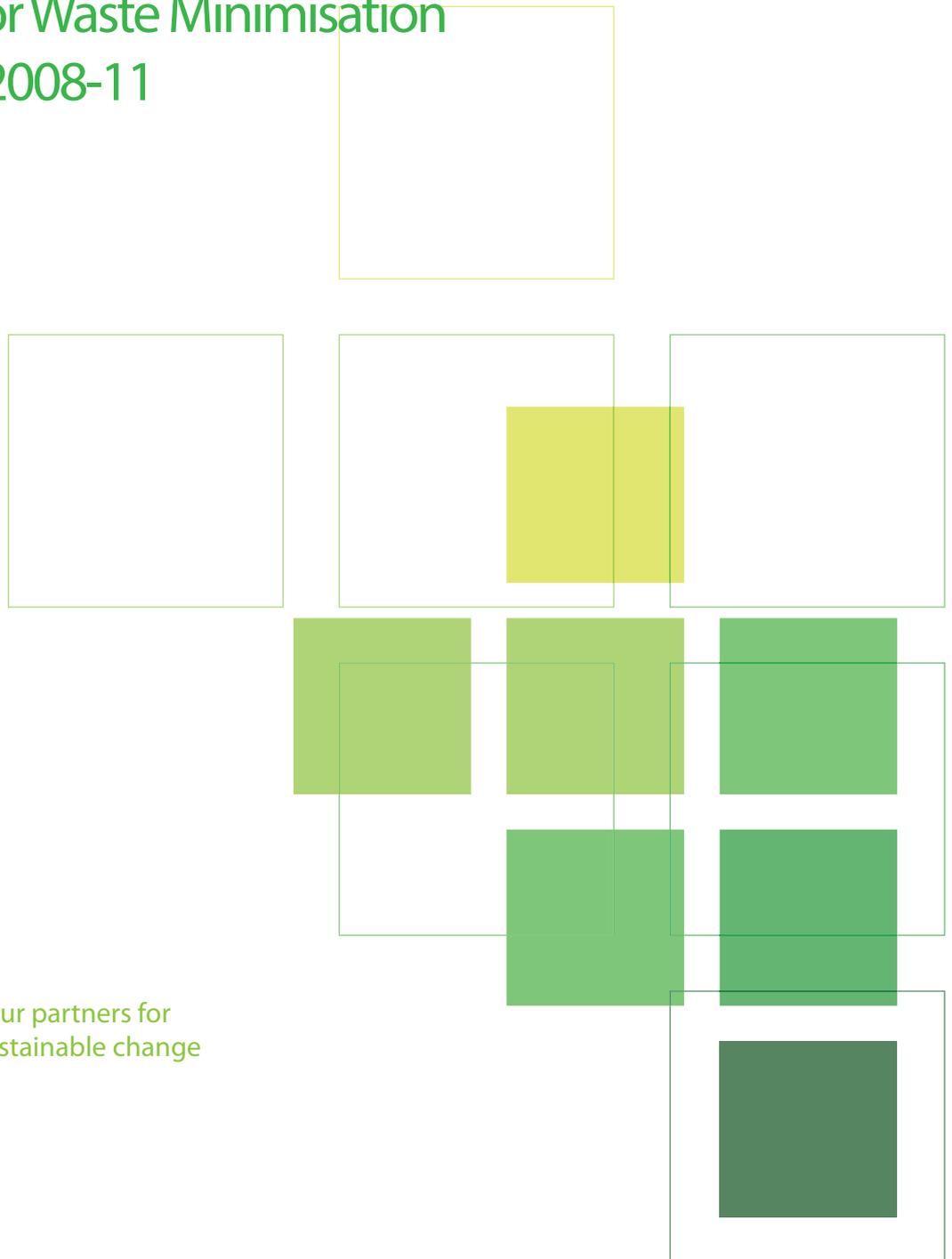


Case Study...

Public Sector Waste Minimisation
Campaign 2008-11





"This sector is a major instrument for change and we need to ensure that all departments in all public sector bodies adopt sustainable waste management practices"

Jane Davidson, Wales Minister for Environment, Sustainability and Housing, 2010

Client...

Welsh Assembly Government

The Challenge...

The ecological footprint of the public sector in Wales is approximately 1.7 million global hectares and corresponds to 11% of Wales' total Ecological Footprint. Since the publication of Wise About Waste – Wales waste strategy in 2002 the public sector has been expected to lead. A range of support has been provided to public sector bodies in Wales since 2003 including initial awareness raising activities to increase recycling and an equipment fund, evolving into the development of the Public Sector Waste Minimisation Campaign (PSWMC).

Ann Stevenson (whilst employed by AEA Technology plc) led the development and delivery of the PSWMC on behalf of the Welsh Assembly Government since 2008.

The work...

Strategy - Ann developed an annual strategy for the PSWMC adapting the activity each year to move the sector through the DEFRA 4E's behaviour change stages – enable, engage, encourage and exemplify. The strategy evolution took account of progress to date, budget changes, Government priorities, new tools and communications techniques and practicalities of overcoming barriers to action.

Programme / project management - Activities included managing the distribution of over £600k of grant funding, development of grant application process and assessment criteria, managing the delivery of 140 resource efficiency projects including specialist one to one support and showcase projects, defining and managing communications and events and the development of tools and resources.

Technical - An essential component of the campaign was determining current practice in the public sector in Wales and the scope for improvement. To determine this baseline, a detailed survey of waste arisings was carried out. The survey allowed organisations to complete the survey independently on line or apply for on the ground support by a waste auditor in completion of the survey. Health, education and local authority sector experts and experts in the field of communications, waste auditing and procurement were used to provide on the ground specialist support and one to one support to individual organisations.

Communications - A full range of communication activities were delivered including e-bulletins, case studies, direct mail, residential training events, ministerial award ceremony, website, articles and features and videos to support awareness raising activities or practical implementation of action in organisations.

The Outcomes and Benefits...

For the environment - activities since 2008 have resulted in 5,400 tonnes of actual and potential waste diversion year on year.

For the bottom line - Through the equipment fund over £600,000 has been invested in waste reduction and recycling infrastructure in public sector facilities since 2008.

For people - Over 80% of organisations in the Wales public sector have actively made improvements to waste management since 2008 enabling users of services to access recycling facilities in public buildings or be reassured that public sector organisations are operating cost effectively.