

## Waste Aware Scotland

The Scottish Waste Awareness Group (SWAG) through the Waste Aware Scotland programme is working towards changing current public attitudes and behaviour towards domestic waste. A report entitled 'Public Attitudes to Reduce, Reuse and Recycle in Scotland', based upon 5,002 face-to-face interviews with members of the Scottish public, was published in November 2002.

It explores current attitudes and behaviour towards reduce, reuse and recycle, and sets out a series of Waste Aware Recommendations as how to best achieve change in individual waste management behaviour.

In the short term the Waste Aware Scotland programme will run campaigns to promote individual waste reduction, reuse and recycling behaviour, in partnership with individual local authorities and waste strategy area groups. The campaigns will run in parallel with the introduction of appropriate facilities to support consumer choice.

For more information visit [www.wascot.org.uk](http://www.wascot.org.uk) or e-mail [nicki.souter@encams.org](mailto:nicki.souter@encams.org).



## Market Development

If Scotland is to make better progress in recycling, significant effort must be made to develop both national and local markets using recycled materials. Two major initiatives have been established to promote sustainable waste management through the creation of stable markets for recycled materials and products. ReMaDe Scotland (Recycling Market Development) identifies potential markets and uses for recovered materials in Scotland and is the key focal point for recycling market development.

The Waste Resources Action Programme (WRAP) provides a national UK programme to change attitudes to waste prevention and recycling through creating market confidence and demand for recycled materials. Both programmes aim to provide support for local market development within each of the 11 Waste Strategy Areas.

### What can you do?

Buy recycled goods whenever you can, and encourage your local retailers to stock recycled products.



Glass bottle recycling



Recycled products

### Your Community

Orkney & Shetland: this is how you can help us deal with your waste:

- Prevent your waste occurring in the first place
- Participate in new separate kerbside collection systems
- Use your local recycling sites as much as possible
- Encourage others to do the same

## National Waste Plan for Scotland

Each area waste plan aims to effectively manage waste locally, but will also contribute to the overall National Waste Strategy for Scotland. This, in turn, will contribute to the UK government's response to the requirements of the EU Waste Framework Directive and sustainable development. Although each area waste plan establishes an action plan, there may be opportunities for collaboration across waste strategy area boundaries delivering more cost effective and practical solutions for you.

For more information: [www.sepa.org.uk](http://www.sepa.org.uk) and [www.wascot.org.uk](http://www.wascot.org.uk) or contact the freephone waste action line

waste action line  
0800 388 5270  
Scottish Environment Protection Agency

## Did you know that every year in Britain:

- We use over 6 billion glass bottles and jars
- We need a forest the size of Wales to provide all the paper we use
- An average person throws away 74kg of organic waste, the equivalent of 1,077 banana skins
- One million tonnes of nappies are thrown away, that's 8 million nappies every day. Each child uses a total of 5,850 nappies in their lifetime; that weighs the same as an average family car
- We throw away a total of 28 million tonnes of rubbish from our homes - the same weight as 3 1/2 million doubledecker buses
- We use 7 billion plastic carrier bags, more than 300 for every household
- We fill about 300 million square metres of land with rubbish
- Every day 80 million food and drinks cans end up in landfill - that's 112 cans per person. In a year each person could fill a bath with the contents of these cans!



## Your Average Rubbish Bin contains:

- Textiles 2%
- Metals 8%
- Glass 9%
- Plastic 11%
- Other 17%
- Kitchen Scraps & Garden Rubbish 20%
- Paper & Card 33%



## Do a Little - Change a Lot

The Do a Little - Change a Lot campaign highlights the small changes in daily life each of us can make to bring big benefits for the environment. The campaign aims to encourage everyone to play their role in protecting the environment, such as reducing energy consumption and minimising waste.

Do a Little - Change a Lot works by showing people the problem, explaining how they play their part and then helping them make the changes required. A television advert about waste and resource use was developed in 2002, supported by national press advertising and the website [www.dochange.net](http://www.dochange.net). Promotions with partners, local press and public relations, in association with local authorities, form another key part of the campaign.

To date, attitudes towards climate change have yielded a 5% increase in those who regarded it as a very serious issue and a 10% increase on the subject of waste disposal.

To obtain a copy of the full Orkney and Shetland Area Waste Plan Tel: 01349 862021 or Email: [orkneytshetlandwaste@sepa.org.uk](mailto:orkneytshetlandwaste@sepa.org.uk)

## National Waste Strategy Areas



Reduce → Reuse → Recycle

## No Option But Change



## National Waste Strategy: Scotland Orkney and Shetland



### Our Waste, Our Problem

We are all increasingly dependent on a culture of convenience and 'throwaway' products. As a result of this, we are producing more and more waste each year, from household rubbish to disused cars. A typical UK household produces around a tonne of waste annually, most of which could be reused and recycled.

The truth is we all produce too much waste - whether at home or at work - and every day we throw away valuable materials that could easily be reused, recycled or recovered in some way.

As a nation, Scotland only recycles and composts about 6% of its waste, with the rest going to landfill sites.

Despite being a wealthy nation, this is one of the worst recycling and composting records in Europe.

The majority of your waste is burned to provide district heating in Lerwick, and Orkney & Shetland as a whole recycles, composts and recovers more than any other area in Scotland. However, there is still room for improvement. In future, new laws from Europe mean we will have no choice but to change the way in which some specific wastes are managed, in particular by diverting waste away from landfill into recycling systems. New collections systems will be required to sort out and manage different types of waste, and their success will depend on a huge commitment to change our attitudes and behaviour.

A National Waste Strategy for Scotland has been produced to help us meet the new standards and outline what we can do to move towards a more sustainable waste management culture. In Orkney & Shetland, the strategy will be implemented through the local Area Waste Plan, and this leaflet provides a summary of the main changes proposed.

## Your Area Waste Plan Summary

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## Be more waste aware

By trying to prevent waste in the first place, and then thinking carefully about how you dispose of your waste, you can benefit your community by:

- cutting the energy use and air pollution associated with managing waste, such as transport
- reducing the impacts of global warming, many of the causes of which are associated with waste management
- conserving scarce natural resources
- creating a useful local resource, such as compost, out of waste materials

Although there are already opportunities for recycling and composting waste in Orkney and Shetland, there are further developments on the way...

## Your Area Waste Plan

Representatives from a variety of public, private and community organisations in Orkney and Shetland have developed what is called the Best Practicable Environmental Option (BPEO) for your area. The BPEO represents the most long-term effective solution to manage the household waste you produce. The solution was developed in consultation with the local community and is based on a prioritised model of waste management called the Waste Hierarchy. It tells us we must try, in order of preference, to:

**Reduce → Reuse → Recycle → Recover (eg. compost) → Dispose**

Another key factor in developing the Orkney & Shetland BPEO was the need to maintain the function of the existing Lerwick district heating plant.

## Reduce & Reuse (Prevention)

How can your waste be prevented in the first place?

- Avoid buying products with excessive layers of packaging
- Find out if there are more durable, longer-lasting alternatives to the products you normally buy

Preventing waste from occurring in the first place saves money, resources, energy, pollution and landfill space. This is our top priority!

If you can't prevent your waste, how can it be reused?

- Use paper on both sides before throwing it away
- Donate unwanted clothing, toys and other useful items to charity shops, and buy from there too
- Take your own, long-lasting bags to the supermarket instead of bringing home plastic bags every time you shop

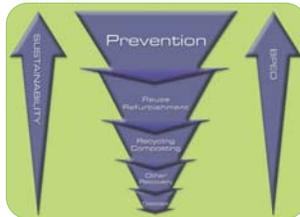
## Recycle

If you can't reduce or reuse your waste, can it be recycled? Recycling means using valuable raw materials like glass, tin and aluminium over and over again so we don't always have to make them from scratch. There may be facilities near you where you can take glass, metals, plastics, clothes and other wastes to have them recycled - if not, then there soon will be.



Paper stack for recycling

## The Waste Hierarchy



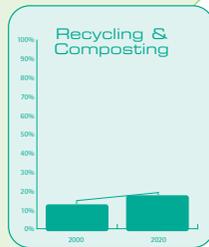
## Recover

The term recovery encompasses other processes that recapture some form of utility or energy from waste. Composting is an example of this (producing a soil improver) as is burning to produce heat and/or power. The majority of waste produced by households and commercial premises in Orkney and Shetland is and will continue to be recovered for heat, in the form of hot water, at the existing plant in Lerwick.

## Orkney & Shetland BPEO

What changes are proposed by the BPEO?

**Reduce → Reuse → Recycle**



The main changes include:

- Efforts will be made to prevent household and commercial waste occurring in the first place by providing practical support and advice to communities and businesses, and promoting home composting
- Separate kerbside recycling collections for a variety of wastes will be introduced to the major towns in both island groups
- The provision of local recycling facilities in remote areas will be expanded
- The existing Lerwick district heating plant will continue to recover energy from the majority of the area's household and commercial waste
- Reduced quantities of residual waste will be disposed of to landfill

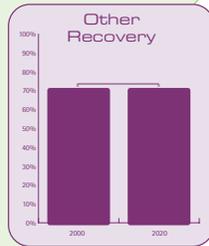


When will the changes take place?

Development of the BPEO is already underway, and the new collection systems will be completely in place by 2010. New and additional staff will be recruited in the short-term to develop the new systems and encourage everyone to participate - you should start to try to prevent your waste now! You will be provided with further, more detailed advice and information on the introduction of collection systems in your area when they are introduced.



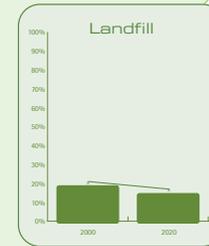
**“If current trends continue over the next 20 years the amount of waste we produce will grow by nearly 3% every year.”**



## Targets

Approximately 18% of the waste from Orkney and Shetland households and commercial premises currently goes to landfill. The BPEO sets targets to reduce this and increase the amount collected for recycling and composting, particularly in Orkney (to reduce the need to export waste to Shetland)

There may be further scope to increase the amount recycled and composted but research is firstly required to determine this. The BPEO targets are summarised in the figures opposite.



## Other aspects of the Area Waste Plan

The Area Waste Plan sets out a whole range of detailed and timed actions intended to deliver the BPEO targets, and also includes a framework to develop BPEO for wastes other than those generated by households and commercial premises (eg. industrial wastes, agricultural wastes).

Further details can be obtained by getting hold of a copy of the full plan or viewing it on the Internet - refer to page 5 for details.

