



**Perth and Kinross Council
Circular Economy Strategy**

2026 to 2031

Perth and Kinross Council

February 2026

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Welcome

Welcome to the first Circular Economy Strategy (CES) for Perth and Kinross Council.

The CES has developed in response to the Scottish Government's vision to 'deliver a fully circular economy in Scotland by 2045, driven by responsible consumption, responsible production, and maximising value from waste and energy'.

It sets out our priorities and action towards a Circular Economy for Perth and Kinross for the period 2026 to 2031, with an accompanying action and delivery plan (Appendix 1).

What do we want to achieve?

Our vision for the CES is:

In Perth and Kinross, we aim to build communities where everyone understands how to use resources responsibly and reduce waste. We take pride in making thoughtful choices that support the environment and improve our quality of life, by protecting nature, growing the economy, creating jobs, and strengthening our communities. Together, we are working toward a greener and more sustainable future.

We will measure our success in delivering our vision and goals by the following outcomes:

- we will have complied with legislation
 - we will have reduced waste and improved reuse and recycling
 - we will have reduced carbon emissions and the environmental impact of our waste
 - we will have saved money
 - we will have supported people to make the right choices and made it easier for them to use our services
 - we will have created new and/or more resilient businesses and connected them to each other and to communities
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Who did we speak to when developing the strategy?

The CES was prepared with input and feedback across Council Services. Extensive engagement initiatives have been conducted with various internal and external stakeholders including business representatives, local communities, and organisational partners. An online Public Consultation was conducted in September and October 2025 and an in-person consultation workshop was undertaken in November 2025 for business and industry stakeholders. A Strategic Environmental Assessment Scoping report for the CES was sent to the Consultation Authorities (SEPA, NatureScot and Historic Environment Scotland) in September 2025. Feedback from all consultation events was taken into account to shape this final version of the strategy.

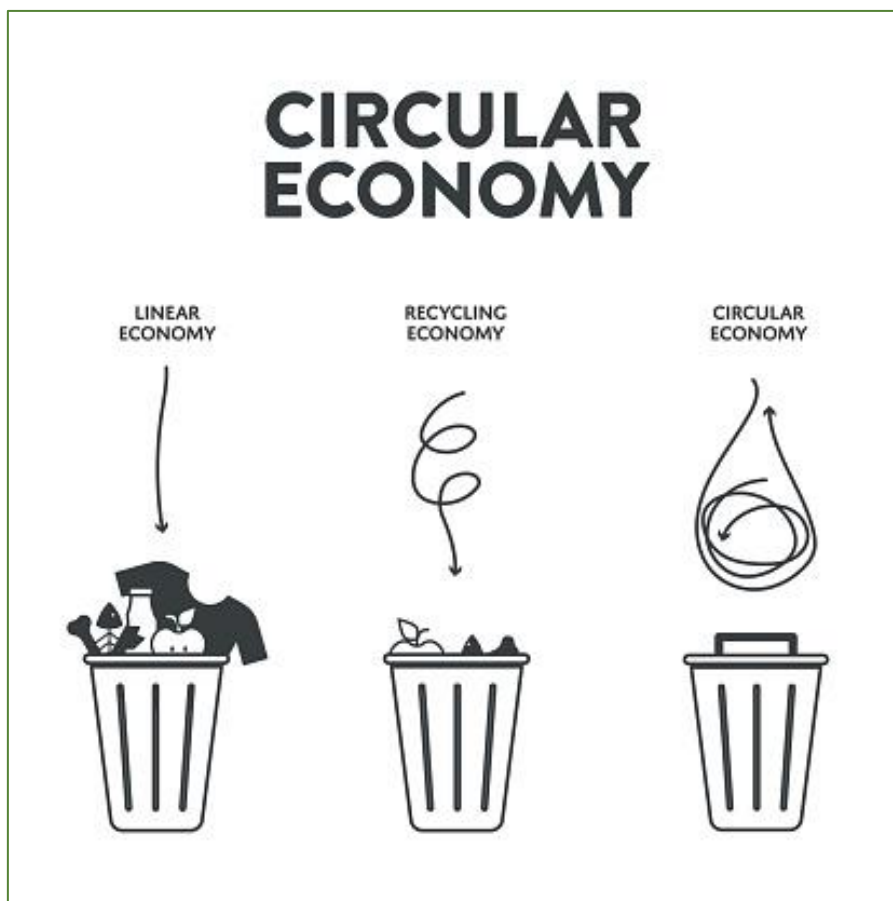
Introduction

What is a circular economy?

We are using more and more raw materials from the earth to make things that we may only use once before throwing it away. This approach, known as the Linear Economy, impacts our environment, personal health, overall economy and our wallets.

A circular economy approach offers us an alternative by looking at our behaviour in relation to materials and products we use. It reduces the need to buy and consume more things by finding ways to keep existing materials and products in use for as long as possible. This also helps to minimise waste.

Figure 1: Linear economy versus circular economy



Why shift towards a circular economy?

- Each person in Scotland uses about 8 tonnes of materials per year – more than twice the sustainable limit.
- In 2022, only 1.3% of the resources used in Scotland were cycled back into the economy, with over 98% of Scotland's material use coming from new (virgin) resources.
- 80% of Scotland's carbon footprint comes from making, using, and throwing away products.
- Over 85% of product related impacts come from manufacture and transportation
- People in the UK have \$1.6 billion worth of unworn clothes in their wardrobes – that's 1 in 4 items not being used. Textiles are the most damaging type of waste thrown away by households in Scotland – accounting for nearly a third of all household waste carbon footprints.
- Scottish households waste food worth £440 per year on average.
- The circular economy has the potential to create over 500,000 new jobs across the UK.

What behaviours do we need to change?

For existing products:

- avoiding single-use items (such as disposable cups or plastic bags) and choosing reusable or refillable products
 - fixing broken items instead of throwing them away
 - donating or selling things you no longer need
 - buying second-hand when possible
 - using sharing schemes (for example, tool libraries, car clubs)
 - borrowing instead of buying when you only need something short-term
 - recycling and sorting household and business waste correctly
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For new products:

- supporting products made from recycled materials, and that are durable, repairable and designed to last (easy to repair)
- avoiding over-packaged goods and supporting businesses that offer reduced and/or sustainable packaging
- considering the full life of a product before buying
- Supporting circular design and innovation

Working together for a circular economy

Consumers and society have a huge role to play in the move towards a circular economy by adopting these behaviours. Although many people are becoming more aware of how they consume things and are trying to choose more sustainable options, choices are still often unavailable.

Local businesses and industries have a large part to play in adopting circular business models that offer a wider choice to the consumer – for example, offering products as a service through leasing or subscription schemes, promoting sharing platforms to reuse and share existing products, or take-back programs to encourage the return of products for refurbishing and recycling.

A successful circular economy can only be achieved by working across all sectors of society – including the Council, individuals and communities, businesses and industries.

Why do we need a circular economy strategy?

Our existing waste management plan is due to finish by the end of 2025. The plan has led to many improvements in managing and recycling waste across Perth and Kinross over the last 15 years – including improved recycling rates and reduced levels of non-recycled waste.

However, certain waste areas – such as food, textile and construction waste – still have a long way to go. With this in mind, and the national focus on circularity of waste, a circular economy strategy for Perth and Kinross offers the opportunity to combine established

recycling practices with action that rethinks the way we produce, use and consume things. This strategy will provide a framework for communities, individuals and businesses to use new technology, new ideas and new skills to make the changes we need, in the way we live and work.

How does the strategy align with national, regional, and local strategies and policies?

Policy/strategy	Impact on circular economy
Scotland's Zero Waste Plan (2010)	<p>Recognised that a zero waste Scotland has an important role in helping to achieve the targets set in the Climate Change (Scotland) Act 2009.</p> <p>Set the following specific targets including:</p> <ul style="list-style-type: none"> • recycling 70% of all waste by 2025 • a ban on biodegradable waste to landfill by 2025 • no more than 5% of waste going to landfill by 2025
Scotland's Climate Change Plan (2020)	<p>The Plan sets out a vision for a circular Scotland and identifies a range of actions needed to ensure Scotland meets its duties under the climate change act. These cover the following related areas:</p> <ul style="list-style-type: none"> • building the circular economy • driving down food waste • reducing waste sent to landfill • improving waste data • reducing emissions from closed landfill sites • promoting efficiency of energy from waste plants, • encouraging reprocessing investment and preventing waste

Policy/strategy	Impact on circular economy
A Draft Circular Economy Strategy for Scotland (2025)	<p>The draft strategy outlines how the Scottish government plans to work with businesses, charities, the public sector and a broad coalition of stakeholders to make the whole economy circular and bring jobs and opportunities for the people of Scotland.</p>
Scotland's Circular Economy and Waste Route Map to 2030 (2024)	<p>The route map identifies the priorities to 2030 that will help Scotland to progress to a circular economy and maximise the positive impact of the Circular Economy (Scotland) Act 2024 for communities across Scotland.</p>
Scotland's National Strategy for Economic Transformation (2022)	<p>Identifies the circular economy as an area of new market opportunity for the wellbeing economy – ‘generating new, well-paid jobs from a just transition to net zero – where resources are kept in high-value use, creating new market, innovation and job opportunities that will be key to achieving our targets for net zero and nature’. This will help with a community wealth building approach that promotes local economic development through more productive and innovative businesses, industries, regions, communities and public services.</p>
Procurement Reform Act (2014)	<p>Includes a requirement for contracting authorities to consider how they can improve economic, social and environmental wellbeing through regulated procurement and to act in a way to secure this.</p>

How will the strategy be delivered?

Priorities for the strategy

To help us reach our vision and goals, we are focusing on five main priorities in our circular economy strategy (CES) for Perth and Kinross. These priorities will guide our actions and help us make real progress.

Priority 1: Reduce and reuse

- Work with our residents and businesses to change patterns of production, consumption and disposal.
- Improve circularity of the tayside food system to promote local, healthy eating and reduce food waste and food poverty.
- Reduce textile waste.
- Ensure Council services, including schools, model best practice to lead by example.

Priority 2: Modernise recycling

- Modernise household recycling and reuse services to maximise performance and meet evolving needs, in a fair and inclusive way.
- Support businesses and commercial premises to reduce waste and maximise recycling.

Priority 3: Decarbonise disposal

- Understand the best environmental outcomes for specific wastes.
 - Ensure there is an appropriate capacity to manage waste.
 - Improve environmental outcomes for waste through innovation.
 - Support the incentivisation of decarbonising waste.
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Priority 4: Strengthening the circular economy

- Set the strategic direction and act as a regional catalyst for change.
- Grow the enabling environment to support and attract circular businesses.
- Encourage circular construction practices.
- Coordinate action across cross-cutting areas and robustly monitor, evaluate and report progress.

Priority 5: Behaviour change

- Encourage consumers and organisations to adopt circular behaviours.
 - Demonstrate how people can save money by engaging in reuse and repair activities.
 - Highlight the environmental and financial impact of poor waste management practices and behaviours.
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Delivery areas for the strategy

To make the circular economy strategy (CES) work, the Council has chosen four key areas where it can lead or influence. These areas will work together to take action and support the four main priorities in different ways to help make real changes in how we live, work, and manage waste.

Area 1: Waste and recycling operations

This includes waste services the Council runs or contracts out, like household and business bin collections, recycling centres and reuse facilities.

Area 2: Council services

This covers different parts of the Council, such as buying goods (procurement), community food growing, energy and buildings, roads, schools, and healthcare services.

Area 3: Consumers and society

This looks at how people and communities use products and services in their daily lives – it includes areas like food, housing, transport, healthcare, and communication.


Area 4: Business and industry

This focuses on local businesses in areas like energy, farming, water, waste, tourism, and hospitality.

In many cases the delivery areas will work with and across each other to deliver action with varying levels of impact (Figure 2).

Figure 2: Delivery area level of impact on CES strategic priorities

	Waste and Recycling Operations	Council Services	Consumers and Society	Business and Industry
Reduce and Reuse	●	●	●	●
Modernise Recycling	●	●	●	●
Decarbonise Disposal	●	●	●	●
Strengthen the Circular Economy	●	●	●	●
Behaviour Change	●	●	●	●



Delivery area 1: Consumers and society

This area looks at how people and communities use products and services in their daily lives – it includes areas like food, housing, transport, healthcare, and communication.

What are the challenges for consumers and society?

- **Food poverty and food waste** – there is lots of great community-led work, but food waste and food poverty are still big problems.
- **Unsustainable behaviours** – fast fashion is one example of how we buy and throw away too much. These habits are now commonplace, and greener options are often hard to find or afford.
- **Recycling education** – many people do not know how useful some materials can be if reused and there is confusion about where recycling and waste ends up. New residents are often confused about what to do with waste.
- **Fly-tipping** – illegal dumping of waste is a growing problem in Perth and Kinross.

What are the opportunities for consumers and society?

- **Existing community networks** – there is a strong network of community reuse organisations, now working together through Climate Connect to take action for nature, food, energy, transport and zero waste as well as the local Climate Café network.
- **Communications and engagement** – encouraging people participate in initiatives and events that promote second hand purchasing and repair, for example share repair aware week.
- **Community awareness and willingness** – many people in the community want to make sustainable choices, especially when it is affordable and easy to do. The market for preloved clothing is growing and there is increasing awareness of the inequality/human rights issues associated with ‘disposable’ clothing.

Delivery area 2: Business and industry

This area focuses on working together to support and attract circular businesses, with additional focus on construction, tourism and hospitality.

What are the challenges for business and industry?

- **Understanding** – many businesses don’t fully understand what a circular economy means or how it could benefit them.
 - **Resources and support** – most local businesses are small and do not have extra staff or time to explore new ideas. It’s also hard for them to access money to try new products or processes.
 - **Food and hospitality** – not everyone knows about food sharing and redistribution systems. Strict rules about food dates can stop good food from being shared in time.
 - **Construction** – there are few rewards for builders to repair or reuse buildings instead of knocking them down. New buildings and houses are rarely designed to be taken apart and reused later.
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What are the opportunities for business and industry?

- **Established partnership working** – there are solid relationships with experts in the circular economy. Projects and locations already show how circular economy principles work in real life. These can help attract more businesses and investment.
- **Agri-sector engagement** – long-standing ties with James Hutton Institute and other agricultural leaders can be used to get more farmers and agri-businesses involved. The ‘Good Food Nation’ development is another new engagement route
- **Local best practice** – Perth and Kinross has many great examples to learn from, including manufacturers, food redistribution agencies, and recycling initiatives.
- **Study insights** – a recent study highlights opportunities that could be applied across Perth and Kinross, for example in using leftover fruit and potato waste, making starch from by-products, recovering and reusing plastics, reducing food waste across the supply chain, and improving sustainability in construction and buildings.
- **Perth and Kinross landing strip** – an online space created by the Council to support ideas around circular materials, remanufacturing, reuse and repurposing, green farming and food production.

Delivery area 3: Waste and recycling services

Waste and recycling operations includes services provided by the Council directly, such as household and business waste and recycling collections and reuse facilities; and those we contract to other service providers, particularly in the recycling and waste processing sector.

What are the challenges for waste and recycling services?

- **Investment** – big recycling and reuse projects need lots of money and space to get started. Uncertainties in new laws and policies coming in the next 1 to 3 years make it harder to plan ahead and invest with confidence and the Council has limited funds to invest in large projects.
 - **Competition among reuse organisations** – even though reuse groups work well together, they still have to compete for materials to reuse and funding to run their projects, which can make it harder for them to grow and succeed.
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- **Waste awareness and engagement** – there are variable levels of engagement with recycling services, particularly for food waste. We could recycle more items but not everybody follows recycling rules, and a study of our recycling bins shows they are often contaminated with the wrong items. Fly-tipping (illegal dumping) is increasing.
 - **Procurement obstacles** – tendering on price alone can make it difficult to secure local suppliers.
 - **Recycling and waste management** – bin systems inside buildings can be inconsistent, and some plastics are hard to recycle.

What are the opportunities for waste and recycling services?

- **Smart technology** – can improve services like bin collections, giving live updates to households and businesses and showing when bins are contaminated (wrong items inside).
- **New technology and processes** – can support new tools that can turn hard-to-recycle plastics into useful materials. This helps cut down on burning waste and creates value.
- **Promoting the waste hierarchy** – acting early to avoid waste in the first place and focusing on reducing plastic waste before it becomes rubbish.
- **Extended Producer Responsibility for packaging (pEPR funding)** – this funding will help improve recycling services and make needed upgrades.
- **‘Deposit Return Scheme’** – has the potential to improve the quality and value of materials being recycled, increase recycling rates and reduce roadside litter.

Delivery area 4: Other Council services

Council services have a major role in facilitating and promoting a shift to a circular economy. This area covers different parts of the Council, such as buying goods (procurement), community food growing, energy and buildings, roads, schools, and healthcare services.

What are the challenges for other Council services?

- **Skills and knowledge** – some Council teams do not fully understand circular economy ideas or how they can help. Many also lack technical knowledge and industry contacts to spot opportunities.
- **Material data gaps** – the Council does not have a clear picture of how much material it uses or throws away or the potential for transfer between teams
- **Storage problems** – the Council does not have big enough storage spaces or the right licences to hold items like soil, furniture, or asphalt between uses. It is also uncertain who is responsible (Council or partner organisations) for keeping stored materials safe and in good condition.
- **Financial pressures** – budgets are tight, so individual service teams often need to choose cheaper items that do not last long, instead of better-quality items that cost more.
- **Need for clear guidance** – there is no detailed guidance to help Council service teams buy sustainably or avoid single-use items, especially in construction projects.

What are the opportunities for other Council services?

- **Sustainable procurement** – with the Council's new sustainable procurement policy, there are opportunities to drive change through contracts – for example, including the impact of transport emissions in waste contracts can help reduce emissions, making locally base suppliers more appealing.
 - **'Good Food Nation'** – a good food strategy and action plan will be created by 2026 bringing together different food-related projects and partnerships.
 - **Sharing good practice** – the Council can lead by example in choosing greener options in construction contracts, and this can help influence industry by sharing what works well.
 - **Cost savings** – saving money through sharing, reusing, and redistributing materials can help save money.
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Implementing and monitoring the strategy

What action will be taken?

A circular economy strategy (CES) action and delivery plan has been developed, focusing on the four key delivery areas mentioned earlier. It includes actions for:

- Short-term (within 1 year)
- Medium-term (2 to 3 years)
- Long-term (4 or more years)

Actions based on the opportunities and challenges shared earlier have been developed to help deliver the CES. The CES action and delivery plan is detailed in Appendix 1 below.

How will action be implemented?

To implement the CES action and delivery plan, a designated action lead will be responsible for overseeing the review and reporting process of their actions. The Council's internal circular economy strategy working group will provide guidance and oversight, ensuring that all relevant aspects are addressed during the reporting process. Regular communication and collaboration between stakeholders will be crucial to effectively execute the action plan and drive progress towards our objectives.

Governance

A governance structure will be established to oversee the implementation and evaluation of the action plan, with roles and responsibilities clearly defined for all stakeholders involved. The CES working group will serve as the primary governing body, providing strategic direction and guidance, while the Council and relevant committees will be responsible for executing large-scale changes.

How will we monitor and evaluate our performance?

To ensure the effective implementation and assessment of the CES action and delivery plan, a robust monitoring and evaluation framework will be developed once the CES has been approved by committee. A set of SMART (Specific, Measurable, Achievable, Relevant, and Target) objectives and indicators will be used to analyse and annually report progress.

The following measures will be used to assess the overall success of the CES:

Outcome	Measure	Current figure
We will have complied with legislation	No breaches	Zero
We will have reduced waste and improved reuse and recycling	Current recycling rate(s) – Waste Data Flow	50.9% recycling rate (2024)
	Reuse figures – Waste Data Flow	Reuse = 394T = 0.54% of total waste (2024)
We will have reduced carbon emissions and the environmental impact of our waste	Waste CO2 equivalent – Waste Data Flow	131,661 TCO2e; 0.85 TCO2e per person (2024)
We will have saved money – for the Council and across society	Income from the sale of recyclates	£879,191 (2024/25)
	Data from selected materials management interventions	As projects arise
	Data from Reuse organisations where available	To be determined

Outcome	Measure	Current figure
We will have supported people to make the right choices and made it easier for them to use our services	Number of large-scale campaigns	Will gather data for 2026
	Number of people engaged with at face-to-face events	Will gather data for 2026
	Number of in-person events	Will gather data for 2026
	Number of people engaging with social media views, shares, followers	Will gather data for 2026
	Number of assisted lifts	Will gather data for 2026
	Number of additional bins – for example, for medical or childcare reasons	Will gather data for 2026
We will have created new and/or more resilient businesses and connected them to each other and to communities	Number of CE-related businesses	23
	New start-ups in CE sector	To be determined
	Number of jobs/new jobs in CE sector (to be developed)	To be determined
	Business survival rates in CE sector	To be determined
	Number of business to business and business to community networks (to be developed)	To be determined

Glossary

CES (Circular Economy Strategy) – This document which presents the Council's strategic approach to circular economy.

Passivhaus – The 'Passivhaus Standard' is a way of designing buildings to use very little energy for heating or cooling. Passivhaus helps to both reduce operational resource need and promote durability of design. More widely the design specifications, repairability, maintenance and longevity of materials are all important considerations.

pEPR (Planned Extended Producer Responsibility) – A policy approach where producers are given significant responsibility (financial and/or physical) – for the treatment or disposal of post-consumer products, especially packaging. The Council currently receives an annual sum for dealing with packaging not handled by the producers.

DRS (Deposit Return Scheme) – A recycling system where consumers pay a small deposit on drinks containers, which is refunded when the container is returned for recycling.

WEEE (Waste Electrical and Electronic Equipment) – Waste which is controlled under the Waste Electrical and Electronic Equipment Regulations 2013, which must be collected separately to general waste.

Appendix 1 – CES action and delivery plan

Food waste action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
1	Roll out more food waste hubs, as part of the food waste action plan.	Reduce and reuse	Waste and recycling services	Easy	High	Climate Change and Zero Waste Team	June 2026 to March 2027
2	Develop baseline data of knowledge, participation and barriers to reducing food waste.	Reduce and reuse	Waste and recycling services	Easy	High	Climate Change and Zero Waste Team	March 2025 to March 2026
3	Develop a good food partnership and prepare a good food strategy and action plan for Perth and Kinross.	Reduce and reuse	Consumers and society	Moderate	Medium	Climate Change and Zero Waste Team	By December 2027

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
4	Develop a food waste action plan alongside an awareness campaign to show the financial and carbon value of food.	Reduce and reuse	Consumers and society	Easy	High	Climate Change and Zero Waste Team	Underway

Textile waste action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
5	Develop a textiles campaign to reduce consumption, reuse and repair of textiles and recycle correctly at end-of-life.	Reduce and reuse	Consumers and society	Moderate	Medium	Climate Change and Zero Waste Team	By May 2026

Litter and fly-tipping action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
6	Design and deliver a litter and fly tipping strategy and action plan to reduce the number of fly-tipping incidents by promoting special uplifts and other support mechanisms; raising the awareness of householders of their legal duty of care obligations; and enhancing enforcement activities.	Reduce and reuse	Waste and recycling services	Easy	Medium	Climate Change and Zero Waste Team	February 2026 to February 2027
7	Conduct an audit of the condition, placement and usage of litter bins throughout Perth and Kinross to ensure best use of resources and advise future replacement programmes.	Modernise recycling	Waste and recycling services	Moderate	Medium	Climate Change and Zero Waste Team	By March 2027

Waste and recycling operations action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
8	Explore kerbside collections of additional materials such as small WEEE and/or batteries.	Modernise recycling	Waste and recycling services	Moderate	Medium	Climate Change and Zero Waste Team	By October 2027
9	Development of the commercialisation transformation programme to provide better recycling services to businesses and skip services to Perth and Kinross Council residents at reasonable prices whilst pushing for reuse and recycle.	Modernise recycling	Waste and recycling services	Moderate	Medium	Climate Change and Zero Waste Team	January 2026 to June 2027

Digital innovation and technology action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
10	Make improvements to online services for residents and businesses and improve internal efficiency – digital transformation programme.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	By September 2027
11	Expansion/development of in-cab technologies.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	Ongoing development
12	Explore the usage of artificial intelligence (AI) to improve services such as an AI app advising what bin to place materials in when scanned.	Behaviour change	Consumers and society	Easy to moderate	Medium	Climate Change and Zero Waste Team	From 2028 onwards

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
13	Develop a digital platform to highlight resources that can be shared or reused across Council services.	Reduce and reuse	Council services	Easy	Medium	Climate Change and Zero Waste Team	May 2026 to December 2026
14	Invest in a digital reuse platform to link businesses/public sector/third sector/reuse organisations to share unwanted items and monitor associated carbon saving.	Reduce and reuse	Consumers and society/ Business and industry	Moderate	Medium	Climate Change and Zero Waste Team	May 2026 to December 2026

Communication and education action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
15	Provide information on bins in the form of a welcome pack for new residents that can be issued by estate agents/landlords, Council Tax, non-domestic rates, and so on.	Reduce and reuse	Consumers and society	Easy to moderate	Medium	Climate Change and Zero Waste Team	December 2026
16	Continue 'Recycle Right' awareness across multiple channels.	Behaviour change	Consumers and society	Easy to moderate	Medium	Climate Change and Zero Waste Team	Ongoing during the life of the plan

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
17	Adopt video and social media communications to better connect with the public – for example to demonstrate where their waste and recycling goes to, improve understanding of the fees/costs of processing waste, the risks of fire from batteries and so on.	Behaviour change	Consumers and society	Easy to moderate	Medium	Climate Change and Zero Waste Team	Ongoing during the life of the plan

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
18	Development and implementation of a resource management plan for Education and Learning to improve the reduction and recycling of waste, energy efficiency and environmental messaging within schools.	Reduce and reuse	Council services	Difficult	High	Climate Change and Zero Waste Team Education	By September 2027
19	Promote learning for sustainability and create fun/challenging STEM (science, technology, engineering, and mathematics) subject initiatives to encourage young people to improve school recycling.	Strengthening the circular economy	Council services	Moderate	Medium	Climate Change and Zero Waste Team Education	By September 2027

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
20	Develop communications and behaviour change campaigns for the business and industry sector, including the promotion of awards and accreditation	Strengthening the circular economy	Business and industry	Easy	Medium	Economic Development	Ongoing from September 2026

Research and development action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
21	Commission a circular scan of Perth and Kinross Council activities to identify opportunities for impactful circular solutions.	Strengthening the circular economy	Council services	Moderate	Medium	Climate Change and Zero Waste Team	By March 2027
22	Commission a Perth and Kinross circular scan to establish a baseline for the circular economy route map and identify priority sectors for intervention (with particular focus on the agricultural sector).	Strengthening the circular economy	Business and industry	Moderate	Medium	Economic Development	September 2026 to December 2026

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
23	Explore the creation of a goods depot for use by different Perth and Kinross Council projects – could this be an initial employment opportunity for upskilling (Castle Huntly).	Reduce and reuse	Council services	Moderate	Medium	Climate Change and Zero Waste Team	By June 2027
24	Develop and launch the circular economy landing strip/clean growth axis – a platform and support system integrating Perth and Kinross Council, relevant statutory bodies, funding organisations, and private sector to drive large scale circular economy projects into Perth and Kinross.	Strengthening the circular economy	Business and industry	Difficult	High	Economic Development	March 2026

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
25	Support the development of project beacon – a Tay cities deal project aimed at removing hydrocarbons from residual and recycling waste streams.	Decarbonise disposal	Business and industry	Difficult	High	Economic Development	January 2026 to December 2027

Legislation and policy action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
26a	Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for digital waste tracking.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	By October 2026
26b	Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for waste and recycling code of practice.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	April 2025 to March 2027

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
26c	Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for organic waste (food and green waste).	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	April 2025 to March 2027
26d	Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for Deposit Return System.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	By October 2027

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
26e	Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for regional hubs and/or networks for construction material reuse.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	By December 2027
26f	Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for Emissions Trading Scheme.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	By December 2028

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
27	Maximise opportunities to influence governments and institutions to secure inward investment in circular economy projects.	Strengthening the circular economy	Business and industry	Difficult	Low	Economic Development	Ongoing during the life of the plan

Sustainable procurement action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
28	Review Perth and Kinross Council procurement processes to embed circular economy principles to reduce consumption of products and materials, for example reducing single use items and specifying sustainable construction criteria.	Strengthening the circular economy	Council services	Moderate	Medium	Procurement Team	Ongoing – each specification will be reviewed prior to issuing tender
29	Develop category strategies for high emission categories that consider climate change.	Strengthening the circular economy	Council services	Moderate	Medium	Procurement Team	Subject to resource being made available

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
30	Develop guidance and training to enable buyers to develop contract documents that consider climate change requirements.	Strengthening the circular economy	Council services	Moderate	Medium	Procurement Team	Subject to resource being made available

Funding and investment action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
31	Invest pEPR funding in a range of improvement actions including improved infrastructure, frequency of service, education and behaviour change campaigns, support for community reuse organisations and improving data flow and business insights.	Modernise recycling	Waste and recycling services	Moderate	High	Climate Change and Zero Waste Team	May 2025 to November 2027

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
32	Asset management review of waste and recycling infrastructure – to establish investment requirements to support a sustainable (monetary and carbon) operational asset base in line with the approach set out in the Councils approved property asset management strategy.	Modernise recycling	Council services	Difficult	High	Property Services Team	Ongoing during the life of the plan

Partnership working action

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
33	Continue and enhance partnership working with Climate Connect and reuse organisations, and map Perth and Kinross reuse network activities to support information sharing network across the sector.	Reduce and reuse	Consumers and society	Easy	Medium	Climate Change and Zero Waste Team	Ongoing during the life of the plan
34	Develop business and industry advice and support networks, building on the clean growth axis (with particular focus on small and medium-sized enterprises).	Decarbonise disposal	Business and industry	Difficult	High	Economic Development	Ongoing from September 2026

ID	Strategic action	Strategic objective	Delivery areas	Ease of implementation	Cost effectiveness	Responsible lead	Timescale
35	Engage with the business, academic and employability sectors to stimulate circular economy skills and employment opportunities.	Strengthening the circular economy	Business and industry	Difficult	Low	Economic Development	Ongoing during the life of the plan

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