

WDA/08/11

**JMWMS Strategic Aims, Objectives and Targets**

No.	Aim	Strategic Objectives and Targets <sup>1</sup>
1	Reducing the climate change/carbon impacts of waste management	<p>Demonstrate continuous improvement in the reduction of carbon emissions from the municipal waste management service on Merseyside.</p> <p>All waste management choices should seek to optimise carbon reduction wherever practicable.</p> <ul style="list-style-type: none"> <li>• Commitment to review every 5 years that the CO2e impact of the Strategy has reduced.</li> </ul> <p>Baseline: CO2e impact is 33,384* tonnes of CO2e in 2011.</p>
2	Maximise waste prevention	<p>Reduce the amount of waste produced per household on Merseyside to:</p> <p>1,227 * kg per household by 2020 and</p> <p>1,180 * kg per household by 2030.</p> <p>(Further targets will be set in subsequent strategy review periods)</p>
3	Maximise landfill diversion/recovery of residual waste	<p>Where waste is not re-used, recycled or composted, ensure that value can be recovered from it e.g. alternative products, heat, power.</p> <p>Reduce the amount of municipal waste landfilled to 10% by 2020 and 2% by 2030 in line with the residual waste recovery contract.</p>
4	Maximise sustainable economic activity associated with waste management	<p>Encourage sustainable economic activity associated with waste management. This can be achieved through the adoption of sustainable procurement policies and working with supply chain organisations to improve the management of resources and recyclables.</p>

<sup>1</sup> For certain objectives, the final target value is still to be agreed and this is indicated by \*. These will be established before the public consultation commences on the draft Strategy.

5	<b>Reduce the ecological footprint of waste management activities</b>	<b>Demonstrate continuous improvement in reducing the ecological footprint of municipal waste management services on Merseyside</b>  <b>Baseline: 0.038* hectares per person in 2011.</b>
6	<b>Promote behavioural/cultural change that delivers the Strategy objectives</b>	<b>The Partnership will work to raise awareness of waste and resource management issues, to lead by example and encourage residents to get involved and make it easier to take part in waste prevention and re-use activities.</b>
7	<b>Promote the use of renewable energy</b>	<b>All waste management decisions/infrastructure decisions to take account of the opportunities for using/generating renewable energy and fuels.</b>
8	<b>Achieve high recycling rates</b>	<b>Meet statutory recycling targets and exceed where there are opportunities to deliver environmental and economic benefits.</b>  <ul style="list-style-type: none"> <li>• <b>Recycle 50% of household waste by 2020.</b></li> </ul>
9	<b>Promote resource efficiency</b>	<b>Reduce the amount of scarce resources entering the waste management system, recognising the value of materials that are produced as waste and supporting opportunities for greater producer responsibility.</b>
10	<b>Provide sufficient capacity for waste management activity</b>	<b>Provide a flexible waste management service that gives residents a range of options to reduce, re-use, recycle and compost the waste they produce and provide sufficient capacity to deal with any waste remaining.</b>