

WRAP CYMRU DELIVERY PLAN: 2011-15

WORKING TOGETHER for a world without waste

Wales has a bold and ambitious waste strategy 'Towards Zero Waste'. Through this strategy the Welsh Government will seek to establish a sustainable environment, where the impact of waste associated with consumption in Wales will be reduced to 'One Planet' levels by 2050. A prosperous society will be sustained by a resource efficient economy; and wellbeing in Wales will be supported by actions on waste prevention, reuse and recycling.

WRAP Cymru (Waste & Resources Action Programme in Wales) has aligned with these inspiring principles to help the Welsh Government move from ideas to actions on the necessary national scale so that it touches the lives of all who visit, work and live in Wales.

WRAP Cymru is working with the Welsh Government to change perceptions about the way materials are used so that waste that cannot be prevented is seen as a resource of great potential. This is a challenging commitment at the core of sustainability. WRAP Cymru will work across all sectors to promote and articulate a new way of thinking about waste as well as providing practical help and support to both businesses and consumers in Wales. For business this includes hands on practical expertise, advice and financial help to kick start the changes needed to reach the challenging aspiration of 'One Planet Living'. Partnership and consensus building will be at the core of WRAP Cymru's approach with future business, consumer and public sector work and new partnerships will be a focus of constant and continuing development.

Kick start the changes needed to reach the challenging aspiration of 'One Planet Living'

DELIVERING ACROSS THE UK

The ambition of creating a zero waste society in Wales provides a tremendous opportunity to help businesses and communities save money, create growth and tackle environmental challenges. WRAP Cymru is integral to WRAP and is able to draw on a unique combination of technical expertise, world leading research and powerful alliances, which have been built at a UK level.

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 our 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 WRAP Cymru Delivery Plan is a key part, has a vision of working together for a world without waste. It focuses on the most important issues: minimising resource use and diverting priority materials from landfill.

The first priority will see us drive change in resource intensive parts of the economy, for example the food supply chain, textiles, electricals, construction, home and workplace products. By working with these sectors we will ensure that improving resource efficiency, addressing resource scarcity and reducing the wider environmental impacts of products are not only considered, but measured as a core part of normal business practice.

The second priority will encompass both reuse and recycling behaviours, developing a closed loop economy with a particular focus on priority materials such as food waste, plastics and textiles which have high environmental impacts.

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

Ambition of creating a zero waste society in Wales provides a tremendous opportunity

WRAP Cymru is working to make reducing waste and recycling easier and more effective in Wales. Improving resource efficiency alone could save businesses in Wales £2.3bn per year through low or no cost actions. We support the Welsh Government's ambitious targets to achieve zero waste by 2050. Our approach is to deliver in partnership, including working with local authorities, large and small businesses, community groups and trade associations. We recognise if zero waste in Wales is to be achieved everyone will be called on to make a contribution.

The Welsh Government has set out a strong and clear direction in 'Towards Zero Waste'. However, there is still much work to be done in defining the exact path to be followed and the development of the sector plans is just one example. WRAP Cymru's Delivery Plan is therefore flexible at this stage and will concentrate on this current financial year.

WRAP Cymru's Delivery Plan is divided into two themes:

- waste prevention and resource minimisation (including reuse);and
- recycling and recovery (including preparation for reuse).

Our key priorities are to:

- work with businesses in Wales to drive down the amount of unnecessary packaging and food waste,
- support the development of the infrastructure in Wales for recycling by helping businesses and markets grow, and
- increase the diversion of biodegradable waste into quality products such as compost and digestate.

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THEME ONE: WASTE PREVENTION AND RESOURCE MINIMISATION (INCLUDING REUSE)

Actions undertaken within this thematic programme area will contribute towards achieving the targets set in 'Towards Zero Waste' for waste prevention and minimisation. The objective is to contribute to the reduction of waste arising in Wales across all sectors by around 1.5% each year by 2050 (as measured against a 2007 baseline). This targets a further 6% reduction in waste arising from current levels by 2015.

The programme will improve the design of products, processes and services for waste prevention and minimisation. It will seek to reduce resource use in order to minimise the environmental impact of both the production and consumption of materials, providing a platform for sustainable development in Wales. The aim is to ensure that improving resource efficiency and addressing resource consumption becomes a core part of normal practice for business and households in Wales. This will reduce waste arising and contribute to the move towards one planet living.

WRAP Cymru will focus on driving change in resource intensive parts of the economy in Wales. This will be achieved within the context of several UK-wide initiatives that WRAP currently operates or intends to introduce over the next business plan period. The sectors WRAP Cymru will focus on include the food supply chain (including associated food packaging), textiles, electrical and electronic equipment and the home improvement sector (with a mix between local businesses and national chains). This will include priority materials of biodegradable waste such as food waste and paper/card and other packaging materials including plastics. WRAP's UK-wide initiatives such as the Courtauld Commitment 2 with retailers will be backed up by specific interventions with Welsh businesses to drive the change required.

This will include:

- starting to develop design principles around longer lifetime products, design for reuse and recycling and moving from goods to services economy,
- continuing to provide and build on WRAP Cymru's business support offering by improving resource efficiency in SMEs in Wales.

Overall, these activities will reduce waste and cost for business, consumers and government. Work in this delivery plan period will build on UK-wide initiatives that encourage and enable businesses to reduce life cycle impact of products particularly through improved design, product life extension and repair to benefit consumers, businesses, Government and the environment. The objectives will be supported by specific actions in Wales to encourage changes to procurement practices, encouraging SMEs to reduce food waste and promoting efficient design choices.

To drive this forward WRAP Cymru will be undertaking the following actions in food and drink and non-food sectors:

- a. The promotion of resource efficiency in food and drink manufacture and supply through:**
 - i. Working with and supporting Sustainable Food Business Clusters.
 - ii. Exploring business-to-business mentoring opportunities.
 - iii. Supporting the Courtauld Commitment 2.
 - iv. Working with the packaging sector to optimise the design and functionality of packaging to minimise food waste.
 - v. Developing supply chain partnerships.
 - vi. Developing the sectoral agreements to increase recycling and waste prevention.
 - vii. Developing a voluntary agreement for hospitality.
 - viii. Investigation into the feasibility of a National Events sector responsibility deal or roadmap.
 - ix. Promoting sustainable food businesses and building on the Love Food Hate Waste brand through the development of marketing, promotional materials and coordinated delivery through partnerships.
- b. Improving resource efficiency in products by:**
 - i. Exploring the effectiveness of product leasing and changes in procurement practices.
 - ii. Piloting the development of product-service systems.
 - iii. Developing best practice in Facilities Management.

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THEME 2: RECYCLING AND RECOVERY (INCLUDING PREPARATION FOR REUSE)

This theme will contribute towards the ambitious targets set in 'Towards Zero Waste' for recycling and recovery, which is to achieve 70% recycling by 2025 through a combination of high quality collection of source-segregated materials with a focus on Commercial and Industrial (C&I) waste. To achieve this recycling rate there will have to be an increase from current levels of around 40% to 55% by 2015.

The programme will contribute to the delivery of this target by:

- developing markets for recycled materials in Wales and thus driving the 'closed loop' philosophy. There will be a focus on the C&I/manufacturing SME sector with priority materials being food waste, paper/card, plastics and metals,
- driving the uptake of source segregated collections and the expansion of the recycling and reprocessing infrastructure, to produce quality recyclates for the SME manufacturing sector,
- providing business support to the recycling and reprocessing SME sector,
- the establishment of a network for reuse and repair, supported by relevant standards and specifications, developed in conjunction with Cylch, and
- launching a major new "Recycling on the Go" initiative in Wales.

WRAP Cymru will be working to develop a successful closed loop economy in Wales and this will require development in both the supply and demand of repaired, reused, recycled and recovered materials and products. WRAP Cymru will also seek to maximise the benefits of recycling by 'closing the loop' so that Wales' manufacturers use secondary materials in their products and processes, and reduce reliance on primary materials.

COLLECTIONS AND QUALITY

Collecting and separating quality materials from the waste stream for repair, recycling or recovery is a vital stage of developing a closed loop economy. WRAP Cymru has supported the Welsh Government in the creation of the Municipal Sector Plan and the draft Collections, Infrastructure and Markets Sector Plan. The Municipal Sector Plan Part 2 and the Collections and Infrastructure and Markets Sector Plan will be finalised later this financial year: the results of the consultations will help to inform the plan from which actions and projects shall be formed.

INFRASTRUCTURE, BUSINESS AND MARKETS

WRAP Cymru will work directly with organisations involved in the recycling, repair and reuse of materials to improve infrastructure in Wales. Revenue funded activities include provision of interim management, strategic planning, preparation to become investment ready and support to improve marketing of products and services. Capital funding will be available to support SME collection, small scale reprocessing equipment and incorporating recycled content in manufactured products.

WRAP Cymru will use its expertise to support preparation for reuse and enhance business recycling throughout Wales. Capital support for recycling and reprocessing will be offered through the European Regional Development Fund sponsored project Accelerating Reprocessing Infrastructure Development (ARID) which has been submitted for consideration by the Welsh European Funding Office. Additional market capacity will be developed through existing De Minimis grants and the **REMake project**.

WRAP Cymru will be supporting companies working in the anaerobic digestion (AD) and compost sectors helping them achieve **PAS 100/110 standards** (Publicly Available Specification). It is anticipated that at least four producers will be supported during 2011/12. Work will be undertaken supporting and developing best practice in the use of bio-fertilisers.

The programme will focus on developing markets and infrastructure to support AD and composting. This will support the Welsh Organic Programme objectives of delivering increased AD capacity in Wales and securing further investment in PAS100 and PAS110 capacity in Wales.

To drive this forward WRAP Cymru will be undertaking the following actions:

a. Improve collections performance and quality through:

- i. Improve the evidence base for reuse in household, commercial and industrial waste by carrying out material specific studies.
- ii. Develop a quality standard for Material Recovery Facilities.
- iii. Develop 'best practice' guidance for business waste.
- iv. Scope the use of 'on-the-go' recycling facilities in public places.

b. Develop the infrastructure and making businesses and markets work more effectively by:

- i. Study the practicalities of closed loop recycling with an emphasis on cardboard, plastics and non-ferrous metals.
- ii. Develop the quality and availability of products and materials for recyclate feedstock with an emphasis on cullet, plastics and WEEE (Waste Electrical and Electronic Equipment).
- iii. Improve the use and quality of organics by improving the markets for anaerobic digestion and compost digestate.
- iv. Develop the collections, recycling and reprocessing infrastructure by providing support to businesses for the development of sustainable waste management.

WRAP Cymru Targets for 2011-15

Target Area	Value	Unit
Avoided carbon dioxide equivalent emissions	850,000	tonnes
Biodegradable waste diverted from landfill	560,000	tonnes
Cost savings to businesses and the public sector	130	£ million
Sales growth in the resource recovery sector	1.2	£ million
Primary resources saved	120,000	tonnes
Waste prevented	70,000	tonnes

FINANCE, GOVERNANCE AND MANAGEMENT

WRAP Cymru has a confirmed budget of £2.76 million for the year 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. The WRAP Board includes a nominated representative of Welsh Government, as well as the other Governments within the UK. For information on the WRAP Board, please visit www.wrap.org.uk

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

GET IN TOUCH

To find out how we can work in partnership to create a zero waste economy in Wales, please contact us:

Cardiff Office: 02920 448 090

Email: wrapcymru@wrap.org.uk

Web: www.wrapcymru.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 Cymru is delivered as part of the UK-wide programme

