



MERSEYSIDE RECYCLING & WASTE AUTHORITY

**MERSEYSIDE... A PLACE
WHERE NOTHING IS WASTED**

WASTE PREVENTION EDUCATION, AWARENESS AND ENGAGEMENT STRATEGY 2012

1. Introduction

RESOURCES Merseyside the new Joint Recycling and Waste Management Strategy (JRWMS) was ratified by Merseyside Recycling and Waste Authority (MRWA) in November 2011 (and being ratified by each constituent Authority on Merseyside in January/February 2012). This provides the headline strategic route map to deliver sustainable waste management on Merseyside, transform the waste agenda and move towards greater resource efficiency.

Merseyside has made progress over the last ten years to increase recycling and divert waste from landfill but more still needs to be done. A significant change in behaviour, and greater responsibility and participation by residents will be needed to move waste management performance further up the Waste Hierarchy and achieve the requirements of the JRWMS.

This Waste Prevention Education, Awareness and Engagement Strategy (EAES) updates and replaces the Authority's Waste Education

References in the Strategy to stakeholders cover a wide range of organisations from the public, private and voluntary sectors and anyone who uses or supports the delivery of the Authority's services or may be impacted upon by those services.

2. Background

The Authority's Corporate Plan and other adopted policies and strategies require the need for varying degrees of education, awareness and engagement with a variety of audiences. (Table 1: Policy and Plan Matrix gives examples). Key documents covered by this Strategy are:

- **RESOURCES Merseyside 2011-2041:** the Joint Recycling and Waste Management Strategy for Merseyside adopted by the Authority in November 2011;

Key targets are: 50% recycling by 2020 and reducing waste arising per household to 1,180kgs by 2030 down from 1,300kgs in 2010.

- **MRWA Corporate Plan** (November 2011):

Key targets as above and to deliver educational opportunities at the Authority's facilities amended to 7,500 people per annum by December 2014 as identified in the Education Improvement Plan April 2012;

- **Waste Prevention Action Plan 2011** is a key supplementary report within the JRWMS.
- **Waste Management and Recycling Contract**
- **MWDA Communications Strategy 2009-2013;**
- **MWDA Corporate Social Responsibility Policy 2008**

There is a range of existing and new European, national and local policies and legislation which is shaping the way Local Authority Collected Waste is managed and influencing the messages and methods of engagement the Authority should be developing for the future. Key policies that this Strategy has taken into account are:

- EU Waste Framework Directive 2008/98/EC which includes the requirement to develop National Waste Prevention Plans by 2014.
- The Waste (England and Wales) Regulations 2011
- Government Review of Waste Policy in England 2011;
- The Localism Act 2011;

- Best Value Statutory Guidance 2011

3. Behavioural Change

It will be a major cultural shift for residents to recognise the economic value and environmental impacts of the products they buy, the waste they produce and, for some, a move away from “A right to waste” culture within a disposable society. Moves to increase recycling and promote waste prevention activities may be difficult and radical concepts for residents to grasp. Any schemes will need to be promoted effectively, consistently and simply to ensure the public remain engaged.

These challenges were reflected during the JRWMS public consultation campaigns undertaken during summer 2010 and 2011:

- Behavioural change was identified as the second most important priority to residents and considered vital to expand their knowledge and participation in other waste management schemes as well as recycling;
- Widespread public support for a focus on waste prevention, education and recycling services. This included support for more engagement, consultation and information to help residents participate in recycling and waste services;
- A higher level of engagement was considered important in building understanding and support for the direction of the JRWMS and in promoting positive behavioural change;
- Levels of awareness of waste prevention were reported as low with an average 30% of respondents being aware of the phrase;
- Food wastage was of major concern to residents who expressed shock at the amount of unused food thrown away by the average householder each year (an average cost of £680 per year for a family with two children); and.
- Residents reflected that the commercial sector and industry needed to take a greater role in effecting change in waste minimisation and prevention activity particularly to minimise food waste and avoid excessive product packaging.

4. Aim and Objectives

The aim of this Strategy is that:

Merseyside Recycling and Waste Authority will engage effectively with its customers and stakeholders and promote a co-ordinated education and awareness programme of activities each year to encourage residents and business to do more to increase recycling and re-use and cut down on unnecessary waste.

The Objectives will be to:

1. Engage with residents, stakeholders and community groups to increase their awareness and understanding of waste and resource management and related environmental and economic impacts;
2. Engage with local communities in the development and delivery of waste and resource management services, particularly in the provision of waste prevention, re-use and recycling educational activities;
3. Support residents to make practical changes in their behaviours and make it easier for everyone to contribute to sustainable waste management activities. This will help to increase participation and get better quality materials from waste management schemes which are required to meet the JRWMS objectives and targets; and
4. Identify future joint working opportunities with the Merseyside and Halton Waste Partnership, Veolia Environmental Services, the appointed Resource Recovery contractor, education and business sectors and other strategic bodies and organisations across Merseyside to ensure the Authority's services and programmes being delivered are value for money;

5. Stakeholder and Partnership engagement

It is important for MRWA to be clear on how it engages with residents and stakeholders as well as what it communicates to them.

The Authority will continue to play its part as a member of the Merseyside and Halton Waste Partnership and engage with the five districts and Halton in the delivery of the

JRWMS, Waste Management and Recycling Contract, the resource recovery procurement project and the development of the Inter Authority Agreement and review of the Levy mechanism.

Engagement with residents and stakeholders has developed beyond the traditional written consultation reports and mechanisms used by Local Authorities are rapidly changing. The development and use of social media techniques such as Facebook, Twitter and YouTube are also expanding. These methods were used in the JRWMS Public Consultation alongside traditional methods such as websites and leaflets. These will be embraced further to engage with stakeholders and provide a voice for residents and hard to reach groups such as young people in accordance with the Authority's Communications Strategy.

The Coalition Government is focussed on removing barriers to more open and effective local public services and encouraging greater involvement for voluntary and community organisations and small businesses in delivering local services. The Government's review of waste policy in 2011 made it clear that Local Authorities are expected to work with and incentivise their householders to do the right thing with their waste. MRWA already undertakes a number of engagement and support activities including the delivery of the Community Resource Action Fund, the annual Household Waste Recycling Centres stakeholder survey and the development of the third sector stakeholder forum with Veolia ES.

This Strategy will adhere to the following principles for stakeholder engagement:

- To ensure that residents and stakeholders understand what the Authority is trying to achieve;
- To ensure the Authority has appropriate ways of encouraging, listening to and taking account of views from residents and stakeholders;
- To provide opportunities to seek residents and stakeholders views in order to ensure that their issues and requirements are better understood and proposals take account of their needs where possible;
- To maintain effective and consistent dialogue so that all stakeholders get the same message;
- To ensure that each project initiated by the Authority is SMART and clear on what it will deliver and how any changes may affect residents and stakeholders;

- To incorporate resident and stakeholder feedback into Authority proposals where appropriate and communicate what influence their feedback has had on the outcomes;

This Strategy will also reinforce the Authority's **Corporate Social Responsibility (CSR)** Policy which is guided by the following principles:

- **Shared Responsibility** – CSR involves everyone in our organisation which means sharing the responsibilities of ownership as well as its rewards;
- **Openness and Accountability** - We will communicate our CSR policies, objectives and performance openly and honestly to our people, partners and other stakeholders. We will also seek their views and encourage them to communicate with us;
- **Continuous Improvement** – We are committed to measuring and improving our CSR performance. We will develop procedures, monitor our performance, set targets for improvement and report our progress;

The Authority will continue to maintain strong links and positive relationships with the voluntary and community organisations on Merseyside.

6. Education and Awareness

6.1 Direct Delivery

The key delivery mechanism for education by the Authority is the continuing development of the **Recycling Discovery Centres** at Gillmoss and Bidston managed by Veolia Environmental Services. The target audience for these Centres is the 600+ schools on Merseyside and Halton which have over 200,000 pupils. In addition, community visits are conducted at the facilities. The free visits programme will provide schools and communities with relevant advice, information and guidance to waste and resource management.

The education programme is currently under review led by the Chief Executive. The core objectives and visitor targets as part of an identified improvement plan will be presented to Members in June 2012.

6.2 Shared Services and Added Value

It is proposed to develop outreach centres where appropriate to support waste activities across Merseyside linked to the “hub” at Gillmoss. These will be existing

facilities that can deliver waste and resource management education and awareness programme on behalf of the Authority. They could also act as feeders into the visits programme for Gillmoss. The first centre developed and in operation is the Southport Eco-Centre and 829 students were engaged in the first three months of 2012.

There are further opportunities to work with strategic bodies and others who deliver education and awareness programmes on Merseyside such as the districts, Local Education Authorities, Universities and Further Education sector, the Eco-Schools programme and campaigns run by other organisations such as the NHS Trusts and local community initiatives.

A mapping of strategic stakeholders will be undertaken to identify opportunities for building working relationships with the Authority which add further value to the delivery of education and awareness projects across Merseyside

The Waste Partnership's **Waste Prevention Action Plan** was produced in 2011 as a key delivery mechanism for the JRWMS aims, objectives and targets. The Authority is delivering the eight key themes in the Action Plan as part of a three year rolling programme as it is the principal financial beneficiary of the programme outcomes. The Authority provides the Merseyside wide strategic waste perspective and offers economies of scale which is particularly evident in media communications with residents across the Partnership. The priority themes of the Waste Prevention Plan are:

- Joint Communications;
- Love Food, Hate Waste Campaign;
- Textiles;
- Smart Shopping;
- Composting (Home, Community, Commercial);
- Junk Mail;
- Re-use and Repair; and
- Research, Development and Training.

Waste Prevention performance measures will form part of the overall performance reporting regime to members.

7. Resources and Performance Outputs

The challenge for MRWA is to resource a cost effective strategic delivery of education and awareness programmes and proactive approach to stakeholder engagement in the delivery of its current activities and the development of future services.

The Authority has a duty to consider value for money (VFM) in undertaking its responsibilities. Consideration must also be given to the number of fiscal changes introduced by the Government which have resulted in significant reduction in public sector funding and impacted upon staffing resources. MRWA is best placed to deliver certain education and awareness programmes and support local, national and European waste campaigns across the Merseyside and Halton Partnership area e.g. events during National Recycling Week and the European Week of Waste Reduction. This work can range from one-to-one meetings with local groups to campaigns where the reach can be significant (hundreds of thousands of residents) such as attendance at large public events, newspaper articles and radio adverts.

The Authority does add value by being able to develop strategic relationships with other organisations across Merseyside such as Merseytravel and United Utilities. A recent example is that MRWA has developed a training handbook for use by organisations e.g. Faiths4Change and local health professionals to deliver Love Food Hate Waste events to local communities. These organisations were better placed to deliver and cascade the message that the Authority wishes to promote. In considering such options, affordability, deliverability and value for money will continue to be key factors in taking projects forward.

Education and awareness raising are key activities particularly to influence waste reduction, the value of reuse and recycling and changes to and additions in service provision. Approaches to address these issues can include joint working and shared delivery of services may provide opportunities for sharing the delivery costs and ensuring common and consistent message are used across Merseyside. This could provide joint benefits and positively impact on performance change and offer significant reductions in longer term financial costs of waste management, particularly through reduced waste arisings and by increasing the quality of recyclates received by the Authority.

Assessing the cost benefits and direct environmental impacts on performance change, particularly for campaigns and waste prevention projects, is often very difficult to achieve in isolation from other activities being undertaken. This is a difficult area of research with a range of practical techniques being developed nationally. It is therefore important for the Authority to keep up to date on these developments and address the best ways to inform officers, members and residents.

There are a number of tools being developed which MRWA will be using to help prioritise schemes and ensure value for money. These include:

- **Waste Prevention Carbon Assessment Toolkit:** to help Local Authority decision makers quantify the benefits of waste prevention in tonnage, cost and carbon terms.
- **Scottish Carbon Metric (Scotland's Zero Waste Plan):** which identifies the carbon benefits of diverting different waste materials from landfill; and

The Authority will continue to be involved in appropriate research to develop techniques in areas where outputs are currently difficult to quantify. This is necessary to ensure more robust cost benefits, output data and indicators can be provided when developing education and awareness projects.

TABLE 1: Policy and Plan Matrix

This Matrix identifies key Authority documents objectives and targets related to the Education, Awareness and Engagement Strategy.

EDUCATION, AWARENESS and ENGAGEMENT STRATEGY 2012							
JOINT RECYCLING AND WASTE MANAGEMENT STRATEGY 2011-2041							
Reduce Carbon & Climate Change (1)	Maximise Waste Prevention and Reuse (2)	Behaviours Change (6)	50% Household waste Recycling (8)	Resource Efficiency (9)	Lobby Government, Retailers and others (B) to support activities	Incentive Schemes ©	Economic potential and benefits of waste and resource management
	TARGET – To reduce the total waste arisings per household to 1,180kgs by 2030		TARGET – As above				
Joint Working	Joint Working	Joint Working	Joint Working	Joint Working			
Frequency of Collections	Frequency of Collections	Frequency of Collections	Frequency of Collections				
Green Waste Charging	Green Waste Charging						
		Recycling Campaigns	Recycling Campaigns	Recycling Campaigns			
Reuse/ Refurbish Support	Reuse/ Refurbish Support	Reuse/ Refurbish Support	Reuse/ Refurbish Support	Reuse/ Refurbish Support			

Food Waste Collections		Food Waste Collections	Food Waste Collections	Food Waste Collections			
Bulky Waste Reuse	Bulky Waste Reuse		Bulky Waste Reuse	Bulky Waste Reuse			
No side waste common policy	No side waste common policy		No side waste common policy				
Sustainable Procurement				Sustainable Procurement			
Trade waste recycling		Trade waste recycling	Trade waste recycling	Trade waste recycling			
Reuse campaigns	Reuse campaigns	Reuse Campaigns	Reuse Campaigns	Reuse Campaigns			
In house waste prevention	In house waste prevention	In house waste prevention	In house waste prevention	In house waste prevention			
Waste Prevention Campaigns	Waste Prevention Campaigns	Waste Prevention Campaigns	Waste Prevention Campaigns	Waste Prevention Campaigns			
MWDA CORPORATE PLAN (November 2011)							
Operations	Governance and Resources	Partnership					
To procure goods and deliver services in accordance to best practice (1.1)	To engage with our customers and stakeholders and identify opportunities	To implement the JRWMS for Merseyside (3.1)					

	to optimise education and awareness resources (2.4)						
To work with customers, contractors and stakeholders to continuously improve the performance of the services we provide (1.2)	To continuously develop and review our performance, policies and strategies in line with regional and national guidelines and current best practice (2.6)	To maximise joint working with stakeholders through effective communications, consultation and engagement (3.3)					
TARGET Recycling 50% of household waste by 2020	TARGET To deliver educational opportunities at the Authority's facilities to 7,500 people pa by 2013.	To adapt to climate change and reduce the Authority's carbon footprint (3.4)					
		TARGET To reduce the total waste arisings per household to 1,180kgs by 2030					

WASTE PREVENTION ACTION PLAN 2011							
Joint Communications	Love Food Hate Waste	Textiles	Smart Shopping	Composting	Junk Mail	Re-use and Repair	Research Development and Training
<p>Develop media outlets as a communication tool (including websites, local press, literature, Facebook, twitter) to provide up to date information for residents and stakeholders</p> <p>(1.1)</p>	<p>To continue to deliver the Love Food Hate Waste campaign focusing on high public attendance events across Merseyside and Halton.</p> <p>(2.1)</p> <p>Identify relevant bodies to deliver a large scale LFHW campaign across Merseyside and Halton.(2.3)</p>	<p>To explore ways of increasing textile capture linked to recycling credits</p> <p>(3.2)</p>	<p>Develop relationships with retailers to explore joint working on packaging issues</p> <p>(4.1)</p>	<p>To encourage Merseyside and Halton residents to purchase home compost bins through the National Framework</p> <p>(5.1)</p>	<p>To promote sign up to the Mail Preference Service and Royal Mail's door-to-door opt-out service across Merseyside</p> <p>(6.1)</p>	<p>To provide guidance and information to encourage residents to consider re-use schemes when they no longer need household items through a variety of media.</p> <p>(7.1)</p>	<p>Development of Pyramid Training concept for other Waste Prevention projects.</p> <p>8.1</p>

Develop and apply common communications media to increase recycling capture rates and reduce contamination of recyclable materials where appropriate. (1.4)	Develop a LFHW 'pyramid training' programme consistent with WRAP (2.2)	To explore joint working and awareness raising with Universities and students to promote textile recycling and re-use (3.3)	Work with Public, private and community sectors and support organisations to promote shared shopping to targeted audiences (4.2)	Explore the feasibility of establishing a composting support network for Merseyside and Halton residents (5.2)	Explore feasibility of working with Estate Agents and other external organisations to encourage residents to reduce junk mail and use redirection of mail services etc. (6.2)		To explore opportunities to support the third sector and community groups in skills development 8.2
	To engage and develop working relationship with retailers and the food and drink industry to support food waste reduction (2.4)		Continue to work in partnership with community groups and faith groups to encourage smart shopping messages (4.3)	Encourage and promote ongoing use of home composting bins through a variety of outlets including media, garden centres etc. (5.3)			To explore opportunities for working with Universities and colleges to develop research projects for the delivery improvement of sustainable waste and resource management (8.3)

	Promote the issue of food waste to Council and public sector employees and businesses across Merseyside and Halton (2.5)		Develop Zero Waste Areas in partnership with other organisations across the City Region (Wirral Area?) (4.4)				
WASTE MANAGEMENT AND RECYCLING CONTRACT							
Action Plan for Recycling Discovery Centres visits and outreach activities	Annual User Survey	Third Sector	Corporate Social Responsibility and Environment Reporting				
Improvement plan TARGETS: To deliver educational opportunities at the Authority's facilities to: 5,500 visitors (December							

2012);							
6,500 visitors (December 2013)							
7,500 visitors (December 2014)							
RELEVANT MRWA POLICIES AND PROCEDURES							
MRWA Climate Change Policy 2008 MRWA Comments and Complaints Procedure 2011 MRWA Communications Strategy 2011 MRWA Corporate Social Responsibility Policy 2008 MRWA Environment Policy 2011 MRWA Sustainable Development Policy and Headline Strategy 2008 MRWA Sustainable Procurement Policy 2008 MRWA Permit Scheme Merseyside and Halton Waste Partnership Senior Officers Annual Work Plan							