Introduction

In April 2008, WRAP launched a new, three-year business plan. Our goal was to help both the environment and the economy. It was stretching in its targets: to prevent eight million tonnes of waste from going to landfill; prevent five million tonnes of CO₂ equivalent emissions; and generate £1.1 billion of economic benefits to business, local authorities and consumers.

These targets were designed to enable WRAP to play a full part in achieving our vision of a world without waste, where resources are used sustainably. To help achieve these goals, we produced ground-breaking research and developed partnerships with many groups from governments and community groups, to businesses and charities.

This report demonstrates the progress we have made through applying this expert knowledge and working in partnership. It has been achieved against the backdrop of the most challenging economic conditions for decades. With the help of our partners, we have exceeded all but one of our targets (for details, see page 3). This gives us cause for optimism as we take on the stretching targets in our 2011-2015 business plan.

Condensing all the work which contributed towards our business plan goals into just a few pages is impossible. Here we share a few of the examples and case studies: for every one highlighted, there are many more of equal merit.

If you would like to learn more about any of WRAP’s work, please visit www.wrap.org.uk
Delivering in partnership

Our review covers a three-year period from April 2008 - March 2011. Working alongside all our partners, by the end of March 2011 we exceeded our targets for waste diverted from landfill and CO₂ equivalent emissions avoided.

We did not achieve everything we originally set out to do. The downturn in the economy and cuts to public services proved a major challenge, impacting on growth in sales achieved by the businesses we supported.

However, our response to the crisis in recyclate markets and our work in ensuring companies could still access business development support meant we still achieved 95% of the sales growth targets and recorded higher cost savings of over £1 billion, more than double our target. As a result, we significantly exceeded our total target for economic benefits.

Not all our work was directly related to the original business plan targets and a number of other factors need to be taken into account when reviewing WRAP’s performance during this time. In 2009/10, at the request of Defra, we assumed responsibility for all resource efficiency delivery programmes in England including Envirowise, Industrial Symbiosis (NISP), the BREW Centre for Local Authorities, the Construction Resources and Waste Platform, and elements of the work of Action Sustainability and the Centre for Remanufacturing and Reuse.

In addition, in 2010/11, at the request of the Scottish Government, WRAP created the Zero Waste Scotland (ZWS) programme. ZWS took responsibility for Envirowise and NISP activities along with elements of Waste Aware Scotland, Scottish CRN and the Caledonian Environment Centre. 2010/11 was a transition year, but in this short time we again succeeded in exceeding the associated objectives.

At the request of funders, we also took on other new programmes including Increase III and local authority support in Scotland, along with capital grant programmes in Wales and Northern Ireland.

As a result of these extensions to WRAP’s activities, the total impact we achieved was higher than the like-for-like result against target.

### Annual impact resulting from our activities with partners in the 2008-11 business plan period

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Like-for-like impact against target</th>
<th>%</th>
<th>Overall impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste diverted from landfill (tpa)</td>
<td>8 million</td>
<td>11.3 million</td>
<td>141</td>
<td>12.6 million</td>
</tr>
<tr>
<td>CO₂e emissions avoided (tpa)</td>
<td>5 million</td>
<td>5.5 million</td>
<td>110</td>
<td>6.6 million</td>
</tr>
<tr>
<td>Economic benefits (pa)</td>
<td>£1.1 billion</td>
<td>£2 billion</td>
<td>182</td>
<td>£2.2 billion</td>
</tr>
<tr>
<td>Cost savings (pa)</td>
<td>£818 million</td>
<td>£1.8 billion</td>
<td>220</td>
<td>£1.9 million</td>
</tr>
<tr>
<td>Sales growth (pa)</td>
<td>£282 million</td>
<td>£268 million</td>
<td>95</td>
<td>£376 million</td>
</tr>
<tr>
<td>Water conserved (m³pa)</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>5.7 million</td>
</tr>
</tbody>
</table>

Table shows results on a like-for-like basis including programmes delivered against our original targets. We also show the overall impact including work taken on during 2008-11 (not covered by our original targets).

For more detail about how we calculated our impacts, email evaluation@wrap.org.uk
Providing the right tools

With growth under pressure because of wider economic conditions, WRAP has provided organisations with valuable tools to help them realise the business benefits of greater resource efficiency which, in turn, can underpin growth. In the construction sector, for example, we developed templates for contract wording to encourage resource efficiency at all stages of a project – from initial design through to improved separation of waste for recycling. The templates have been used by the sector in contracts and tenders worth around £40 billion.

For local authorities, we’ve provided practical, research-based advice on developing waste and recycling services, including procurement strategy, tender documentation and evaluation. The advice we offered West Oxfordshire District Council on an integrated refuse, recycling and waste collection service will help the authority save around £500,000 a year.

To support food waste processing, WRAP has provided grants worth more than £24m. This, in turn, leveraged a further £63m from the private sector to support anaerobic digestion (AD) and in-vessel composting. This increased capacity will pave the way for the annual reprocessing of more than 430,000 tonnes of food waste.

- Launched a quality specification for anaerobic digestate.
- Worked with farm assurance and food supply chain to build confidence in effectiveness of using quality compost and digestate for growing food.
- Developed Quality Protocols with the Environment Agency, the Northern Ireland Environment Agency and the Welsh Government, to help businesses reduce costs, increase sales, understand and avoid unnecessary regulation and make more efficient use of resources. These protocols also provide increased market confidence in the quality of products made from waste and so encourage greater recovery and recycling.

Case study

WRAP Cymru supported the construction of an Anaerobic Digestion (AD) plant to process food waste generated by RF Brookes, a leading supplier of ready meals to Marks & Spencer. Energy generated by the AD process is routed to the RF Brookes factory. This is the first example of its kind in Wales.

The development of Scottish & Southern Energy’s first AD plant in North Ayrshire was supported by Zero Waste Scotland. When fully operational, the site will be one of the first in the UK to use heat from the AD process to manufacture a concentrated fertiliser from renewable resources.

WRAP’s support for an AD plant in Staffordshire has enabled Newcastle-under-Lyme Borough Council to encourage its residents to see the benefit of recycling more food and garden waste, leading to a rise in recycling rates from 27% to 53%.

In 2009/10 WRAP delivered a programme of support for the West Midlands Recycling sector on behalf of Advantage West Midlands. The programme successfully stimulated growth in the capacity of the region’s waste and recycling sector to divert waste from landfill – saving carbon, creating jobs and stimulating economic activity for the region.
Looking ahead...

Deriving energy from waste, particularly using anaerobic digestion, is becoming an increasingly important area of interest for all the UK governments. WRAP’s role is to help organisations understand the different technologies available and the right fuels for these technologies. To achieve this, we’re looking for industry partners to run a series of trials to demonstrate the more efficient technologies and the best use of the recovered energy. Similar trials will be run highlighting opportunities to replace fossil fuels with waste-derived fuels. The primary objective, as with all our work, will be to provide clear and robust evidence on these technologies and markets.

Through the Zero Waste Scotland programme, we are delivering a £1.3m investment on behalf of the Scottish Government to help Edinburgh City Council roll out food waste collections (part of a £4 million fund to help councils and businesses recycle food waste).

Reuse is also an increasingly important theme. The carbon savings from reusing textiles, particularly clothing, electrical items and furniture, dwarf the savings from recycling alone. We are working with the textiles and retail sectors to see how incentivising take-back may add business benefits, as well as looking at how products can be reused and repaired. We are also investigating the best types of collection and sorting systems.

“The Waste Protocols Project is a great example of how we can work in partnership to benefit businesses at the same time as helping them do the right thing by the environment.”

Paul Leinster
CEO, Environment Agency

On the former munitions site at Chorley, rather than disposing of the excavated subsoils, BAE Systems blended it with BSI PAS100 compost to manufacture soil. This reduced the cost of disposal and the need to import topsoil, saving the company more than £300,000.
In our business plan, we said we wanted to help reduce the amount of food we waste as consumers by 250,000 tonnes. Our latest figures show that, overall, household food waste declined by 1.1 million tonnes. The reduction in avoidable food waste is equivalent to preventing around £2.5 billion worth of good food from being thrown away, saving around 3.6 million tonnes of CO2e and a billion litres of water a year. Many factors are likely to have been at play here including higher food prices and difficult economic conditions. But there can be no doubt that WRAP’s work, too, has made a real difference.

Initiatives such as Love Food Hate Waste have raised awareness of food waste issues, as has work carried out with a range of organisations such as retailers, food manufacturers, and local authorities. Voluntary agreements such as the Courtauld Commitment, and our work with communities and individuals, have also played a crucial part.

Tremendous progress, certainly, but there is still much to be done to continue to reduce the considerable amount of avoidable household food waste which has a value of £12 billion. WRAP will continue to work with others to address this issue.

In 2004, when WRAP launched the Recycle Now initiative, less than half of us described ourselves as committed recyclers. Today, that number has risen to 70%, and the Recycle Now ‘swoosh’ logo is recognised by more than half of us. It can be found everywhere – from the Royal Mail postage frank and drinks cans, to the 2012 Olympic Park and railway stations.

With this high level of awareness, WRAP has moved away from direct advertising for Recycle Now and has developed more targeted communication materials and guidance for others to use, on planning, running and evaluating recycling programmes. All local authorities in Wales and Northern Ireland, and around 95% of those in England, are making use of WRAP-sourced materials.

An alliance between WRAP and the Beverage Can Makers Europe resulted in Metalmatters (www.metalmatters.co.uk), an industry-funded evidence-based initiative to boost the capture of metal from kerbside collection schemes.
Case study

The Construction Commitment brings together companies across the supply chain, which share the common desire to halve waste to landfill by 2012. Signatories to the commitment have made good progress towards the goal, using tools developed by WRAP to help them forecast the amounts of waste, identify actions they can take to reduce this and support the development of strategies to segregate wastes, maximise resource efficiency, and design out waste altogether. By supporting best practice when it comes to specifying landfill requirements within their contracts, WRAP has influenced projects with a construction value of £40 billion.

Asda, for example, now expects to save more than £1 million a year and divert 12,000 tonnes of waste from landfill. Fife Council, one of the area’s biggest building and construction clients, is now buying more recycled and recyclable materials and segregating more waste for recycling.

In the grocery supply chain, in January 2010 AG Barr became the first Scottish company to sign up to the Courtauld Commitment. The company, which owns the well-known Irn Bru brand, has reduced the amount of plastic used in its bottles by 8%, saving 375 tonnes a year ... enough to make 18 million 500ml bottles!

- More than 600 companies signed up to the Construction Commitment: Halving Waste to Landfill, representing the whole supply chain from clients and designers/consultants, through to manufacturers and contractors.

- Working with the Royal Institute of British Architects, WRAP launched a ‘designing out waste’ competition to seek design solutions for reducing construction waste.

- Britvic’s new double concentrate Robinsons squash brand has resulted in a 70% reduction in packaging for each litre drunk.

- The Recycle Now website www.recyclenow.com receives more than one million visits a year.

- WRAP’s work since 2008 with the Woodland Trust has seen more than 600 million Christmas cards recycled and the planting of 200,000 trees.

- In the DIY market, companies that signed up to the voluntary Home Improvement Sector Commitment succeeded in reducing packaging by 12% and reduced waste sent to landfill by 64%.

...WRAP has influenced projects with a construction value of £40 billion...
Looking ahead...

While the *Recycle Now* initiative has chalked up strong achievements since its inception, we know there is still much to be done. For example, we know that people are keen to recycle more but aren’t always sure how to do so. WRAP can help, and we’re working with partners in the public, private and voluntary sector to help them respond. We are also helping to raise awareness that items like aluminium cans and aerosols can easily be recycled. And we are working closely with the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to ensure that as much waste as possible is recycled during the event.

At the same time, we’re working with many organisations and individuals to look at new ways in which we can all reduce the amount of food we throw away – which has impacts on our carbon and water ‘footprints’.

"WRAP’s energetic team was a pleasure to work with and brought the initiative alive by using fresh and imaginative tactics. It produced a thought-provoking campaign that enabled us to raise the profile of our furniture and electrical stores and position ourselves as a leading ethical retailer."

**Julian Temblett**
BHF Head of Marketing & Business Development

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Cheshire East and Cheshire West & Chester launch their joint project of a pioneering new design for WEEE collection banks during Recycle Week.
Strong relationships

It’s the working relationships that we develop with our partners in all the nations, and across all sectors, that are key to any success that is achieved. We can research, develop and share a wealth of data and experience but it is businesses, local authorities, other organisations and communities, along with individuals, that deliver those successes.

Reducing grocery packaging waste was a core goal of the pioneering Courtauld Commitment, which brought together all the major grocery retailers and, by autumn 2008, the signatories had succeeded in halting its growth. Overall, actions taken during the first phase of the commitment meant around 520,000 tonnes of packaging waste had been diverted from landfill. Its successor agreement, launched in March 2011, now has 53 signatories. It has switched in focus from solely weight-based targets to the achievement of more sustainable use of resources.

In 2007, we started working with some of the UK’s largest retailers to develop a new recycling label to tell consumers if packaging can be recycled. We wanted to bring standardisation to the bewildering array of labelling that was then commonly used. Using the Recycle Now branding and our research on recycling schemes, we together agreed a new on-pack label which was launched in 2009 in conjunction with the British Retail Consortium.

And the long-standing Recycle Week, which we have been running since 2005, brings together organisations and individuals, year on year, building on core messages and tackling different elements of the recycling challenge.
Case study

Although metals are included by most kerbside collection schemes the take-up by households was less than 50%. Agreeing that more could be done to increase this, WRAP partnered with Beverage Can Makers Europe to see what further steps could be taken.

Using research and testing carried out by WRAP, two trial schemes were run. One of the authorities in the trial, Nuneaton & Bedworth Borough Council, developed a full campaign including two leaflet drops to households. Backed by local newspaper advertising, billboards, roadshows and vehicle livery, the campaign initially succeeded in boosting the quantity of metals collected for recycling by 13% and, six months after the initiative had ended, this rate had been maintained.

The trial also demonstrated that awareness that bulky metals could be collected through the kerbside scheme had risen to 40% of households, and there was a marked improvement in the proportion of those who thought that recycling was not a waste of time.

This innovative scheme has now been taken in by Alupro, which represents aluminium packing and reprocessing companies in the UK, with WRAP forming part of the steering group.

- The On-pack recycling label is now used by more than 100 brands and retailers across 60,000 product lines, in a range of sectors from home improvement and personal care, to fashion, electronics and pharmaceuticals.

- In 2010, the theme of Recycle Week was small electrical goods recycling. WRAP worked with schools, local authorities, retailers and the British Heart Foundation to raise awareness, leading to a 16% rise in the amount of small electrical goods being recycled.

- Latest figures showing the progress made by the Courtauld signatories are due by the year end – and the signs are promising.

- WRAP Northern Ireland carried out detailed modelling of future council collection services for waste management partnerships, providing them with options for meeting 2020 recycling targets.

- Four schools in Newport, South Wales, showed what can be done to stop small items like games consoles and mobile phones ending up in landfills. A pilot scheme resulted in 11 tonnes of electrical items being sent for recycling.

- A WRAP and Food & Drink Federation-run voluntary agreement helping manufacturers improve water efficiency shows that in 2010 signatories used just under 23 million cubic metres of water, compared with more than 24 million cubic metres in 2007.
Looking ahead...

Long-term alliances have proved invaluable for our partners and for WRAP. In all the sectors where we are active we, and more importantly, those with whom we work, can see the benefits. Alliances aren’t just about formal agreements such as the Courtauld Commitment in the food and beverage supply chain or the Home Improvement Sector Commitment. They’re also very much about the links we forge with local authorities, community groups, the nations’ governments and trade and industry bodies. We’ll continue to build on these relationships. In the coming business plan period we’ll also be taking our experience working with all these groups and applying it to new areas such as textiles, the hospitality sector and reuse – all challenging areas in their own right.

“Institute of Grocery Distribution (IGD) is delighted to be helping the industry to identify, develop and share best practice to reduce grocery packaging and food waste in the food chain.

David Gordon
Director of Industry Development, IGD

Liz Goodwin and the then Environment Minister Lord Henley, speak at the launch of the Courtauld Commitment Phase 2 to the UK’s leading grocery retailers and manufacturers who are working together to reduce the sector’s environmental impact.
Inefficient use of materials often results in unnecessary waste, which in turn costs businesses money. By reducing this waste, companies can make their processes more efficient, reducing costs, saving time and increasing competitiveness. Providing resource efficiency advice to businesses, particularly to small and medium enterprises (SMEs), has become a core part of WRAP’s work. Businesses that have used our advice in England and Scotland have saved more than £80 million a year.

For example, we have provided free on-line training delivered with support from the Engineers Employers Federation (EEF) and the Rippleffect programme. This offers all types of businesses with a simple guide to reducing water waste. We have also provided a resource efficiency email service and helpline for SMEs and Industrial Symbiosis to help companies reduce costs and generate sales.

Partnerships and support across a wide range of other sectors also helps deliver cost savings. WRAP’s research-based knowledge and expertise has helped reduce potato waste in the retail supply chain. Our Resource Efficient Innovations Database showcases efficient technologies such as machinery, tooling and design ideas from around the world.

WRAP supported the Food & Drink Federation (FDF) in tackling food and packaging waste, as part of the federation’s Five Fold Environmental Ambition. WRAP undertook a waste prevention review on behalf of the FDF. As a result of the work, for example, apetito Group, through a referral to the National Industrial Symbiosis Programme, is now diverting 3,000 tonnes of waste a year from landfill by sending it for anaerobic digestion, saving money and more than 3,000 tonnes of CO₂ equivalent emissions.

The WRAP Love Food Hate Waste initiative has helped more than 300 local authorities deliver waste prevention activities and savings. The South West Waste & Recycling Forum, as a result, not only prevented around 8,000 tonnes of food waste going to landfill, but also achieved more than £250,000 in cost savings.

ATS Euromaster, one of the largest tyre service providers in the UK, sought advice from Zero Waste Scotland on how to save money by reducing waste. One of the areas identified where changes could be made was in the management of water and electricity usage across ATS sites. A pilot project to identify what was being used where, highlighted opportunities to reduce both water and energy use – resulting in cost savings for the company.
Looking ahead...

A ground-breaking report issued by WRAP in 2011 revealed that the hospitality sector could save up to £724 million a year by tackling food waste. More than 3.4 million tonnes of waste is produced by the sector each year and, of this, 48% is recycled, reused or composted. Around 43% is thrown away, mainly to landfill, including 600,000 tonnes of food waste. Two-thirds of this food waste could have been eaten.

It is estimated that nearly 1 million tonnes of CO₂ equivalent emissions could be saved if this recyclable waste was actually recycled. That is the equivalent of removing 300,000 cars from UK roads for a whole year.

We’re talking with organisations across this sector to agree how we can best provide the right kind of support, and this may take the form of a voluntary agreement, similar to the successful Courtauld Commitment.

“Introducing returnable packaging has been a real success. The initial investment certainly achieves good commercial and environmental returns and our customers are happier.”

Mark Lovett
Health, Safety and Sustainability Manager, apetito
Desire to change

Helping others to see things in a new way, and then take action if they wish to, is the cornerstone of the way we work. We work closely with all our partners to match our services to their desires to tackle resource efficiency, waste and recycling.

Our support takes many shapes. For example, we worked with Defra, the Environment Agency and the Local Government Association to provide objective, evidence-based information around a sharp fall in recyclate markets in 2008. This helped settle the market and enabled decisions about how to respond to be made by policy makers and recyclers.

It could be a programme of support for organisations focusing on the reuse of unwanted items, or working with local authorities to help them reuse more of the bulky waste they collect. It may be giving advice such as that offered to Richmond-upon-Thames Borough Council to ensure its call centre team was better equipped to give residents information on recycling and reuse. This also helped deliver efficiency savings – the council was able to combine bulky waste collections.

Or it could be providing training sessions for local authorities, Zero Waste volunteers or community groups.
Case study

The voluntary sector has a critical role to play in making it easier for us all to reuse unwanted items like furniture and electrical goods. Since 2008, WRAP has been working in partnership with REalliance to deliver a Third Sector Capacity Building programme. The aim was to increase the capacity and sustainability of voluntary organisations and help promote steady growth. More than 300 organisations benefited from the programme, which finished in March 2011. Between them, the participating organisations succeeded in diverting 74,866 tonnes from landfill, increased turnover by £12.8 million (target £5.3 million) and created nearly 4,000 training and volunteering opportunities.

In addition, more than 236,000 households were able to make use of reused furniture; 186,000 training and volunteering placement days were created; and 553 people gained full time jobs from initial work placements. There were savings too, in waste going to landfill and associated landfill taxes.

...a £4.2m capital fund delivered by WRAP Northern Ireland helped councils divert more waste from landfill, with a strong focus on food and biodegradable waste...

- We shared our understanding of major international end markets for recyclates, offering a ‘market knowledge’ portal, and issuing regular gate fees and market situation reports.

- In one year alone, our Waste Prevention Advisers worked with 70 local authorities and 130 community and business groups.

- The Zero Waste Scotland Volunteer Programme trained 450 volunteers who, in just one year, donated more than 10,000 hours to local community groups, helping them with home composting, food waste, unwanted mail and buying recycled compost.

- Buckinghamshire and East Sussex councils, concerned that budgetary pressures were threatening their waste prevention activities, asked WRAP to help them identify priorities where measures would be most cost-effective.

- A £4.2 million capital fund delivered by WRAP Northern Ireland helped councils divert more waste from landfill, with a strong focus on food and biodegradable waste...
Looking ahead...

There is always more we can do to equip and enable others to take action, across all sectors. Our job is to focus on the most important issues, and to provide targeted support. WRAP is increasingly focusing on the challenges of textiles and resource efficiency, and the wider, all-embracing issue of reuse. For example, half the clothes we buy we discard and, of these, 50% end up in landfill. But many of the clothes we get rid of, we take to charity shops or sell on-line – a great example of reuse in practice. We are working with others to identify ways of addressing the whole question of reuse and achieving whole-life benefits for products.

Scotland’s largest local authority, Glasgow City Council, is the 700th signatory to the Halving Waste to Landfill Commitment and aims to reduce the amount of its construction, demolition and excavation waste.

Reducing waste to landfill is a team effort involving Wates, our customers and suppliers, benefitting all and the local communities. It’s just good business.

Paul Drechsler
Chairman and Chief Executive, Wates Construction
WRAP’s technical research and insight means we are well-placed to help shape the debate around resource efficiency. For example, we highlighted the issue of food waste through *The Food We Waste*, the *Household Food and Drink Waste in the UK* and *Down the Drain* reports. Our *Love Food Hate Waste* initiative offers practical help and advice that builds upon our findings.

We also joined forces with leading environmental charity WWF on ground-breaking research to look beyond the purely financial impacts of wasting food. The report found that the annual water ‘footprint’ of avoidable food waste was 6,200 million cubic metres (nearly 6% of all our water needs), while the carbon ‘footprint’ was 20 million tonnes of CO₂.

In 2009, WRAP conducted some research into how resource efficiency actions could help the UK meet climate change targets. The results highlighted actions that could be taken immediately to deliver almost 10% of the greenhouse gas reductions required by 2020. They also showed that the same actions could reduce use of non-fossil fuel resources, our water and ecological footprints and our reliance on materials, such as rare earth metals, cobalt and lithium. The report showed the importance of action in the areas of product lifetime optimisation, reuse and repair, and moving from goods to services-based business models. These are now central to our funders’ policy thinking and form the basis of new activity in WRAP’s business plan 2011-15.

We look for opportunities to lead the way with ideas on how to tackle the many challenges of resource efficiency. The past three years, for example, have provided information on the market economics for recyclates, drawn together innovative ideas on waste management technology and tools and examined ways of breaking down the barriers to increasing the levels of plastics recycling. In each case, our collaborative approach sought to draw out the best information available.
Case study

In addition to research into the possibilities of producing high-grade polymers from plastics in an economically and environmentally sustainable way, WRAP has also delivered a project on polyethylene terephthalate (PET) plastic bottles.

We worked with the soft drinks industry to develop a mechanism for assessing PET drinks bottles according to their recyclability, categorising different bottle types based on a range of factors such as colour, label type, sleeve, adhesives used etc. Depending on the results, bottles are given an A, B or C rating.

We developed an online tool which the soft drinks industry can use to measure the percentage of sales in each category, and then identify the elements that are limiting the recyclability of their bottles. This helps them decide where they need to focus in order to increase recyclability.

A packaging trial funded by WRAP and tested by DIY chain B&Q and its distribution partner Ceva Logistics has paid dividends. Funding was given to Outpace Packaging Solutions to develop and trial a reusable home delivery pack for long kitchen components such as plinths, pelmets and cornices, worktop surfaces and cupboard doors. Such was its success that B&Q has now adopted the new system. This has led to annual savings of around £80,000 and a reduction in the amount of packaging going to waste of 435 tonnes. At the same time, the new approach means customers no longer have to dispose of inconvenient, bulky packaging.

...We worked with the Scottish Government to develop the Carbon Metric, a new way of accounting for the benefits of recycling and waste prevention in carbon, rather than pure weight-based, terms...

- Trial centres set up to encourage SMEs to dispose of their recyclable waste.
- We worked with the Scottish Government to develop the Carbon Metric, a new way of accounting for the benefits of recycling and waste prevention in carbon, rather than pure weight-based, terms.
- £1.2m grant to Biffa Polymers to build the UK’s first fully-integrated sorting and recycling facility for rigid mixed plastics household waste.
- Research and development into which black pigments can be recognised by plastics sorters.
- Lifetime optimisation tool launched to help retailers, buyers and designers understand the optimum life of electrical products and spot where the greatest environmental savings can be made.
Looking ahead...

We’ve commissioned research to see if it is technically possible to recycle polypropylene, a polymer commonly used in food packaging, to food grade quality. Trials are encouraging and we’re now looking at the cleaning process required for acceptance in food grade applications. We’re also carrying out further research and development into recycling films, particularly those which are low grade and heavily contaminated.

The Mixed Plastics Loan Fund, launched in July 2011, to enable better segregation and processing of mixed plastics, has received a lot of interest from potential applicants. Applications received so far will introduce the capability to process at least 20,000 tonnes more of mixed plastic packaging.

Our work on encouraging more resource efficient design of electrical products also continues to be a priority – more than half a million tonnes of such items are collected by local councils every year.

The results of the GlassRite Wine project are very positive and demonstrate the commitment of the wine sector to work with WRAP and others to reduce carbon emissions.

Gavin Partington
Wine & Spirit Trade Association

WRAP provided a £1.2m grant to Biffa Polymers in Redcar to help build the UK’s first fully-integrated sorting and washing facility for rigid mixed plastics household waste.
To find out more about our work visit: www.wrap.org.uk/businessplan

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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.

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