waste prevention and recycling behaviours with particular focus on priority materials like food waste, plastics and textiles, all of which have high environmental impacts associated with them. In particular our focus will be to develop 'closed loop' markets for these materials and increasingly to focus on their presence in the commercial waste stream.

This will involve a range of delivery activities, some of which are UK-wide and others which meet the specific requirements of our funders. Combining national delivery with shared expertise, infrastructure and partnerships adds value for each funder.

The challenge set for us by the Department of Environment is bold and suited to the ambitions of WRAP Northern Ireland. We are confident that by utilising all of WRAP's resources we can help make the Rethink Waste vision an everyday reality.

For further details on the Business Plan 2011-15, visit www.wrap.org.uk/businessplan

Partnership working is at the heart of how we work – identifying organisations or individuals that can make the biggest impact and bringing them together to make change happen. We already have many of these partnerships in place, but are actively seeking to extend the range of people and organisations we work with to deliver maximum value for the tax payer.

North-South Market Development

The potential for increasing resource efficiency and growing the green economy through North South or all-island opportunities will be continually explored by WRAP and its partners from across the island. We will deliver cross-border market development projects that are identified by the North South Market Development Steering Group. This fits with the aims of the Rethink Waste Programme and can incorporate any future requirements for resource efficiency and economic development agreed by the North South Ministerial Council.

FINANCE, GOVERNANCE AND MANAGEMENT

WRAP Northern Ireland has a confirmed budget of £2.8 million to deliver its activities under the Rethink Waste Programme in 2011-12, with subsequent allocations to be confirmed annually.

WRAP is governed by an independent Board which has responsibility for all legal, financial and corporate aspects of our governance. For information on the WRAP Board, please visit www.wrap.org.uk

Delivery of WRAP's activities in Northern Ireland is overseen by WRAP's Executive team.

GET IN TOUCH

To find out more about how you can support delivery of the Rethink Waste Programme please contact us.

WRAP Northern Ireland: 028 9073 0193

Email: helpline@wrap.org.uk

Web: www.wrapni.org.uk

OUR VISION IS A WORLD WITHOUT WASTE, WHERE RESOURCES ARE USED SUSTAINABLY

We work with businesses, individuals and communities to help them reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way.

Find out more at www.wrap.org.uk

Established as a not-for-profit company in 2000, WRAP is backed by Government funding from England, Northern Ireland, Scotland, Wales and the European Union.

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WRAP Northern Ireland is delivered as part of the UK-wide programme



Working together for
a world without waste

