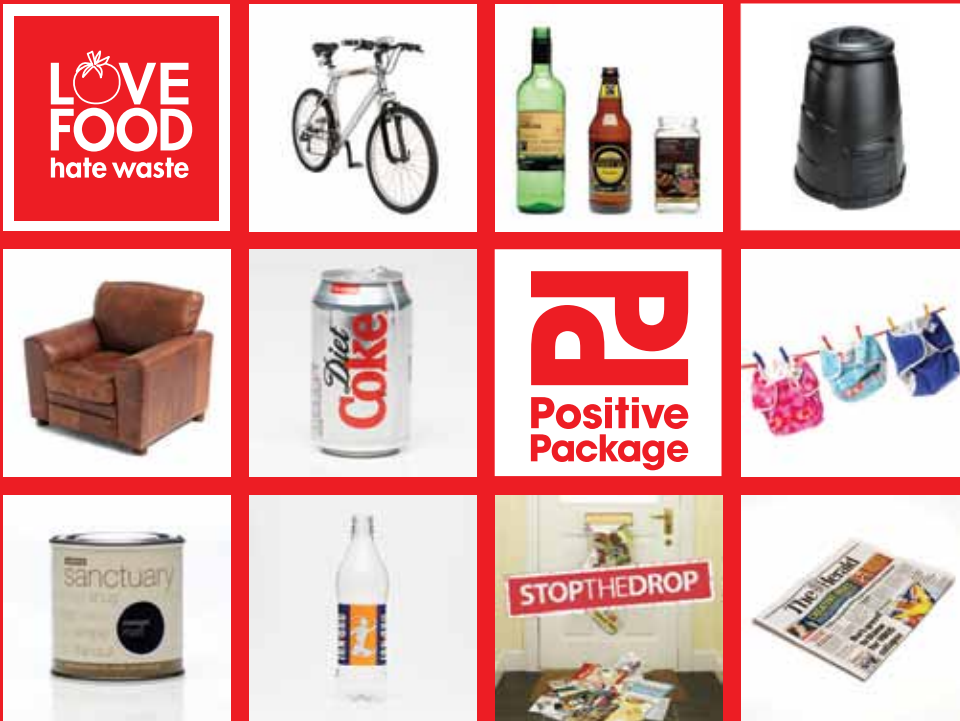


# Zero Waste Events Information Pack

By Reducing, Reusing and Recycling your waste



You can help us move towards  
Zero Waste



**Reduce Reuse Recycle**  
towards zero waste

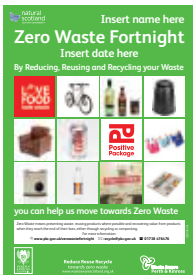


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## Other Available Materials

In addition to the information included in this booklet we have also developed templates for posters that can be used as part of your campaign as shown below.



# Introduction

Welcome to the Zero Waste Event Information Pack. This guide will provide you with the necessary contacts and information required to run a successful Zero Waste focused initiative or event in your local area. The Zero Waste idea challenges members of the public to think again about how they deal with their waste to help Scotland become a waste free society.

For more information on any section of this guide, to register your interest in running a campaign or for general information on waste and recycling:

- ☎ 01738 476476
- ✉ [recycle@pkc.gov.uk](mailto:recycle@pkc.gov.uk)
- 🌐 [www.pkc.gov.uk/zerowastefortnight](http://www.pkc.gov.uk/zerowastefortnight)



# What is Zero Waste?

Waste prevention means taking steps to reduce the amount of waste that we create and to reuse materials wherever we can. Waste prevention is a good thing to do because it:

- *saves the Earth's natural resources and reduces your carbon footprint;*
- *saves energy and reduces the risk of climate change;*
- *reduces the need for landfill.*

Reducing and reusing materials are also vital if we are to achieve 'Zero Waste' in Scotland.

## What does Zero Waste mean?

Zero Waste means preventing waste, reusing products where possible and recovering value from products when they reach the end of their lives, either through recycling, composting, or energy recovery.

To support the Zero Waste vision for Scotland, the Scottish Government have set new challenging targets, these relate to reducing the amount of household waste being created and the amount of waste sent to landfill. This means that we all need to get more involved in waste prevention and in reducing and reusing resources wherever and whenever we can.

## Plastic Bag Free Towns

When implementing your Zero Waste Campaign you may want to think about running a plastic bag free campaign, similar to the one that ran in Kinross-shire. The Kinross-shire Plastic Bag Free group was formed by residents to highlight the number of plastic bags used in the area and to attempt to greatly reduce that usage. The group joins a growing UK-wide movement which recognises the harm plastic bags can cause to the environment. By encouraging Kinross-shire residents to use long-life bags instead of throwaway plastic bags, they hope to reduce waste and to drastically cut the number of bags that are seen littering towns and villages, roadside verges and the local countryside. The group is supported by a number of the local schools and businesses in Kinross-shire as well as Scottish Natural Heritage, RSPB Vane Farm, Scotlandwell in Bloom and local Councillors.



# How to Run a Campaign



## Running a Campaign

Through our experience of running community based education and awareness events covering a variety of subjects related to waste management, recycling and waste minimisation, the following hints and tips should be taken into account when planning your event:

- *Ensure that your event is effectively launched and that your local community is well consulted on all aspects of the event and of what is expected of them. Advertise effectively in the run up to and during the event to ensure that your key messages remain at the forefront of the public consciousness.*
- *Issue press releases to local newspaper, radio and television informing them of your event, any key dates - such as when the event is running, the dates of important events and your key themes and objectives.*
- *Clearly and effectively promote your event utilising the posters and other materials and support available from Perth & Kinross Council.*
- *Utilise existing expertise operating in the area, for example home composting experts.*
- *Run effective and engaging community focused events that members of your local community will want to attend in order to promote your key messages.*
- *Where possible utilise Perth & Kinross Council's contacts and support.*
- *Work in partnership with other local community groups and organisations operating in the Perth and Kinross area.*
- *Promote existing local and national education and awareness events that encompass the aims and objectives of waste reduction, reuse and recycling.*



# Case Study: Comrie Zero Waste Fortnight 2009



The Comrie Zero Waste Fortnight was a joint initiative run by the Comrie Development Trust and Perth & Kinross Council's Environment Service. The Fortnight ran from Thursday 12 November to Thursday 26 November 2009. The main aim of the campaign was to encourage the residents of Comrie (approximately 1,300 householders) to reduce, reuse and recycle as much as possible. During the Fortnight, the Comrie community was challenged to reduce the amount of waste that they put in their green lidded general waste bin, thinking carefully about the waste they produced and reducing it and reusing items where possible. In addition Perth & Kinross Council encouraged participants to recycle more materials more often to help reach a recycling rate of 70% - tying in with the Scottish Government's vision of a Zero Waste Scotland.

## Results of the Comrie Zero Waste Fortnight

Thanks to everyone who took part in the Comrie Zero Waste Fortnight, the total amount of recycling increased by 850kg (0.85 tonnes) and the total amount of residual waste (waste to landfill) decreased by 1,230kg (1.23 tonnes) during the Fortnight. This is a fantastic achievement which exemplifies what can be done when a community makes a commitment to thinking carefully about how they manage their waste. As a result Perth & Kinross Council and the Comrie Development Trust will aim to make this an annual event to further encourage the Comrie community to achieve Zero Waste.

# Community Engagement

As with any community focused campaign, engaging with the relevant organisations operating within your local area is essential. These groups often have long standing ties within the area and can be utilised as a first point of contact for getting your campaign message across to your chosen audience. Making contact with these groups allows you to access knowledge and information on the area which has been developed, in some cases, over many years. All of this community information acts to strengthen the key themes of the campaign and therefore helps in the implementation and running of your Zero Waste Initiative.

The following types of organisation should be taken into consideration when planning your campaign as they may have members resident in your area or indeed their organisation may be based in your local area:

- *art groups*
- *places of worship*
- *voluntary groups*
- *youth groups*
- *charities*
- *Community Councils*

## Community Engagement in Action - Nappuccino

The Perth and Kinross Real Nappy Network can run a Nappuccino event to engage with your local community during your Zero Waste event. Come along and find out for yourself how easy modern real nappies are to use and hear about the advantages and incentives they have to offer. There are lots of samples to see and feel and a demonstration of the different types and how to use them can be arranged. This is a great opportunity for members of your community to meet other real nappy users - past, present and future, and view the 'real nappy library' and second hand collection.

To encourage members of the public to attend the PKRNN can provide:

- *nappy demonstrations*
- *free teas/coffees & cakes*
- *free hire of Real Nappy kits*

For more information contact the PKRNN:

☎ 01738 476476    ✉ nappies@pkc.gov.uk  
🌐 www.pkrnn.gov.uk





# Support Available from Perth & Kinross Council



## Community Waste Grant Scheme

Zero Waste projects developed by community or voluntary organisations can apply for a Community Waste Grant from Perth & Kinross Council. A Community Waste Grant could be used to finance the promotion and events required to run an effective Zero Waste event. If you would like to find out more information please see the contact details on page 2 of this guide.

## Officer Support

Perth & Kinross Council Officer support will be offered to assist in the planning and running of your Zero Waste event. Officers can provide data relating to the amount of waste sent to landfill and the recycling rates before and after the Initiative to assess the impact it has had. Officers can also offer presentations at Zero Waste events, write press releases to promote the event, give guided tours around the Friarton Recycling Centre WEBwalk (see case study below) and provide bespoke information to help with your Zero Waste event.

Perth & Kinross Council can supply a range of leaflets and posters to promote Waste Awareness events - Love Food Hate Waste, Home Composting, Real Nappies, Charity Shop Map to name a few. Your Zero Waste event can also be featured on the Council's website [www.pkc.gov.uk/zerowastefortnight](http://www.pkc.gov.uk/zerowastefortnight) promoting each area's itinerary of events and the events' successes.

Please see the contact details on page 2 of this booklet for contacting Perth & Kinross Council Officers for more information on the above.

## WEBwalk

The Council's Waste Education Boardwalk at Friarton Recycling Centre was developed to help schools, community groups and interested individuals learn more about reducing, reusing and recycling their waste. Visitors are led by a Waste Awareness Co-ordinator who will illustrate the issues facing waste and recycling, as well as potential solutions, through a range of interactive displays and illustrative panels. To arrange a visit please contact the Perth & Kinross Council Customer Service Centre on 01738 476476 or email [recycle@pkc.gov.uk](mailto:recycle@pkc.gov.uk)



# National Campaigns

There are several nationally managed and delivered campaigns that you may wish to promote as part of your Zero Waste event. These campaigns focus on several waste streams that people can directly influence by making minor changes to their everyday waste management habits. They also promote sustainable actions and alternatives to disposal that can make a huge difference to the way waste is managed. Below is a brief overview of the campaigns that Perth & Kinross Council can help your organisation to promote.

## Love Food Hate Waste

The Love Food Hate Waste campaign aims to raise awareness of the environmental and financial consequences of wasting food, which is a major source of waste in Scotland.

The initiative highlights the following hard hitting facts:

- *Over £1 billion worth of food is wasted by consumers in Scotland each year. That's an average of £430 per household.*
- *Scottish households throw away 566,000 tonnes of food every year and two thirds of all food waste could have been eaten with half of the good food thrown away untouched, with one in seven items still in their packaging.*
- *At least £18 million worth of food thrown out is still in date.*
- *If we stopped wasting all this food, we could prevent the equivalent of 1.7 million tonnes of carbon dioxide each year in Scotland. This is the same as taking 1 in 4 cars off the road.*



With this in mind your Zero Waste Campaign can incorporate the key messages of the Love Food Hate Waste campaign and encourage your local community to re-think their attitudes towards food, helping the environment as well as their finances. For more information  [www.wasteawarelovefood.org.uk](http://www.wasteawarelovefood.org.uk)

# National Campaigns

## Home Composting

Composting at home is a great way to dispose of your kitchen and garden waste. Your kitchen and garden waste breaks down to produce compost to help your garden grow.

- *It reduces waste sent to landfill.*
- *It saves money by avoiding having to buy compost.*
- *It provides a free soil conditioner and helps soil retain moisture.*
- *It improves plant health and growth - and can increase yields of fruit, vegetables, flowers and herbs.*



The Home Composting campaign is supported by the Scottish Government and a range of compost bins are available at reduced prices.

For more information visit [www.wasteawarescotland.org.uk/homecomposting](http://www.wasteawarescotland.org.uk/homecomposting)

## Positive Package

Packaging plays an important role in protecting and preserving the products we buy and in most cases we couldn't do without it. However, looking out for products with reduced packaging and reusing packaging where you can makes a big difference to the amount of waste you produce. You can help by:

- *avoiding products that you feel are over-packaged in the first place;*
- *buying concentrated products such as fabric conditioner and squash. They contain less water so can reduce packaging by over 50%;*
- *using refillable products such as liquid detergent and hand wash. They can reduce the amount of packaging used by up to 75%;*
- *reuse food containers and drinks bottles for storing food and packed lunches;*
- *contacting the retailer, brand or supplier if you believe a product has too much packaging. To help you do this you can download a letter template at*

**[www.positivepackage.org.uk](http://www.positivepackage.org.uk)**



# National Campaigns



## Stop the Drop

Unwanted mail generates thousands of tonnes of unnecessary paper waste each year. However, the good news is that it's easy to reduce the amount of unwanted mail you receive and, benefit the environment.

### There are 5 simple ways to do this:

- 1 Register with the Mailing Preference Service (MPS) – this can reduce the amount of personally addressed direct mailings that you receive by up to 95%.

Registering is quick and easy. To find out more:

📄 [www.mpsonline.org.uk](http://www.mpsonline.org.uk) ✉ [mps@dma.org.uk](mailto:mps@dma.org.uk) ☎ MPS Helpline 0845 703 4599

- 2 Write to or email the sender – when the mail is addressed to 'The Occupier' or delivered to you by organisations other than the Royal Mail, you can write to the sender to indicate that you no longer wish to receive mailings from them.
- 3 Register to opt out of the Royal Mail's Door to Door service – this is the Royal Mail's direct marketing service that delivers unaddressed mail.

To find out more or to receive an opt out form:

📄 [www.royalmail.com](http://www.royalmail.com) ✉ [optout@royalmail.com](mailto:optout@royalmail.com) ☎ 08457 950 950

- 4 Opt out of the 'edited' version of the electoral register – the edited version is available for general sale and can be used for any purpose, but you can choose not to be on it. If you do not want your details to appear on the edited register you must tick the box on the voter registration form.

For further information visit: 📄 [www.electoralcommission.gov.uk](http://www.electoralcommission.gov.uk)

- 5 Use online services – as well as being convenient, you can also request to stop receiving paper bills and statements.  
📄 Visit [www.stop-the-drop.org.uk](http://www.stop-the-drop.org.uk) for more information on how you can reduce unwanted mail.



# Local Support

**When running your Zero Waste event the following locally based Reuse organisations may be able to help.**

## Paint Reuse

Community RePaint Perth collects re-useable paint at Friarton Recycling Centre in Perth and re-distributes it to schools and colleges (for art projects), new businesses, householders, community groups and charities across Perth and Kinross. This saves resources and prevents the risk of liquid paint leaking into landfill and causing contamination.



## Bike Reuse



The Edinburgh Bike Station collects bikes at selected Perth & Kinross Council Recycling Centres for repair and refurbishment. The Bike Station holds Bike Sales across Perth and Kinross on a quarterly basis and carries out repairs at Dr Bike sessions, with the aims of allowing bicycles to be low cost and affordable for everyone, diverting waste from landfill and promoting that cycling is a cheap, sustainable and healthy form of transport.

## Timber Reuse

Wisecraft is a joinery and craft project based in Blairgowrie where adults with severe and or enduring mental ill health create original art and useful things - all from waste materials. They use anything and everything - wood, paper, metal, wire, fabric, rubber, broken glass and electrical components to make things to sell in the associated gallery.



For further information and contact details for the above organisations, please visit [www.pkc.gov.uk/zerowastefortnight](http://www.pkc.gov.uk/zerowastefortnight)

## Furniture Reuse

Remember that you can donate unwanted, good quality furniture to The Salvation Army's 40:20 Furniture Project or to Transform Furniture where such furniture can be passed on and used by someone else - extending the furniture's life and helping the community. There's a growing demand for second-hand furniture both for financial reasons and because of the environmental benefits of re-using and recycling.



## Reuse Household Items

Instead of throwing away re-usable household items you no longer need, you can donate the items to Starter Packs so that they can be passed on to a new owner. Starter Packs Perth accepts re-useable items in good condition that can be passed on to people setting up a new home and have gone through the referral system. Items are made up into Packs and distributed out across the Perth and Kinross area. Any good quality household items that make a house a home are accepted - ranging from crockery and cutlery to bedding and towels, from cleaning products to kitchen utensils.



## Find Out More About Online Exchanges



Web based exchange networks such as Freecycle, Gumtree, Freegle, Read it Swap it, Ebay and others can provide a quick and easy way to find a home for unwanted items and pick up useful items at low cost or even free! Remember you can also use notice boards at work or in supermarkets to advertise unwanted/wanted items. For more information visit [www.pkc.gov.uk/minimiseyourwaste](http://www.pkc.gov.uk/minimiseyourwaste)

For further information and contact details for the above organisations, please visit [www.pkc.gov.uk/zerowastefortnight](http://www.pkc.gov.uk/zerowastefortnight)



# To Do List

1. Contact Perth & Kinross Council to discuss your ideas.  
For further information:
  - ☎ 01738 476476
  - ✉ [recycle@pkc.gov.uk](mailto:recycle@pkc.gov.uk)
  - 🌐 [www.pkc.gov.uk/zerowastefortnight](http://www.pkc.gov.uk/zerowastefortnight)
2. Identify and engage with potential groups which may take part in your Zero Waste Campaign.
3. If applicable, submit an application for the Community Waste Grant Scheme.
4. Print necessary promotional materials - posters, leaflets and raffle tickets.
5. Ensure that the local community has been involved in the planning and implementation of the Zero Waste Campaign.
6. Arrange a suitable launch for your event to generate publicity and raise awareness of your campaign's aims and objectives. Inform local press, radio and television where possible.
7. Prepare an itinerary of education and awareness events which will be appealing to the local populace to run during your campaign.
8. Ensure that local and national waste awareness campaigns are promoted to tie in with your Zero Waste messaging.
9. Monitor the results of the campaign as accurately as possible through the measurement of waste reduction, attitudinal and behavioral changes.
10. Request feedback from those who took part in the Zero Waste Initiative and the community at large.





# Zero Waste

**For more information on all aspects of waste and recycling or to find out about the support that Perth & Kinross Council can provide to help your Zero Waste Campaign be a success please:**

 **01738 476476**

 **recycle@pkc.gov.uk**

 **www.pkc.gov.uk/zerowastefortnight**

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting Customer Service Centre on 01738 475000.



**Council Text Phone Number  
01738 442573**

**All Council Services can offer a telephone translation facility**

*Designed by Chief Executive's Service  
(2009639 - May 10)*



**Reduce Reuse Recycle**  
towards zero waste

