



Pathway To Zero Waste launch Quick win exercise results

As part of the Pathway To Zero Waste launch event, every delegate was asked to identify a 'quick win of lasting and significant impact' that the PTZW team could potentially take forward to accelerate the region's progress towards a self-sufficient, resource efficient economy.

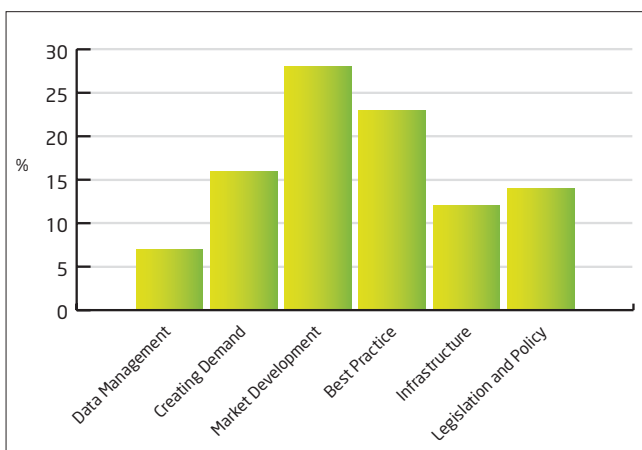
Delegates were then asked to work together in their table groups (which ensured that a number of different organisations were involved), firstly to identify a priority quick win, and then:

- ▶ to consider what each of their respective organisations could contribute if they were part of a project team tasked to deliver the quick win
- ▶ to identify any potential barriers to success
- ▶ to identify the support they would need from PTZW.

The exercise generated much lively discussion, and lots of excellent ideas which have been incorporated into the PTZW action plan. The highlights from the exercise are shown below.

Individual quick wins

Delegates produced 100 individual quick wins. The table below shows which of the six PTZW workstreams they fell into:



Dr Chindarat Taylor, Director, PTZW with Rt Hon Hilary Benn Secretary of State for Environment, Food and Rural Affairs.

The priority quick wins

The priority quick wins identified by the table groups were:

- ▶ engage with suppliers and broker deals to increase market demand. Consider the impact of planning policies as planning needs to be faster. Lobby government to drive culture change
- ▶ build relationships to create collaborative supply chains
- ▶ educate businesses (suppliers/subcontractors) to reduce packaging materials
- ▶ procurement - challenge existing 'recycled content' targets
- ▶ build a reuse and recycling centre - use available local authority land



Mark Tant, Managing Director, Willmott Dixon Construction, speaking at PTZW launch event on 3 March 2009.

- ▶ data and facilities - provide waste-to-landfill data to clients to drive a change in their choice of construction materials. Link this to the supply chain and available infrastructure such as wood processing or anaerobic digestion (AD) facilities (link in/broker with major supermarkets and partner with Local Authorities)
- ▶ ban polystyrene packaging
- ▶ integrate trade waste into civic amenity sites
- ▶ generate a case study to incorporate all areas - producer through entire supply chain to provide a best practice example
- ▶ work with SMEs and raise awareness of zero waste issue with architects and designers
- ▶ speed up planning, legislation - apply to major projects
- ▶ set waste minimisation standards - apply to major projects
- ▶ identify two sites to be used for treatment of contaminated soils and other construction and demolition arisings.

Barriers to success

The potential barriers that could stop or delay delivery of the priority quick wins were identified as:

- ▶ the reputation of waste and the extent of the required culture change
- ▶ planning issues, land availability, cost, legislative inflexibility and timescales
- ▶ demand for waste materials to be recycled - including packaging waste - not being stimulated
- ▶ a need for common standards for recycled materials to ensure consistency, and for all to be aware of the full range of materials available
- ▶ excessive packaging on construction materials - only needs to be 'fit for purpose'
- ▶ architects and designers not thinking 'zero waste'
- ▶ a loss of momentum

- ▶ planning process needs to be faster
- ▶ policy - Landfill Allowance Trading Scheme (LATS)
- ▶ the economic downturn impacting the ability to provide viable cost effective alternatives, and finding outlets.

Help Required from PTZW Team

To help remove these barriers, the table groups required the PTZW team to:

- ▶ act as an 'honest broker' - connecting, promoting and 'oiling the wheels' through leadership
- ▶ identify catalyst projects and make them happen
- ▶ identify opportunities for further events - provide leadership and communication
- ▶ identify opportunities for SMEs to get engaged
- ▶ signpost funding options and engage with local authorities and businesses to provide awareness of opportunities in the market
- ▶ assist in raising awareness and understanding of resource efficiency (from design through to manufacturing)
- ▶ lobby government for policy to support and tackle the issues surrounding planning.



Dr Chindarat Taylor, Director, Pathway To Zero Waste, speaking at PTZW launch event on 3 March 2009.

PTZW actions

The PTZW team is now leading on the following initiatives, categorised under the six PTZW workstreams, and will use the leverage and collective expertise of its partners to deliver change.

Create demand

- ▶ Develop an engagement programme for architects and designers to ensure they consider resource efficiency in building design and choice of materials.
- ▶ Intensify discussions with national, regional and local government bodies to drive an increase in the use of recycled content materials in public build programmes.



Lively debate during table discussion at PTZW launch event on 3 March 2009.

Market development

- ▶ PTZW has launched projects examining market mechanisms and the potential to create commodity markets for recycled materials.

Infrastructure

- ▶ PTZW has commissioned a project to identify optimum locations for construction materials recovery facilities in the South East. The PTZW team will use the findings to develop business cases to take to potential investors.
- ▶ Explore opportunities to fast-track development of home grown recycling technologies.

Legislation and policy

- ▶ Investigate ways that the planning process can assist delivery by engaging national, regional and local government in providing guidance.
- ▶ Continue working with Defra on national policy to drive the 'waste to resource' culture change.

Data management

- ▶ Capture information from the Environment Agency's electronic duty of care waste transfer notes trial in the South East, to inform the development of recycling infrastructure business cases.

Sharing best practice

- ▶ Increase the number of site waste management plan (SWMP) training workshops in the South East.
- ▶ Work with partners to identify possible strategies for increasing the frequency and effectiveness of SWMP audits.
- ▶ Secure high profile major construction projects to work on to ensure they are exemplars of resource and waste management and use them to disseminate best practice.
- ▶ Continue promoting best practice by use of case studies.



Lord Chris Smith, Chairman, Environment Agency, hosting table discussion at PTZW launch event on 3 March 2009.

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