

## 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, which will be run 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 email [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. Everyone can help by purchasing recycled goods whenever they can, and encouraging their local retailers to stock recycled products.

## What can you do?

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

You and your community can help us sort waste by participating in:

- home composting schemes;
- community composting, especially in rural areas;
- taking green garden waste to your local civic amenity site;
- taking bottles, textiles, newspapers, aluminium and steel drinks cans to local recycling centres or presenting materials for kerbside collection;
- real nappy laundering services, for info: [www.scottishnappy.co.uk](http://www.scottishnappy.co.uk);
- getting involved with your community council to address local litter and fly tipping issues.

## Action Recycle

Action Recycle, a local subsidiary of the British Trust for Conservation Volunteers, employ a number of community liaison officers to promote waste prevention, recycling and composting to schools and community groups in partnership with the local authorities and Waste Aware Scotland.



Home composting

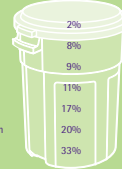
## Did you know that every year in Britain:

- We use over six 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 74 kilograms 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 an average of 5,850 nappies in their lifetime; that weighs the same as an average family car and may take 100 years to decompose!
- We throw away 28 million tonnes of rubbish from home. This weighs the same as three and a half million double decker buses
- We use seven 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, all of which could be recycled saving energy and raw materials. 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.

## Waste Areas



## Waste Aware Scotland

## No Option But Change

Reduce → Reuse → Recycle



## National Waste Strategy: Scotland Aberdeenshire, City of Aberdeen and Moray

### Waste - A Valuable Resource or Someone Else's Problem?

Everyone in Scotland, and in North East, produces waste. Whether at home or at work, every day we throw away vast quantities of material we no longer need. A typical North East household produces over one tonne of waste every year, the majority of which could be re-used and recycled.

As we enter a new century, we are increasingly dependent on a throwaway culture of convenience. As a result, the North East of Scotland is producing mounting levels of waste material, from household rubbish to disused cars.

"Scotland currently recycles 69% of its waste; which ranks us among the worst in Europe". In the North East we currently bury, on landfill, 89% of our waste and only recycle the national average of around 69%.

New standards being introduced from Europe mean that we will have to reduce the amount of waste deposited in landfill. To achieve this reduction we will require a huge commitment to change our attitudes to waste, both now and in years to come.

A National Waste Strategy for Scotland has been produced to help us meet these targets. It outlines what we can do to move towards a more sustainable waste culture. By reducing the amount of waste we produce and the resultant demand for landfill, the Strategy will help us identify how our waste can be better used and how we can become a more waste aware nation. At a local level, the North East Area Waste Plan has been developed to ensure that North East's waste management becomes sustainable.

## Your Area Waste Plan Summary

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  - Page 5 → Partnership Delivery
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## National Waste Plan for Scotland

For more information on the North East Area Waste Plan please contact the North East Waste Strategy Area Co-ordinator by email: [ne.waste@sepa.org.uk](mailto:ne.waste@sepa.org.uk) or by telephone: 01224 248338

Each Area Waste Plan will 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 European Union legislation 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 us all.

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

waste action line  
0800 369 5270  
SCOTTISH ENVIRONMENT PROTECTION AGENCY



Aberdeenshire Council



Scottish Waste Awareness Group



SCOTTISH EXECUTIVE



SCOTTISH ENVIRONMENT PROTECTION AGENCY

## Be more waste aware

By thinking about how you dispose of your waste and reducing the amount of rubbish sent to landfill you can benefit your surroundings by:

- reducing the impacts of global warming and climate change by cutting back greenhouse gas emissions that are produced by organic waste, or food waste, going to landfill
- conserving natural resources by adopting a culture of recycling and reusing raw materials
- recycling drinks cans, glass bottles and jars – this greatly reduces the amount of energy used in re-manufacturing, uses less fossil fuels such as oil, gas and coal, and, therefore, leads to less air pollution

## The North East's Area Waste Plan

Representatives from local authorities and local enterprise companies have developed the Best Practicable Environmental Option (BPEO) for the North East. It focuses on waste prevention and the reuse of certain wastes, underpinned by high recycling and composting levels. Householders will be offered segregated kerbside collections for dry recyclables, compostables and residual waste. Residual waste will be treated, or further recovered, before incineration or landfill. The BPEO is supported by the Waste Hierarchy of:

Reduce → Reuse → Recycle

### Reduce

Reduce – unless we reduce the amount of waste arising, the problem is just going to get worse and more expensive.

How can the waste be prevented in the first place?

- Avoid buying products that have excessive layers of packaging
- Home compost kitchen and garden waste, where possible
- Buy concentrated products
- Buy the largest size package whenever possible
- Use rechargeable batteries

Waste reduction conserves resources and saves money as well as landfill space.

### Reuse

If you can't prevent the waste in the first instance, how can it be reused? There are many local schemes in your area that reuse or refurbish goods like washing machines, vacuum cleaners, furniture and wood.

- Reuse paper that's only been used on one side
- Give unwanted clothing, toys or other household items to charities
- Buy from charity and second-hand shops
- Reuse disposable carrier bags and use either 'bags for life', or other bags
- Repair shoes and other household items whenever possible
- Buy recycled and recyclable products, and avoid disposable items

### Recycle or Compost?

If you can't reduce waste or reuse an item, can it be recycled? If it is organic material such as grass cuttings, food scrapings, or other vegetable matter, can it be composted? Recycling means using valuable raw materials like glass, paper, and aluminium tins over and over again so we don't always have to make them from scratch. Find out the location of your nearest recycling bank for bottles, cans and newspapers. Participate in your local separate kerbside collections to be introduced by your local council. The North East of Scotland Waste Strategy Area Group will continue to investigate further options for waste reduction, composting and recycling.

The benefits of waste reduction, reuse or recycling include:

- Cutting down the amount of material we use
- Landfilling less of our waste
- Reducing energy consumption from making new materials;
- Creating new jobs from recycling initiatives
- Encouraging people and businesses to take more responsibility for the waste they produce
- Improving competitiveness as businesses use their materials more efficiently

### Disposal to Landfill

Waste not recycled, composted or subjected to energy recovery, will be disposed of to landfill. The goal of the Waste Hierarchy is to bring the amount of material landfilled to a minimum.

### The Waste Hierarchy



## Northeast BPEO Reduce → Reuse → Recycle

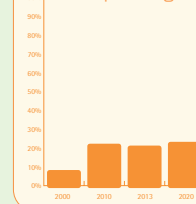
### Recycling



Recycling waste materials provides a real opportunity to put less waste to landfill but needs your participation to help sort out waste materials at source. Recycled materials can replace the use of virgin materials and provides environmental benefits including less air pollution, less energy use, reduced impacts of extracting materials and more efficient use of finite resources. Recycling also provides employment opportunities, encourages producers to take more responsibility for their wastes and improves economic competitiveness.



### Composting



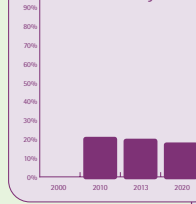
Composting is another significant way to reduce the mountains of waste sent to landfill.

Composting is the controlled decomposition of organic material, such as grass and tree cuttings, plant material, vegetable peelings and waste food, to produce a stable material containing organic matter and plant nutrients. There are often benefits in applying this material to land, including nutrient addition, improved soil structure and improved water retention. There are increasingly sophisticated composting technologies available that will enable large volumes of organic waste to be diverted from landfill. The North East is planning to introduce along side home composting, and community composting (where communities cooperate to compost locally) the latest in composting technologies that will enable the North East to compost more than 180,000 tonnes of organic material each year.



**“The amount of waste produced may grow by 1.5% per year or more. However, the Area Waste Plan will seek to reduce this growth to zero over the next 20 years.”**

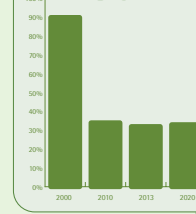
### Other Recovery



Waste reduction, composting and recycling alone, are not sufficient to meet the targets for diverting waste from landfill in the North East. To overcome this, an energy from waste plant is planned for 2010 which will extract the energy and power generated from heat treating the waste, to produce electricity and reduce the volume and toxicity of the waste before final disposal to landfill.



### Landfill



We have traditionally disposed of our waste to landfill, as it has been a simple, low cost solution to the problem. This situation, and the inefficiencies and pollution it produces, cannot continue as we must try and make better use of the raw materials we currently throw away. This means diverting significant volumes of our waste from landfill and attempting to reduce the waste we create in the first place. If we can achieve this change it will mean we have all become more efficient and will help protect the quality of our environment for us all, and for future generations.

