



A Welsh Circular Economy

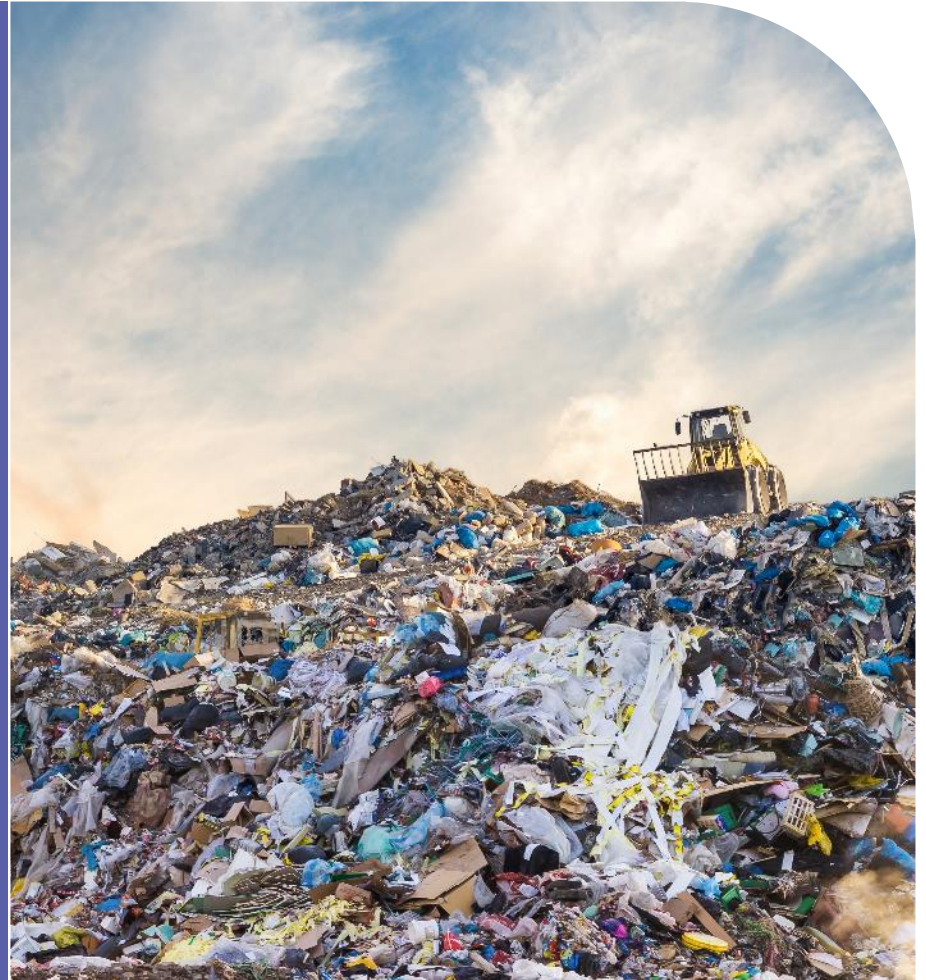
Carl Nichols
Head of WRAP Cymru
October 2019

**WRAP is a
not-for-profit
organisation
working with
partners in 20
countries.**



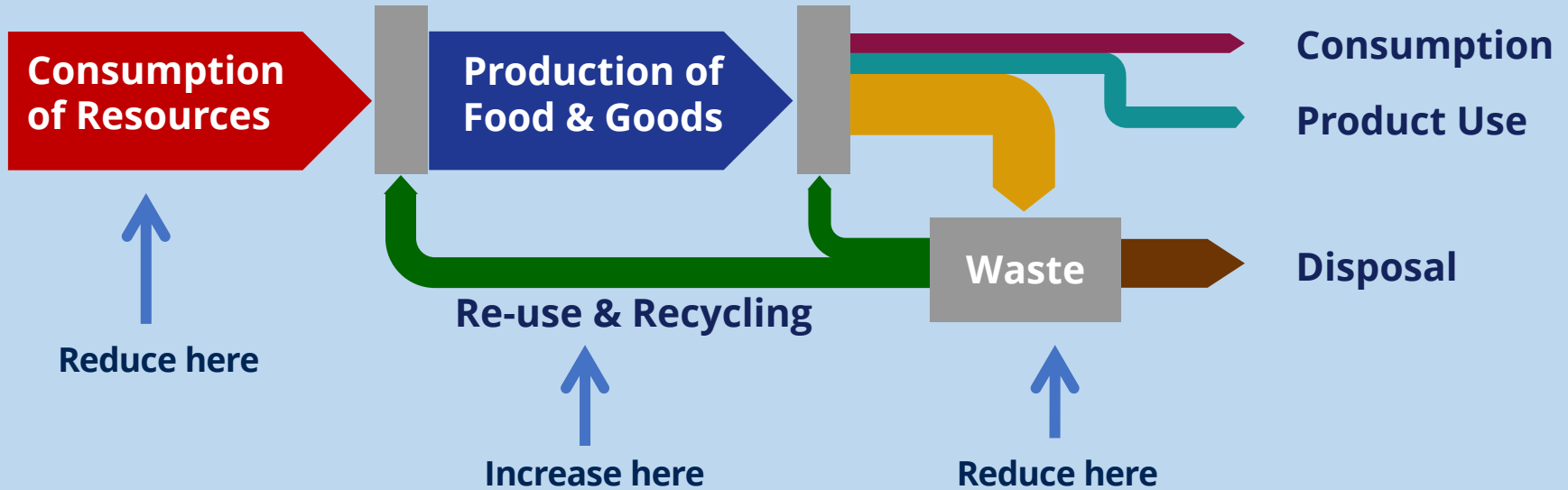
OUR VISION

WRAP's vision is a world
in which resources are
used sustainably.





Systems Thinking



Policy Context

The Welsh Government published its Towards Zero Waste strategy in 2010, setting out its ambition to recycle 70 per cent of all wastes by 2025.

This was supplemented by several sector plans, including the 2011 Municipal Sector Plan and its Collections Blueprint, which is the Welsh Government's recommended service profile for collecting household waste, and lies at the heart of the Collaborative Change Programme's work.

Sustainability is a central plank of Welsh Government policy-making and legislation, most notably in the Well-being of Future Generations (Wales) Act 2015, which compels 44 public bodies (including Welsh Ministers) to place sustainability at the heart of their work, and to deliver against seven goals.

The Programme for Government 2016-2021 also includes proposals to promote green growth, further Wales' lead in recycling and minimising waste to landfill, and investing in the skills required for the green economy.

The Environment (Wales) Act 2016 includes provisions for: segregation by businesses and other waste producers, separate collections, Energy from Waste and landfill bans of specific materials, and a ban on the disposal of food waste to sewer.

WRAP Cymru - Business Support Programme

Public Sector Procurement

Support to Welsh Public sector to promote circular procurement and drive demand for recycled content in products

Catalyst

Sustainable development in Welsh and Irish SMEs from the Life Science and Food & Drink sectors.

Commercial Collections

Business planning, operational and marketing support to increase the separate collection of C&I recycle

CRM Recovery

Lead delivery of 3.5 year, €2.1m LIFE 2014 funded project to increase CRM recovery

Circular Economy Fund

£6.5m capital grant to create demand for recycled materials in Wales

Food Waste Prevention and Valorisation

FWP Roadmap
Food waste valorisation support
Bio-economy mapping tool for Wales
Catalyst Project

UK Plastics PACT

Voluntary Agreement



PLASTICS IN WALES

- 400,000 tonnes of plastic waste arisings in Wales annually (*Towards a Route Map for Plastic Recycling, WRAP Cymru, 2018*)
- Estimated 10% use of recycled plastics in Welsh manufacturing (primarily in packaging) (*Plastic Reprocessors and Manufacturers Welsh Mapping Exercise, WRAP Cymru, 2017*)
- Policy drivers – proposed Plastics Tax, Extended Producer Responsibility for packaging, proposed Deposit Return scheme, EU Circular Economy Package...



**Towards a Route
Map for Plastic
Recycling:** Creating
Circularity for Plastics in
Wales

June 2018

**2025
Vision**

75%

Capture and recycling of all
plastics in Wales

**2025
Vision**

50%

Capacity to reprocess plastic
waste in Wales

**2025
Vision**

30%

Recycled Content for **all** plastic
products produced in Wales



Circular Economy fund



Llywodraeth Cymru
Welsh Government



- To help accelerate Wales' shift towards a circular economy;
- Increase demand for recycled materials;
- Keep valuable resources in use; and
- Support the growth of businesses operating in Wales.

Wales Circular Economy Fund

- £6.5m capital fund
- Funded by the Welsh Government
- Delivered by WRAP Cymru
- Runs from April 2019 – March 2022



Un o fentrau
Llywodraeth Cymru
Welsh Government
Initiative

Circular Economy Fund Objectives

- Guarantee that a greater proportion of plastic produced in Wales is recycled by Welsh manufacturing companies.
- Help ensure that products and packaging placed on the market in Wales incorporate as much recycled material as technically and commercially possible.
- Allow other innovative circular economy projects to apply and be considered for funding (e.g. paper / card, textiles etc).



Together we can create a sustainable system for plastics



BY 2025
100%
of plastic packaging to be reusable, recyclable or compostable

BY 2025
70%
of plastic packaging effectively recycled or composted

BY 2025
ELIMINATE SINGLE-USE PACKAGING
Take actions to eliminate problematic or unnecessary single-use packaging items through redesign, innovation or alternative (reuse) delivery models.

BY 2025
30%
average recycled content across all plastic packaging

PACT PROGRESS

- Significant changes to packaging placed on the market
 - Nearly all grocery retailers have moved away from black plastics
 - Consensus gained on which rigid plastics are recyclable
- Increased consumer awareness raising (on pack labelling)
- Research into difficult to treat materials and defining 'problematic plastics'
- Guidance on polymer choices and recyclability of fibre based packaging
- Research on compostable packaging
- Evidence review, plastics packaging and fresh produce and retailers plastic free/loose veg initiatives
- Guidance on designing packaging for recyclability
- Development of consistent messaging for consumers
- Strategies for each recycled content and film & flexibles in development
- Waste compositional analysis of plastics packaging & plastic packaging flows report
- Citizen Engagement programme strategy and Recycle Now/Recycle for Wales campaigns
- UKRI/WRAP Circular Plastics Fund

Retailers and >50 other large food businesses commit to 'Target, Measure and Act' on food waste, adopting SDG12.3, or setting a target contributing to the SDG12.3

Businesses have adopted common food surplus and waste measurement template and guidelines

Agreement on a consistent way to invite suppliers to implement 'Target, Measure, Act'

Trade bodies agree to encourage and support members to 'Target, Measure, Act', and facilitate reporting

Roadmap launched

Sept 2018



Mar 2019

More businesses are measuring food surplus and waste in their own operations in accordance with adopted guidelines

More businesses have an action plan to reduce food waste in their own operations

Retailers have engaged their suppliers to 'Target, Measure and Act' on food surplus and waste

Whole Chain Food Waste Reduction (FWR) plans are agreed with key suppliers

Retailers and other businesses are engaging consumers to influence their behaviours and reduce their food waste

Sept 2019



More businesses are publicly reporting food surplus and waste in their own operations – as individual companies or via other channels

All large retailers and 50% of other large food businesses have a target and are measuring, reporting and taking action on food waste

Large food businesses are engaging their suppliers to 'Target, Measure and Act' on food surplus and waste

WRAP reporting on progress under C2025

2026



Food waste to sewer is being robustly and routinely quantified, using agreed approach. Re-baselining undertaken, where needed

75% of large food businesses have a target and are measuring, reporting and taking action on food waste

>50 active whole chain FWR plans in place

WRAP reporting on progress under C2025

2030



Businesses have achieved the food waste reduction target for their own operations

All large food businesses taking action to help reduce consumer food waste

Whole chain FWR plans in place with all key suppliers

Report on UK progress vs SDG12.3

wrap



Target
Measure
Act

Best practice approach

1 Target

Set a food waste reduction target for your own UK operations

2 Measure

Measure in a consistent way, and share what you've learnt

3 Act

Take action to reduce your own food waste, work in partnership with suppliers and help consumers reduce their food waste

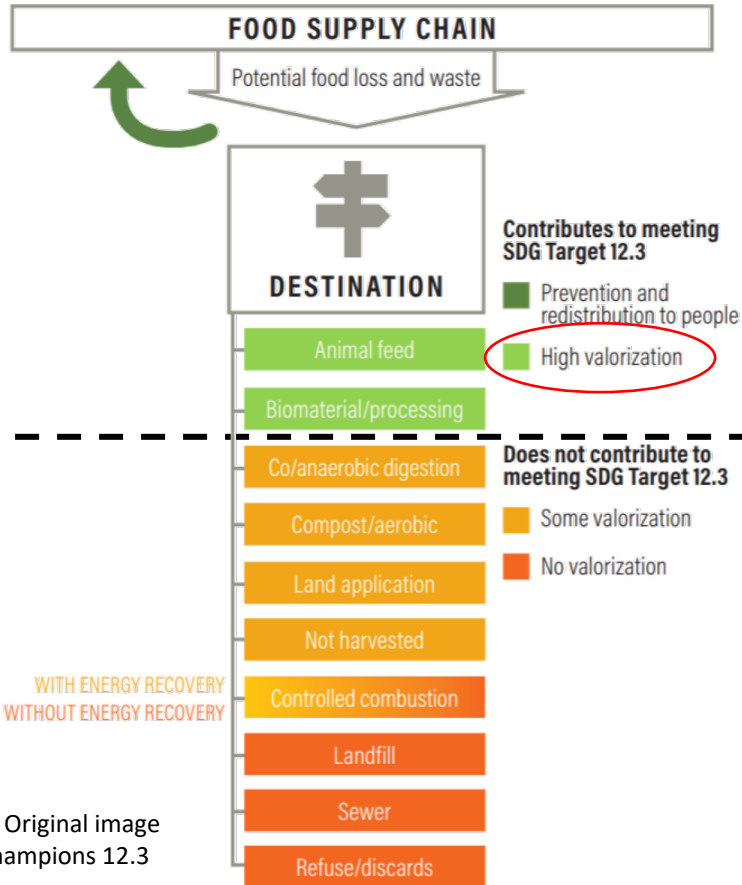
*Adopt the Sustainable Development Goal Target 12.3 to **reduce food waste by 50% by 2030** or set a target for reducing food waste that supports delivery of the SDG 12.3 target.*

*Use **data** to plan and deliver food waste reduction actions across your **own UK business** operations, and work in **partnership with suppliers** and **engage consumers**, to reduce food waste from farm to fork.*



*Use the **UK template** & guidelines to measure food surplus and waste in accordance with the International Food Loss and Waste Standard. **Report** using the UK template, and **provide a narrative** on progress.*

Food Waste Valorisation



Source: Original image from Champions 12.3



Animal feed

Diverting food and/or inedible parts, directly or after processing, to animals. Only include food that was originally intended for human consumption.



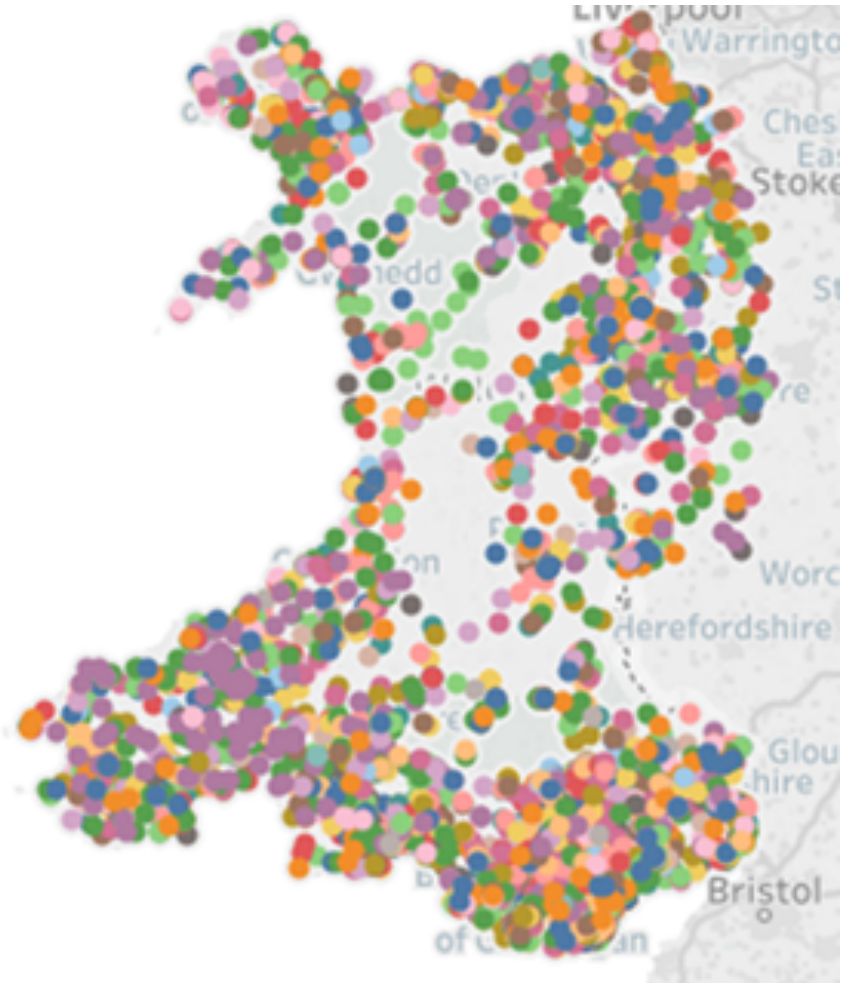
Bio-based materials/biochemical processing

Destinations in which food and/or inedible parts are 'valorised' by conversion into industrial products (e.g. packaging fibres, bioplastics, soaps or cosmetics)

Identifying bio-economy development opportunities in Wales

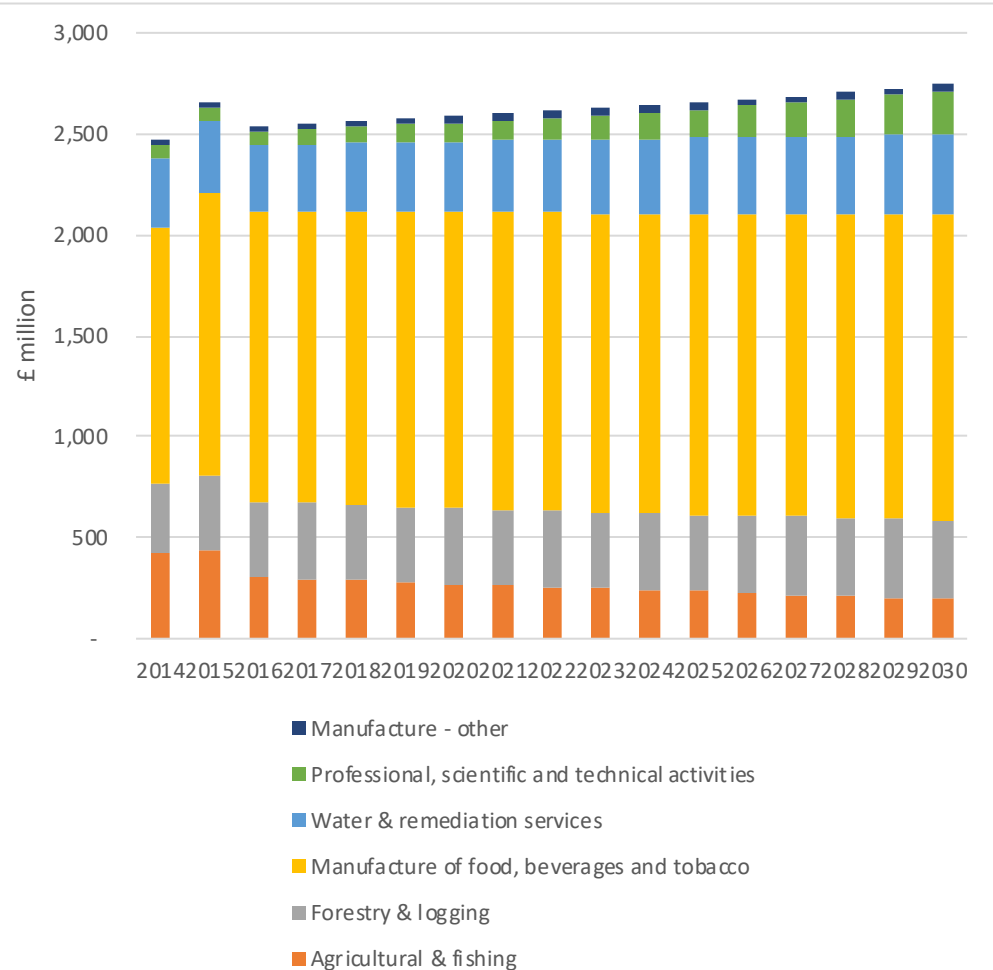
The Welsh drinks sector

- Includes beer, cider, spirits, water and soft drinks
- Employed 1,400 in 2016, >20% increase from 2015.
- Welsh retail sales value of £946m (2016) and
- Exports of £32m



Economic Value

- **£2.5bn (4%) contribution from bio-economy to Wales' GVA.**
- **Potential increase contribution of 8% (£2.7bn) by 2030.**
- **Majority of Welsh bio-economy businesses (99%) have less than 20 employees.**





Valorisation Support

Technical support Tools:

- Waste mapping
- Business case toolkit
- Case studies
- Bio-economy mapping

<http://www.wrapcymru.org.uk/valorisation-resources>



The logo for 'Get Wōnky' features the word 'Get' in a white, cursive script, positioned above the word 'Wōnky' which is written in a bold, white, sans-serif font. The entire logo is set against a black rectangular background.

Get Wōnky

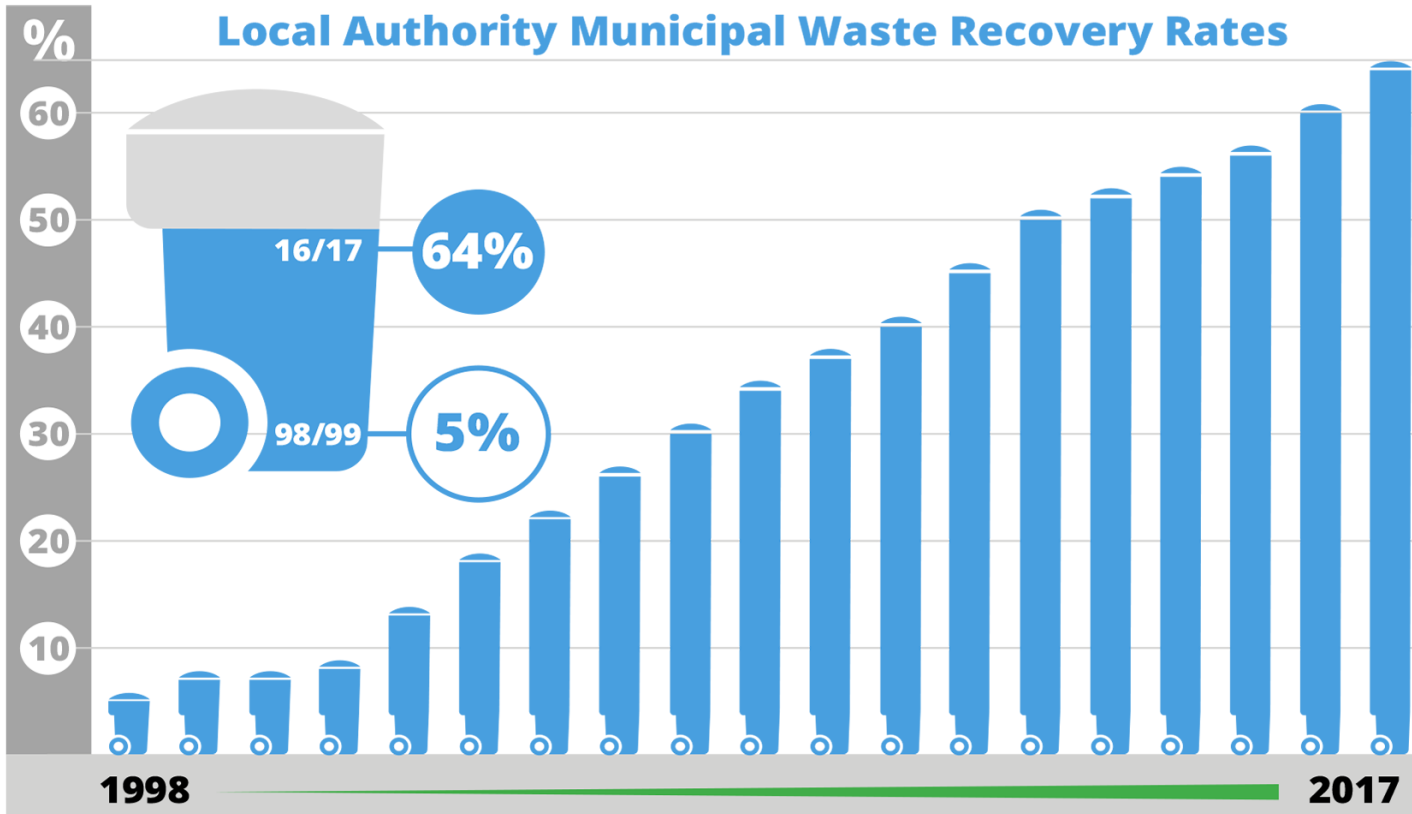
The logo for Penderyn Distillery consists of the word 'PENDERYN' in a large, white, serif font, with the word 'DISTILLERY' in a smaller, white, sans-serif font centered below it. The logo is set against a black rectangular background.

PENDERYN
DISTILLERY

Lessons learned

- For businesses –
 - Measurement is key to identifying opportunities
 - SMEs need help to grasp new opportunities
 - Business case development – scale has an important role
 - Waste Mapping & Technical support
 - Regulatory advice/guidance
- For policy makers -
 - A systems based approach is necessary to catalyse industry wide change and avoid unintended consequences.
 - Capital and R&D investment is needed.

Local Authority Municipal Waste Recovery Rates



End Destinations

Reporting

All LAs report quarterly via WasteDataFlow

Website

The annual data is visible on:
myrecyclingwales.org.uk

My Recycling Wales

Your recycling and what happens to it



Dashboard

Local authorities

Destinations

Materials

About

Where does your recycling go?

My Recycling Wales allows you to browse Welsh local authorities and see what happens to your waste across the UK, and even around the world. [Learn more](#)



Local authority



Total recycled in 2017/18

All local authorities in Wales (tonnes)

971k

Recycling rate in 2017/18

All local authorities in Wales

63%

What happens to your waste

All local authorities in Wales

My Recycling Wales

Your recycling and what happens to it



Dashboard Local authorities Destinations Materials About

Local Authorities > Isle of Anglesey

Isle of Anglesey

Choose year 2017-18

Share

Recycling rate

72%

Total waste per person

538kg

Residual waste per person

150kg

Recycling Service

Anglesey provides residents with a weekly kerbside-sort collection service for food and dry recycling, with residents presenting recycling in: a 38-litre lidded red box for paper, card and textiles (in a plastic bag); a 55-litre blue box for plastic bottles and pots, mixed cans and clean foil items; a 55-litre orange box for glass bottles and jars and cardboard; and a 23-litre brown food waste caddy and a 7-litre kitchen caddy.

The council also operates a fortnightly garden waste service, with residents entitled to a 240-litre green wheeled bin. In addition, a nappy collection service for children under the age of four is provided to council tax-paying households. Bulky household waste items can be collected for a charge of £27 for four items.

the council began collecting residual



Household waste recycling centres in Isle of Anglesey



Glass



Amount recycled 2,222t

CO₂ avoided 444t

Estimated disposal saving £237,801

Destinations

+ Glass Recycling (UK) Ltd, Barnsley, England

[All Isle of Anglesey recycling destinations >](#)

[Glass recycling in Wales >](#)

Organic Waste



Amount recycled 10,037t

CO₂ avoided 602t

Estimated disposal saving £1,073,946

Metal

Amount recycled 1,143t

CO₂ avoided 2,812t

Estimated disposal saving £122,306

Destinations

+ WH Chaloner and Son Ltd, Gresford, Wales

+ European Metal Recycling Ltd, Salford, England

+ Recycling Lives Centre, Preston, England

+ Morris and Co Ltd, Cowbridge, Wales

+ EMR Group, Southport, England

[All Isle of Anglesey recycling destinations >](#)

[Metal recycling in Wales >](#)

Paper



Amount recycled 2,984t

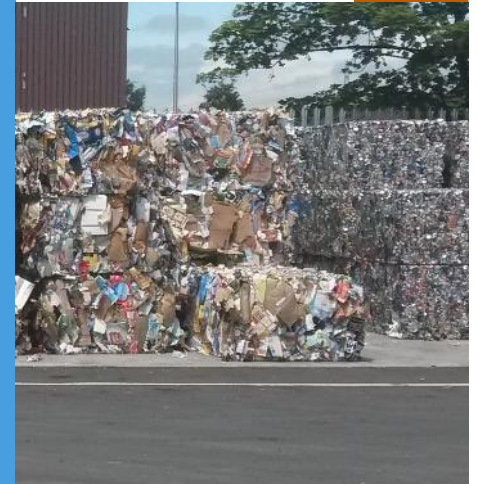
CO₂ avoided 1,014t

Estimated disposal saving £319,243

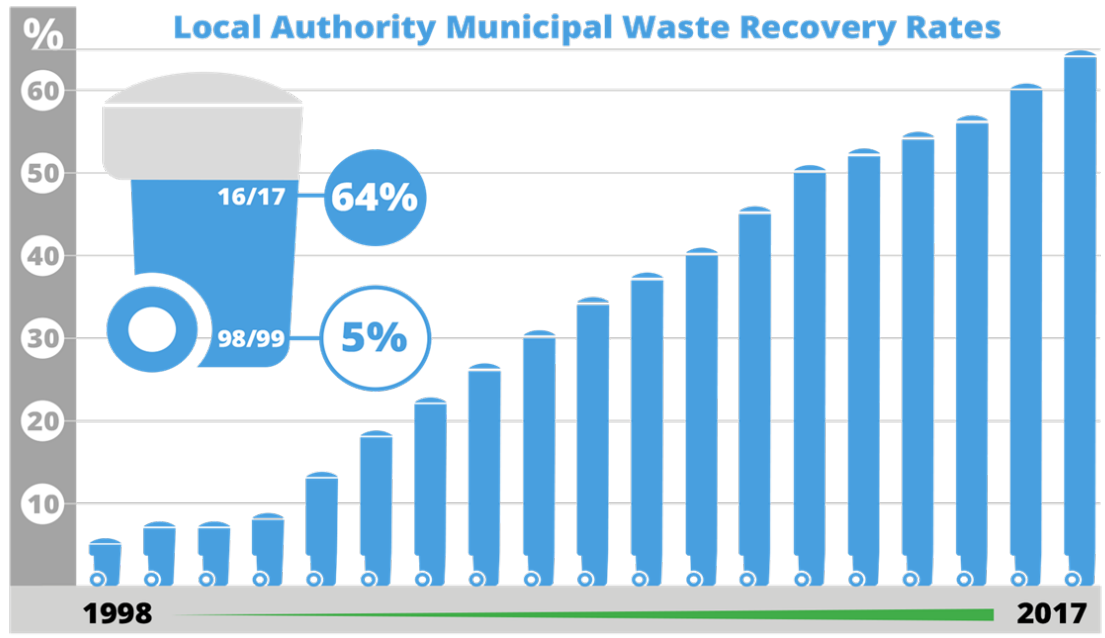
Materials Marketing

In the first 18 months of the service:

- saved £1.7M
- worked with 9/22 LAs



Local Authority Municipal Waste Recovery Rates



We've made progress but there is still much more to be done

<https://m.youtube.com/watch?v=ryVGjh7dlkU&feature=youtu.be>

CUT VIDEO AT 2.04

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