

STRATEGY

PTZW's Catalytic Effect

The Pathway To Zero Waste's catalytic effect is spreading fast, according to its director, Chindarat Taylor

This is going to be a big year for Pathway To Zero Waste (PTZW) – a year of building on the enormous momentum that it has already generated since its launch, last March. This means stimulating even more joined-up working, particularly between companies and local authorities, to change the way we manage waste and realise the value of these materials instead, turning them into resources.

This change will help companies reduce their costs and create new income streams. New jobs in buying and selling reusable

or recycled materials and in building and operating recycling and re-use infrastructure will be generated too, on top of the obvious carbon benefits, of course.

It also presents a fantastic opportunity to kick-start the recovery from recession and build a strong foundation for the green economy in the South East, a key objective of the South East England Development Agency, one of PTZW's founding partners. The positive impact of PTZW won't just be felt in the South East however, because although this is a regional initiative, it has national significance. The

lessons learnt are being shared across the UK, to accelerate the progress of zero waste programmes elsewhere.

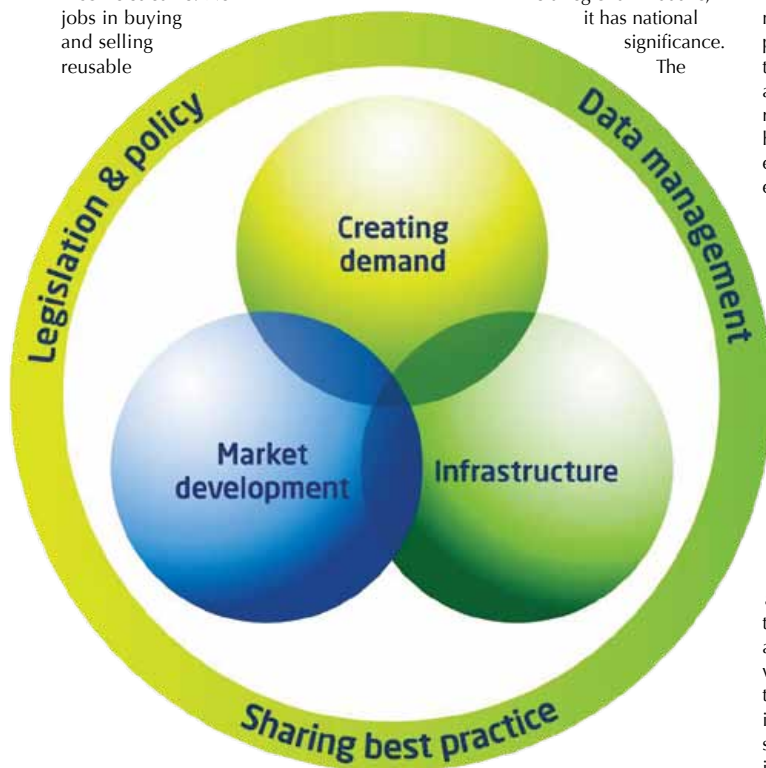
Change Is Happening

CHANGE IS happening... and it's here to stay! PTZW has started by focusing on construction and demolition waste. This makes up one-third of all waste landfilled in the UK – a staggering 20m tonnes a year.

So far PTZW has engaged with over 1000 organisations, ranging from waste management companies, private and public sector construction clients and their contractors, technology providers and local authorities. The enthusiastic response and participation PTZW has had is far beyond its original expectations and, indeed, a humbling experience. A customer focused approach of going out there to listen and act on the issues that stakeholders say need addressing has had a really positive impact. People just want to be part of the solution and they are grabbing the opportunity to help with both hands.

Talking to people from both the private and public sectors, it is clear that they really want to make a difference, and I'm sure that the determination and passion that I can feel spreading throughout the South East is here to stay.

PTZW celebrated its first year in March with the knowledge that it will achieve its internal target of 150,000 tonnes of waste diverted from landfill as a direct result of its engagement; whether that has been to facilitate the development of new processing infrastructure or by helping construction supply chains working on the top projects in the South East improve their practices.



STRATEGY

But this is just the tip of the iceberg, because understanding of the benefits of taking every step possible to minimise waste is growing, through the communications activity that PTZW, its partner organisations and others are carrying out. As a result organisations are changing their practices and business models to embed resource efficiency and are reducing waste to landfill without any further direct involvement from PTZW, or anyone else.

So, the catalytic route to resource efficiency – something the organisation set out to establish right from day one and illustrated on this page – is very much open for business. PTZW is now seeing a major transformation in the way it manages material resources and, I think, it's getting close to that crucial tipping

point after which resource efficiency becomes a way of life.

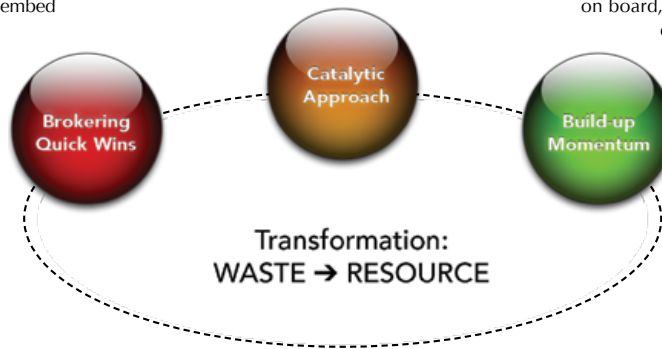
The key to PTZW's success is its holistic approach, leveraging its partners' expertise to progress six key workstreams simultaneously, in which it takes actions on creating demand, market

development, infrastructure building, legislation and policy, data management and sharing best practice. This creates enormous synergies and enables delivery of enhanced outcomes for all.

Creating Demand

CREATING DEMAND is the cornerstone of PTZW, where a strong market for re-used and recycled materials is created through public and private sector procurement. More and more organisations are coming on board, generating a powerful demand throughout their supply chains. One example is Oxfordshire County Council, which PTZW has helped incorporate WRAP's procurement clauses in its long-term highway maintenance contracts to maximise the use of recycled materials. WRAP is another of our founding partners, and with it we are aiming to ensure this best-practice approach is widely adopted.

Designing out waste is another key area that PTZW is focusing on, ➤



STRATEGY

providing direct support on some of the largest construction and civil engineering projects in the regions. Network Rail's £885m upgrade of Reading station, for example, where its engagement with construction contractor BAM Nuttall has resulted in a redesign of a bridge re-widening scheme that will stop thousands of tonnes of material going to landfill.

Existing market mechanisms in the construction and demolition sector only capture about 10 percent of the total potential in the market. We need to find a way to capture

To help in this, PTZW has developed a construction waste heatmap, showing the arisings "hotspots" across the South East, based on analysis of planned construction activity. These are matched against existing reprocessing facilities and landfill sites to show the opportunity gap. PTZW has backed this up with a model business case and is happy to discuss with any organisation interested in developing construction waste re-use and recycling facilities.

As part of PTZW's legislation and policy workstream, the Environment

I am confident that material resource efficiency and diversion of waste from landfill is here to stay

the other 90 percent. PTZW has commissioned a study to look at the existing mechanisms for the buying and selling of re-used and recycled construction materials. There are several examples of very successful operations but most lack economies of scale. PTZW has run workshops with over 30 companies involved in trading these secondary materials and is working with them to find an effective market exchange to capture the massive opportunities in this area.

The other area that was looked at was the feasibility of setting up a commodity market for secondary building materials. An effective commodity market will reduce the transaction costs of trading and ensure consistent quality so that materials can be bought or sold "sight unseen". PTZW commissioned a feasibility study by David Dougherty, who set up the experimental commodity market for recycled materials at the Chicago Board of Trade. His report is currently out for consultation with Government stakeholders.

We need to build additional reprocessing facilities to make sure that we have a sufficient supply of secondary materials to meet the demand created, but many existing facilities have been severely impacted by the downturn in construction activity. The downturn has also made finding financial support for new facilities even harder than it always was.

Agency is intensifying site waste management plan (SWMP) audits and its Waste Crime Innovation Programme in the South East. This is intended to boost SWMP compliance, increase demand for waste management company expertise and create a more level playing field by tackling waste crime and removing illegal operators from the marketplace.

The saying that you cannot manage what you cannot measure is so true. The Environment Agency is working on projects to improve the availability and timeliness of data in the waste supply chain. Online management of landfill data has now reduced the reporting time lag from a whole year to just three months. The electronic duty of care waste transfer note trial has been ongoing since April last year. This has the capability to give us almost real-time data on flows of materials in the region, which will be a real asset in many ways, not least in identifying potential for additional reprocessing facilities.

Sharing Best Practice

SHARING BEST practice is key to speeding up our transformation and learning, and PTZW is always looking for opportunities to gather and spread best practice examples. So do get in touch if you want to share something that has produced great results for you.

Pathway Partnerships

PATHWAY TO Zero Waste was kick-started by the Aggregate Levy Sustainability Fund and is a partnership between:

- Environment Agency
- South East of England Development Agency (SEEDA)
- Waste & Resources Action Programme (WRAP)
- Defra
- Government Office for the South East (GOSE)
- Improvement and Efficiency South East (IESE)
- National Industrial Symbiosis Programme (NISP)
- South East Centre for the Built Environment (SECBE)
- EnviroBusiness.

One of the existing case studies is on Willmott Dixon's drive to eradicate waste on its construction projects. It came third in last year's *Sunday Times Best Green Companies* list. With strong commitment from its CEO, it has put in place systems and processes with their employees and supply chain that are delivering an average 95 percent landfill diversion rate. A growing number of projects are achieving scores just a couple of decimal points away from being zero waste, which bodes well for Willmott Dixon hitting its target of 100 percent landfill diversion by 2012 – an outstanding achievement economically and environmentally for the company and its clients.

With determination, innovation and joined-up working between the public and private sectors, I am confident that material resource efficiency and diversion of waste from landfill is here to stay.

The PTZW train is going uphill with tremendous support and is now in sight of the top; it will come down the other side with huge momentum generating results along the way.

It is going to be challenging, exciting and rewarding for your bottom line, for the low carbon economy and in pushing back climate change... join us on the Pathway. [CIWM](#)

For further information email: chindarat.taylor@environment-agency.gov.uk