

WRAP

Working together for
a world without waste

WORKING TOGETHER

for a world without waste



BUSINESS PLAN: 2011-15

B&Q

“We look forward to a continuing partnership with WRAP that will help us meet our own ambitious sustainability targets and improve the resource efficiency of our sector.”

LARAC

“WRAP is an invaluable partner for local authorities, providing technical expertise and practical know-how to help them improve services to their residents and save money.”

(Local Authority Recycling Advisory Committee)

Arcol

“Responsible resource use is a key priority for Arcol, with waste a cost that we continually need to manage. WRAP helped us identify where we could reduce waste and implement action plans to deal with it.”

(Truro based SME)

British Heart Foundation

“We were delighted to be the charity partner for Recycle Week 2010. WRAP’s energetic team were a pleasure to work with and brought the initiative alive by using fresh and imaginative tactics. They produced a thought provoking campaign that enabled us to raise the profile of our Furniture & Electrical Stores.”

Robert Wiseman Dairies

“With Zero Waste Scotland’s support, we have made reducing waste something we think about at every level of the business. I would absolutely recommend working with them to others.”

(Zero Waste Scotland is the Scottish Government’s programme delivered by WRAP)

Penyfan Processing and Recycling Ltd

“The technical and commercial input WRAP has provided has helped us to identify and realise growth opportunities for the business. WRAP’s support has been invaluable and we would not be where we are today without its expertise and assistance.”

...learn more about our partnership work [here](#)



Front cover image:

Working together for a world without waste

WRAP is working with LOCOG (London Organising Committee of the Olympic and Paralympic Games) and the Glasgow Commonwealth Games to help event organisers, venues and suppliers create action plans for managing and reducing event waste.

WELCOME TO OUR 2011-15 BUSINESS PLAN

WRAP was set up in 2000 to help recycling take off in the UK, initially by creating markets for recycled materials.

The growth in recycling, which we support, is good for the environment, good for business and good for jobs.

As understanding grew that 'waste' is actually 'stuff with value', and that wasting resources made no environmental or commercial sense, so the Government's commitment to tackle these issues also grew.

WRAP is funded by all Governments across the UK, who value our expertise, research and practical advice. Our work helps people recycle more and waste less, both at home and at work, with economic as well as environmental benefits.

- We work with a wide range of partners, from major UK businesses, trade bodies and local authorities, through to individuals looking for practical advice from our websites. We value the partnerships we have forged with businesses and communities. We always aim to work together with others to achieve the best results.
- We are an evidence-based organisation with sector-leading expertise, based on ground-breaking research, commercial nous and a deep understanding of the markets for recycled products. We are proud of our reputation as the UK's most authoritative body on waste, recycling and resource efficiency.
- We are a private, not-for-profit company with an independent Board of Directors. We are backed by funding from Defra, the Northern Ireland Executive, the Scottish Government, the Welsh Government and the European Union. We take pride in the value we deliver and the jobs we help create with the public money entrusted to us.

We take **pride**
in the **value** we
deliver and the
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create...

BUSINESS PLAN: 2011-15

Working together for a world without waste



**Partnerships
are at the heart of
how we work...**

We at WRAP are well set to build on our strong track record of helping partner businesses and communities save money, create growth and tackle environmental challenges.

Through the expertise of our staff, world leading research and creating powerful alliances, we have helped both businesses and individuals make better use of resources by wasting less and recycling more.

Developing partnerships is at the heart of how we work and this has delivered remarkable results:

- Our Courtauld Commitment agreement, with now more than 45 leading retailers and brands signed up, has helped end the growth in packaging through smarter design.
- Our initiative to halve the amount of waste which the construction sector sends to landfill has more than 500 organisations signed up and is on track to meet the goal.
- Our research and funding helped create the first food-grade and mixed plastics recycling facilities in the UK.
- More than a million people each year find help to recycle more and waste less by visiting our websites: RecycleNow.com and Lovefoodhatewaste.com

We are funded by all UK Governments to help them achieve their ambitious objectives. Those may be expressed differently to reflect national priorities, but they all recognise resource efficiency as central to their achievement. 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.

We set ambitious goals in our last Business Plan and recorded notable achievements. The areas for action we have developed for this new 2011-15 Business Plan reflect the fact that there is much still to do.

We began by creating markets for recycled materials, but more and more our focus is now on preventing waste being created in the first place. If waste is unavoidable, then our expertise can help make sure the material is recycled to maximum value, or used to create energy.

Greater resource efficiency is not just good for the environment and sustainable living – it saves money, creates new opportunities for business and new jobs.

In this new Business Plan we are focusing on the most important issues: **minimising resource use** and **diverting priority materials from landfill**.

OUR GOALS

As a result of our actions there will be at least:

- **7 million tonnes less carbon dioxide equivalent emitted a year.**
- **3 million tonnes less biodegradable waste going to landfill a year.**
- **£1.9 billion saved by consumers, businesses and the public sector a year.**
- **£130 million growth in the resource management sector a year.**
- **3 million tonnes less primary resources used a year.**
- **2 million tonnes less waste produced a year.**

More details of how we will achieve this can be found in our [Delivery Plans](#) for each nation.

We have clear guiding principles:

- A focus on preventing waste.
- Getting good value for money for the tax-payer and proving it.
- Working in partnership and supporting the work of others.
- Being flexible and business-like.

We are proud of what we have helped achieve and are ambitious to make further progress, in partnership with others.

Dr Liz Goodwin

CEO, WRAP

**Greater resource
efficiency
saves money and
creates new
jobs...**

OUR PRIORITY AREAS

The 2011-15 Business Plan is designed to deliver WRAP's objective to help individuals, communities and businesses improve resource efficiency in the UK. Through this plan our ambitions are that:

- **Better design and more informed consumption will help us all waste as little as possible in the first place.**
- **We recycle, repair and reuse as much of our waste as possible, wherever we are – whether in the home, at work, or away from home.**
- **We recover as much value as we can from the waste we collect – whether in the form of resources that can be used again and again, or as energy.**
- **The less we waste, and the longer we can keep resources moving round the economy, the more money we save and the less the demand on ever-scarcer natural resources.**

**The less we waste...
...the more money
we save...**

OUR TWO PRIORITIES ARE:

1. MINIMISING RESOURCE USE IN PRODUCTS AND BUILDINGS

- Supporting more resource efficient design, manufacture and use of consumer products, textiles and the built environment.
- Improving water and scarce materials efficiency in businesses and their supply chains.
- Encouraging reuse, by working with individuals and communities.
- Helping businesses embrace new ways of delivering products and services to customers.

2. DIVERTING PRIORITY MATERIALS FROM LANDFILL

- Tackling food waste by broadening the impact of our work on Love Food Hate Waste, supporting the growth of anaerobic digestion, composting and food waste collections.
- Supporting growth of UK plastics recycling – both infrastructure and end-markets for the recycled material.
- Increasing collection, recycling, repair and reuse of textiles and clothing.
- Increasing the collection and recycling of commercial and industrial waste.

OUR AREAS FOR ACTION

PREVENTING FOOD AND DRINK WASTE

There are significant opportunities to reduce costs and environmental impact in the hospitality sector



GOAL

By 2015 we aim to reduce carbon dioxide equivalent emissions associated with avoidable food and drink waste by 3.2 million tonnes a year.

WE WILL:

- Work in partnership with manufacturers and retailers to reduce food and drink waste in their supply chains.
- Help individuals reduce food waste both inside and outside the home, leveraging the Love Food Hate Waste brand to maximise impact.
- Expand the food and drink waste prevention work to hospitality, tourism and public sectors, with particular focus on helping SMEs in these sectors to take action.
- Work with the packaging sector to optimise the design and functionality of packaging to minimise food waste.

LOVE
FOOD
hate waste **.com**

INCREASING THE RESOURCE EFFICIENCY OF PRODUCTS

GOAL

By 2015 we aim to reduce carbon dioxide equivalent emissions from the design, production and use of resource hungry products, including textiles, electrical goods and home and workplace products, by 500,000 tonnes a year.

WE WILL:

- Work in partnership with major DIY retailers and their supply chains to reduce waste.
- Help the facilities management and events sector provide more resource efficient services to clients.
- Work with retailers and brands to reduce the environmental impact of electronics and textiles at the design and specification stage.
- Develop and pilot radical business models that reduce the consumption of goods – based on leasing, producing more durable goods, repair and reuse.



Specifying recycled plastics in product design can save costs by over 10% and reduce carbon emissions

OUR AREAS FOR ACTION

INCREASING THE RESOURCE EFFICIENCY OF CONSTRUCTION AND REFURBISHMENT PROJECTS



We will work with the construction sector to encourage more resource efficient design

GOAL

By 2015 we aim to reduce the carbon impact of materials and water used in the built environment by embedding resource efficiency in 30% of construction and refurbishment design projects.

WE WILL:

- Complete the cross sector commitment Halving Waste to Landfill and transfer the know-how to the sector by 2012.
- Build a new commitment to embed resource efficiency in the design and refurbishment of the built environment.
- Support the design of resource efficient construction products with focus on using less primary resources, durability, recyclability and recycled content.

IMPROVING THE COLLECTION OF MATERIALS FOR RECYCLING AND REUSE

GOAL

By 2015 we aim to make it easier for households, businesses and the public sector to reuse and recycle more and as a result reduce the quantity of food, packaging, textile and electrical waste sent to landfill by 5%.

WE WILL:

- Increase collection of business waste, with a specific focus on SMEs.
- Build awareness of recycling, litter and flytipping, through direct engagement or in partnership, so that individuals and businesses can take action, drawing on insights from Recycle Now.
- Work with local authorities to help them deliver a cost effective and quality recycling service to households, small businesses and people away from home.
- Work with the resource management industry (recycling, reprocessing and reuse businesses), and social enterprises, to increase the quantity and quality of materials collected.

New initiatives will make it easier for us all to recycle, wherever we are

recycle



OUR AREAS FOR ACTION

HELPING SMEs TO BECOME MORE RESOURCE EFFICIENT

“WRAP helped us undertake a key business enhancement project.

This has been a huge helping hand for us at a critical moment. Thank you WRAP”

Omer Kutluoglu,
CEO, 2K Manufacturing



GOAL

By 2015 we aim to help SMEs save £20 million a year through better resource use.

WE WILL:

- Drive best practice in resource efficiency in SMEs to help them reduce the use of primary resources and save money.
- Facilitate business-to-business networks to find local markets for waste materials including food, wood and packaging waste, textiles and electrical goods.
- Provide technical, marketing and business support to SME resource management businesses to grow the UK's capacity for recycling priority materials.

RECYCLING ORGANIC WASTE AND RECOVERING ENERGY

GOAL

By 2015 we aim to create a step change in the UK's capacity to recover energy and recycle soil nutrients, reducing the quantity of food and wood waste sent to landfill by 8%.

WE WILL:

- Build anaerobic digestion (AD) and composting capacity in the UK by providing technical expertise and increasing investor confidence.
- Develop business models that bring together the whole supply chain and communities.
- Grow existing and develop new markets for quality products produced from AD, composting and energy from waste facilities.



AD facilities can provide heat and power as well as replacing inorganic fertilisers. For example, this Staples facility will produce 11 million kilowatt hours of electricity every year from 40,000 tonnes of vegetable waste

OUR AREAS FOR ACTION

INCREASING THE REUSE AND RECYCLING OF PRIORITY PRODUCTS

WRAP's work has shown that there is significant potential to increase product reuse in the UK. In 2006-07 only 13,000 tonnes of electrical equipment was reused – this could be increased almost ten-fold



GOAL

By 2015 we aim to develop a closed loop economy in the UK by driving up reuse and recycling and as a result reduce the quantity of packaging, textile, furniture and electrical waste sent to landfill by 5%.

WE WILL:

- Develop technical solutions and provide financial support to grow the recycling and reuse of key materials, including plastics, textiles and waste electrical equipment.
- Work with social enterprises to encourage the reuse and repair of products from businesses and households.
- Develop standards to build confidence in reused textiles, electrical goods and furniture.
- Encourage demand from manufacturers and other markets for recycled and reused materials and products.

WRAP SUPPORTING UK GOVERNMENTS

RETHINK WASTE PROGRAMME

Goal

To support the delivery of the Northern Ireland Waste Management Strategy.

Priorities:

- Prevent waste and minimise the use of primary resources.
- Increase recycling and recovery.
- Reduce the carbon impact from waste management activities.

Read the delivery plan [here](#)



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WRAP CYMRU

Goal

To support the goals set out by the Welsh Government in their overarching Waste Strategy 'Towards Zero Waste'.

Priority:

Deliver the priority actions of the Sector Plans (municipal; collections, infrastructure and markets; food manufacture, service and retail; commercial and industrial and public).

Read the delivery plan [here](#)



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WRAP ENGLAND

Goal

Support a strong and sustainable green economy, resilient to climate change.

Priorities:

Work in partnership to:

- Design out waste.
- Make more efficient use of resources.
- Maximise economic benefit from unavoidable waste.

Read the delivery plan [here](#)



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ZERO WASTE SCOTLAND

Goal

Achieve objectives of the Scottish Government's Zero Waste Plan.

Priority:

Change the way resources and waste are viewed in Scotland, through better information and education. This will lead to a reduction in waste, increased separation of waste, and economic opportunities from improved reprocessing infrastructure.

Read the delivery plan [here](#)



TO WORK WITH WRAP

For further detail on the areas for action set out in this Business Plan 2011-15, see the [Delivery Plans](#)

Find out how you can cut waste and save money. Visit www.wrap.org.uk or call our helpline on 0808 100 2040.

At WRAP we place considerable importance on being able to demonstrate what difference we have made. Our arm's length evaluation department oversees our impact assessment work, ensuring its reliability and credibility, and where impact data has to be collected in-house it is verified by an independent third party. We also set out in advance the methods that we will use to make the assessment and publish them on our website at www.wrap.org.uk/ourimpact

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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.

www.wrap.org.uk

Helpline freephone: 0808 100 2040

