

CRNS Waste Prevention Network Meeting, May 10th 2010, Adamo Stirling, 11.00 – 15.00

Attendance:

Lynn Smith	Aberdeen Forward
Gillian Marr	Aberdeen Forward
Daniel Prince	Changeworks
James MacDonald Turner	Comrie Development Trust
Pauline Hinchion	CRNS
Helen Brown	CRNS
Sarah Lagden	CRNS
Frank MacMaster	Dumbarton Rd Corridor Environment Trust
Jenny Methven	Falkland Stewards
John Smith	Falkland Stewards
Eve Keepax	Forth Environment Link
Julie Fairbrass	Group for Recycling in Argyll & Bute
Marion MacDonald	Highland Real Nappy Project
Susan Carstairs	Lochaber Environment Group
Andrew Bowman	Orkney Zero Waste
Sue Smith	Perth & Kinross Real Nappy Network
Sue Terras	Perth & Kinross Real Nappy Network
Carol Masheter	Ross-shire Waste Action Network
Katy Kitchingham	Ross-shire Waste Action Network
Jane Smith	Strathspey Waste Action Network
Beth Duffy	Wise Group

Apologies:

Andrew Pidgeon	Glasgow Resource Recovery Park
Chris Ballance	Moffat CAN
Ian Smith	Changeworks

Minutes;

Discussion points	Actions Arising
<p>Introductions of current Zero Waste Scotland (ZWS) given by Pauline Hinchion:</p> <p>ZWS is the Scottish Government's (SG) new programme that will deliver the strategic and high level ZWS Plan (to be launched 26th May, tbc). WRAP Scotland as a name no longer exists, but, combining all the other previously government funded organisations that delivered on waste, will be branded as ZWS.</p> <p>The CRNS, as it is a membership-led body, will only brand themselves as ZWS when presenting ZWS projects/initiatives in the public domain. CRNS used to receive a grant from the SG. The change now is that the SG has chosen to streamline their communications to just one organisation (ZWS) – there will then be the opportunity to tender for various projects that are within it and help to deliver on the ZWS plan. The CRNS is inputting into shaping the plan to some extent, and ZWS is keen to echo the key drivers of the EU revised Waste Framework Directive to join up waste prevention activities.</p>	

<p>Waste Prevention Vision: It is envisaged that one project per area will be delivering on all waste prevention themes to different audiences. ZWS will be open to new partnerships with other WP projects and organisations as long as it fits in with the ZWP and its objectives.</p> <p>ZWS will want to see more money spent on frontline delivery and engagement directly with householders rather than back office costs.</p> <p>It is also expected that the messages will be similar across all Scotland and that all 32 LA areas will be covered.</p> <p>It was noted that there is much strength in joining together as a WP network and speaking as one voice. It is presumed it would also be easier for ZWS who can have one contact to liaise with on national issues.</p>	<p>CRNS to feedback to WP members after meeting with Tim Morton on how the ZWS Zero Waste Advisers fit into plans and where there may be issues of overlap/ duplications.</p>
<p>Private Sector: According to the gap analysis prepared by Sarah Lagden (CRNS), private sector engagement has not been a main focus of CRNS members to date, but with the developing WP network, opportunities will arise and members are in a good place to engage with both large and small businesses.</p> <p>The sector would benefit from sharing best practice in terms of working with businesses, for example, engaging staff to take on WP activities both in the workplace and at home.</p>	<p>SL to include the gap analysis in the information uploaded on the WP page on CRNS website. Members can then input any others known in their area, etc</p>
<p>Best practice and skills sharing: Susan Carstairs, Lochaber Environment Group, highlighted the work and research already carried out into WP that would be informative for a WP network. There was recognition that we must learn from best practice from abroad and also capture skills we have in the network. A skills audit was suggested. Behaviour Change is a key focus and we should link in with WWF work, and any other studies being done by universities, for example.</p> <p>Summary:</p> <ol style="list-style-type: none"> 1. Need to look at previous WP research for key lessons 2. WP needs to include sustainable consumption and also the bigger picture from the beginnings and not just the final product; eg growing food and food waste. <p>Existing Waste prevention toolkits and research. Eg DEFRA, Peter Tucker at Paisley University, Brook Lyndhurst (Household Waste Prevention Research Evidence Review.) Also work on Waste Prevention Indicators. It is very beneficial to review work and be aware of issues raised previously, including barriers in delivering the WP message.</p> <p>In the Household Waste Prevention Strategy, there were 20 action points of targets to divert tonnage. These are examples that are clearly identifiable and measurable. The EU has guidance on how to produce a WP plan, which may be a good document for use by the CRNS and members when liaising with smaller orgs/ or even LAs as it's more user-friendly.</p> <p>The difficulty of reducing the consumption by 2/3 to make us a more sustainable society was highlighted, but this is unrealistic and needs a more radical driver for behaviour change and understanding how to break the links of householders having such a high consumer drive. The WWF report "Weathercocks and Signposts" focuses on behavioural change and what drives this. It raises the issue that ZWS may need to push more of a marketing role. CRNS members are</p>	<p>Susan to email document links CRNS to put Waste Prevention information page on CRNS website.</p> <p>eg .</p> <ol style="list-style-type: none"> 1. Policy website 2. Summarise & translate RWFD 3. Bio waste plan – directive 4. Guidelines (Mon & Ev) 5. Existing member's methodology

<p>invaluable as they know their communities and what they want and are interested in. WP activities also need to take into account the whole sustainable thinking such as local food growing and production as well as cooking leftovers and food waste.</p>	
<p>Education: The importance of future generations was recognised and WP/sustainable living should be in the curriculum as well as in examination process that could be taken as a recognised qualification into future employment. Easily delivered through Eco Schools programme.</p>	
<p>Monitoring: The question was raised as to how such a wide-ranging Programme would be monitored and evaluated. In terms of INCREASE III projects monitoring is to an extent likely to be retrospective when the ZWS guidelines, including metrics for measuring the impact of WP work, are released. These guidelines can then be built into future projects. Monitoring and evaluation will include carbon as well as tonnage. This system for monitoring and evaluation should be embedded in the sector by 2011.</p> <p>Concerns were raised about being dictated to by ZWS who may not have the expertise internally regarding engaging communities at grassroots level with waste prevention work.</p> <p>ZWS recognises that the CRNS members do have that grassroots communities engagement expertise and that is why they want us to do the WP work.</p>	<p>CRNS and working group to consult on monitoring and evaluation guidelines to inform and shape.</p> <p>CRNS to confirm whether ZWS want the guidelines to be a must in criteria or to be used as a guideline only.</p> <p>CRNS to ensure ZWS doesn't change any monitoring requests once the project has received funding and to have this stated in the funding agreement; breach of contract issues</p>
<p>Volunteers and Training Concern over volunteers as they currently sign up for a single issue/topic. CRNS highlighted that volunteers can still be single issue/topic but the expectation is that new volunteers will be recruited for other single issues or else recruit generic WP volunteers.</p> <p>It was agreed that CRNS members probably have the expertise in house to deliver training on WP so new and existing staff can up skill on other WP issues other than their current field.</p> <p>Training: CRNS is currently seeking to secure funding for training, such as SVQs, to be delivered by members in conjunction with Oakfield College. This will include training in Waste Prevention.</p>	<p>CRNS to facilitate Training of new and existing staff in appropriate WP activities; Ensure standardised key messaging and monitoring processes are in place.</p>
<p>Focus and language of potential WP Programme:</p> <p>Summary;</p> <ol style="list-style-type: none"> 1. Waste Prevention, Sustainable Consumption, Reducing Consumption or Sustainability aren't necessarily the best terms or focuses for engaging with the public and we should find alternative terms to use, possibly 	<p>The CRNS needs to get assistance with advertising & marketing to work on themes, language and branding.</p>

focusing on 'resource use'. The theme of re-skilling and learning from the past, e.g. from resource use during the wars, is important, although going back to the past can be a turn-off for some

2. We need to know the communities we are engaging with. What do people want in terms of sustainable living? We need different ways of engaging with different groups of people e.g. through money saving opportunities.

Understanding socio-economic factors is important so that we have a good understanding of how to get the message out successfully to all groups, i.e. optimal use of language and terminology. The name and language used will be very important. Waste Prevention, Sustainable Consumption, Reducing Consumption or Sustainability aren't necessarily the best terms or focuses for engaging with the public and we should find alternative terms to use, possibly focusing on 'resource use'. As there is a need for long-term behavioural change, we need to engage the public with big issues, as explained in the WWF report (ref).

We should also link with the Sustainable Development Commission Scotland and sustainable development targets, although the sustainability agenda is currently being sidelined. The issues and references have to be relevant to people's lives. For this we need to know the communities we are engaging with. What do people want in terms of sustainable living? We need different ways of engaging with different groups of people e.g. through money saving opportunities.

The Kingsway CCF funded project uses different ways of reinforcing the same messages, e.g. bike workshops, schools, energy etc. We could adopt a **'Whole Life' approach to WP**, e.g. use different focuses for different stages of life, and carry out 'family audits'. There is a need for 'joining up the dots' and articulating the WP message in different ways, through multiple points of engagement & learning. The FoE CREW project used the term **Refuse**, playing on both senses of the word. Transition Town projects work through a whole range of activities, making use of collaborative links and potential 'cross-fertilisation'.

The theme of re-skilling and learning from the past, e.g. from resource use during the wars, is important, although going back to the past can be a turn-off for some. Reference was made to carbon foot printing and also to the Carbon Conversations: <http://carbonconversations.org/>

The value of the permanent presence and accessibility of CRNS members within communities:

This should be emphasised and valued, e.g. the potential for organisations to work with all businesses, community groups etc in their communities, and reinforce messages over the long-term.

It is the access to communities through CRNS members that ZWS is interested in. Through the links CRNS members have with their communities and the links that CRNS and the members have with other networks and organisations, such as Local People Leading, allotment trusts, CCF funded projects, Transition Town groups etc we can access many communities.

The CRNS and its members can be a source of information and knowledge on recycling and waste prevention to these other community organisations. The importance of being able to engage at a community level and having a presence at community events was emphasised. The CRNS already has a network of reuse shops that could be used for one day a week Waste Prevention surgeries for customers. The CRNS need to join the dots so that all the volunteers & trainees in each CRNS member organisation gets Waste Prevention training from members of the WP Network.

Community and Stakeholders/'Audience':

The communities we work with can widen out. There is potential to work a lot more with communities within businesses, hospitals etc; also a lot of potential to

<p>work with the SME sector, which is very important and possibly too small for Envirowise. RoWAN worked with staff at Lush in Inverness, which resulted in having a national impact.</p> <p>Pauline will be meeting with all delivery partners within ZWS on a regular basis. The term 'community' needs to be understood in its wider sense, not just urban or rural, but within organisations, e.g. staff of oil companies or universities, communities of interest.</p>	
<p>Delivery: What would the delivery of this network or programme look like? There are some gaps in regional coverage as well as sectors i.e, whether organisations are engaging with the education or business sector as well as householders. Some councils deliver on WP – how would CRNS members interact with these?</p> <p>There is a need for a national phone line and website. Referrals can then be made to a regional or local organisation. It was noted that most Master Composter referrals come from word of mouth rather than through the hotline or website. The Orkneys have a community recycling directory with all relevant partners listed. A comparison was made to the CRNS marketing cluster in Glasgow which had a single phone line. An organisation will need to cover any geographical gaps and members will need to work together in places.</p> <p>There is a need for improved partnership working and networking to form a cohesive network. There is potential to work with the Energy Savings Trust and the Green Business Network (ex-Business Environment Partnership). Regional and national marketing has to be coordinated and must work for all. There must be a standardised, high level of customer service all over the country. It will need a management system.</p> <p>The CRNS is currently developing a quality standard. Through CRNS members there are potentially 80 to 100 public points which could act as 'one-stop shops' for WP.</p>	<p>MAIN ACTION Points;</p> <ul style="list-style-type: none"> • Standard and a level of consistency Across Scotland for all WP activities; Mail/food/home composting/real nappy • Qualitative & Quantitative Targets
<p>Timescales: These issues need to be resolved this summer in time for the proposal, which is to be submitted in October/November.</p>	<p>2010/2011 – Transition year</p> <p>Post 2011 – Proposal</p> <ul style="list-style-type: none"> • Check Guidelines now fixed for 2011 • National coverage and Gap analysis reviewed/ addressed • Training of all staff and volunteers and the infrastructure for ongoing training in place.
<p>Next steps: The CRNS will write a draft proposal by October and source full costings for it to be submitted by November to the Post 2011 ZWS Operational Plan. A WP Working Group (WPWG) will be formed, consisting of the CRNS, Lynn Smith (Aberdeen Forward), RoWAN, Jenny Methven (Falkland Stewards), Marion MacDonald (Highland RNP) Forth Environment Link, and possibly</p>	

<p>Changeworks and GRAB.</p> <p>Sarah Lagden will lead on the development of the WP network and all aspects of the WP on behalf of the CRNS. Sarah will also be the main liaison between the CRNS and ZWS in relation to WP. Helen Brown will assist with the WP Network development on behalf of the CRNS.</p>	

CRNS Measuring Waste Prevention, Susan Carstairs, Lochaber Environment Group

There are two main strands in legislation on the environment. The traditional element with regard to waste was born out of public health concerns and this dominated our Environmental Act and Environmental Pollution Act in the 1990s. But there is a parallel strand emerging from the UN Conference on Environment and Development in Rio 1992 on sustainable development which is aimed not only at environmental protection but moving towards a new way of using resources. At the moment governments are increasingly developing ideas about sustainable development and it seems to me these offer the best support for community work.

1. The issue of measuring progress on waste prevention is a difficult one but we are not alone.
2. The OECD in Paris issued a series of reports from 2000 – 2004
[Strategic Waste Prevention Manual 2000](#)
 This was followed by a Workshop on Waste Prevention Performance Indicators in 2001 also available at the link above and three studies commissioned in the USA, Denmark and Finland
[Towards Waste Prevention Performance Indicators](#) in 2004
3. In Scotland
 - 3.1 Prof Tucker at Paisley University has done several studies including [Understanding Household Waste Prevention](#).
 - 3.2 Alice Hughes a postgraduate student at Edinburgh University did an MSc dissertation on Household Waste Prevention in Scotland. Recommendations for Indicators. 2005. This suggested 15 possible indicators.
 - 3.3 Remade carried out some work on how to advise Scottish local authorities seeking to make plans on waste prevention. This was based on awards made by the Scottish Executive in 2005 and largely concerned waste prevention within the local authority's estate rather than its promotion to the general public. An evaluation is available at [Waste Prevention Planning Project](#)
 - 3.4 Scotland's [Household Waste Prevention Action Plan \(Scotland\)](#) issued in 2007 suggested specific tonnage targets with timelines for most of the 20 action points proposed and an evaluation of progress was completed in 2009 [Household Waste Prevention Action Plan - Progress Update](#)
4. In England
 - 4.1 DEFRA has had a large research arm supporting their move towards evidence based policy making. They carried out a major [Household Waste Prevention Evidence Review](#) published in 2009 which planned to review 50 pieces of research and uncovered over 800.
 - 4.2 Waste Watch 2008 [Project Reduce](#). Reviewed options for measurement
 - 4.3 Dorset County Council have carried out several trials of different approaches with householders reported most recently in 2010 [County Wide Waste Prevention in Action](#)
5. WRAP have undertaken research to establish reliable diversion figures and have produced [A Good Practice Guide to Monitoring and Evaluation](#) and record accepted diversion rates for specific activities in their [Evaluation Methodology Statement 2008-11](#) including 2.9kg/HH/week achieved through home composting and 1.46kg/HH/week achieved by committed food waste reducers
6. Community sector. We should not underestimate the work done by community groups in this field and published reports are available from Changeworks and RoWAN on the results from their work in the Lothians and Ross-shire with other experiences from FoES and the WISE group.
7. The Waste Framework Directive is the major EU directive that gave rise to the Landfill Directive. It was revised in 2008 and has reinforced a strong emphasis on waste prevention:
 - calls for decoupling of economic growth from waste
 - i. by end 2011 a report will be completed on the evolution of waste generation and the scope of waste prevention
 - ii. by end 2011 EC will formulate an action plan seeking to change current consumption patterns
 - iii. by end 2014 expect to see setting of waste prevention and decoupling targets to 2020

- requires member countries to issue a waste prevention plan by December 2013
 - i. this should aim to break the link between economic growth and environmental impacts and should set indicators to monitor how this will be done
 - ii. examples of indicators are given in the Annex IV [Directive 2008/98/EC](#)
- 8. EU Plan Guidelines. In support of the call for countries to establish Waste Prevention Plans the EU commissioned work which has resulted in BIO IS proposals [Waste Prevention Guidelines](#) and a further study on measurement [Waste Prevention. Overview on Indicators](#)
- 9. Behaviour change. The government is keen to identify the most effective means of bringing about the changes in behaviour that would result in eg maximum participation in recycling collections or maximum take up of home composting and there is a large industry in studies of the best way to bring this about. The World Wildlife Fund has argued that to produce large scale changes in lifestyle we need to move away from short term incentives and argue the wider case. [Strategies for Change | Campaigning | WWF UK](#)

Flipchart Notes

INFO

- New WP Policy website - CRNS
- Summarise & translate rWFD - CRNS
- Bio waste plan – directive - CRNS
- Guidelines (M&E)- CRNS/ZWS
- Get Existing member's methodology- CRNS/WP
- WRAP – follow up to bins – lapse if no support –CRNS/ZWS
- Geographical and Information Gap analysis/matrix- CRNS

ACTIONS

- Lottery (WP) Across Scotland
- Standardised messages across Scotland for WP
- WP Edinburgh – qualitative & quantitative Target
- Training (M&E) – ZWS/CRNS
- Consult with ZWS – re guidelines
- Backdated – problematic/breach of contract – CRNS/ZWS
- Guidelines or “must” – CRNS to check
- Mail/food/home composting/real nappy – Full WP messages??
- Branding (MC)(RN) – strength of a national WP Network brand
- “Zero Waste Advisors” – Where do they fit?

2010/2011

- Transition
- Distance travelled – start point/end point – Method of checking effectiveness of messages
- Examples from other countries
- M&E Consistency

Post 2011 – Proposal

- Check M & E Guidelines now fixed for 2011
- National coverage
- Training
- Additional Resources

Post 2011 – Waste Prevention in Scotland

- 3Rs
- National across Scotland
- Training/Skills audit/reskilling
- Waste resources
- Is there a best practice country/Finland??
- W.P. in education/ecoschools
- Behaviour change – WWF seminar
- How do we get messages across to non traditional audiences
- Sustainable consumption/SD Commission
- M&E Guidelines

- Terminology – CCF/LPL
- Family Audits
- Whole life approach to W.P
- Culture & History appropriate to different customers
- Business Waste Prevention – SMEs
- War on waste -
- Permanent presence communities – all sectors of coms – LPL – Non geographical
- Reach into Communities of staff in larger orgs e.g. Universities; Companies
- What are Councils doing and how do we link to them
- 0800 National Phone Line with calls transferred to nearest Local Network No.
- Changeworks – Can learn from them re their work in the Edinburgh & Lothians area
- WP Network and Messages must be national coverage – no gaps
- EST Wales – Gives out a variety of messages via a phonenumber once a person phones about energy efficiency measures
- National Marketing of WP Network brand
- BEP – SMEs – Potential Partners
- W.A.S. Master Composter Button???
- Improved communication between network members
- Carbon Metrics
- Cross fertilisation via joint-working
- Need differentiated marketing and advertising lingo for different customers
- Carbon conversations & Carbon foot printing