



North London Waste Authority Waste Prevention Activity 2015/16

Foreword



Cllr Clyde Loakes

North London Waste Authority (NLWA) is made up of seven constituent boroughs; Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. Our 1.9 million residents produce a whopping 845,000 tonnes of waste each year so it's important that we engage with them and show them the benefits of reducing waste. This is also in line with European and local legislation, which increasingly emphasises actions at the 'top' of the waste hierarchy, namely, preventing and reusing waste, instead of simply disposing of it.

We are pleased to announce that 2015/16 has been another hugely successful year for us. We have delivered a range of exciting and innovative waste prevention projects which have diverted an estimated 10,000 tonnes of waste from disposal. This is a tremendous achievement, benefiting residents individually, through the tips and advice received, as well as north London as a whole.

In partnership with the seven boroughs, the 2015/16 waste prevention programme prioritised three waste streams, namely food waste, furniture and textiles. Waste prevention officers engaged over 11,000 north London residents, providing them with food waste reduction tools and advice. We delivered a new North London 'Pumpkin Rescue Festival', which directly diverted 3.37 tonnes of food, engaged 1,600 residents and had an online reach of 1.7 million people. We also ran a food preserving project titled 'The Gift of Waste', teaching techniques such as pickling and fermenting to 92 people in cookery sessions, creating an ethnographic cookery book and welcoming 50 people to a Human Library of food.

Our successful 'Give and Take Days' and 'Jumble Trail' events took place again in each of the north London boroughs, diverting 29 tonnes through reuse.

Likewise, 0.34 tonnes of textiles were diverted from disposal at clothes repair workshops and swishing (clothes-swapping) events, as part of the 'New Year, New Skills, New Wardrobe' project. A second 'North London Waste Prevention Exchange' was held in February 2016 and NLWA continued to promote other waste streams, including Waste Electrical and Electronic Equipment (WEEE), plastic bag waste, unwanted mail, reusable nappies, recycling outreach and waste education.

Some of NLWA's 2015/16 projects gained national and international recognition as they were shortlisted for some national awards. 'The Gift of Waste' project was shortlisted for the 'EWWR (European Week for Waste Reduction) Awards' and for the 'National Recycling Awards'. 'The Pumpkin Rescue Festival' was also shortlisted for the 'National Recycling Awards', within both 'Food Waste Initiative' and 'Waste Prevention Award' categories.

This summary document should give a feel for the variety and impact of NLWA's waste prevention activity. Moreover, it is evident that events and projects are incredibly well received by residents. In part, because they are fun and sociable occasions but also because residents clearly enjoy learning new skills, wasting less and saving money. We hope you find the details on subsequent pages equally interesting and enthusing.

A handwritten signature in black ink, appearing to read 'Clyde Loakes', written in a cursive style.

Cllr Clyde Loakes

Chair, North London Waste Authority

Food waste reduction

Outreach food waste prevention events

Over the course of 2015/16, NLWA officers held **111 outreach events**, engaging **11,078** north London residents, face-to-face, to encourage food waste reduction. Information stands were held at festivals and fairs, in libraries, community centres, offices, universities and leisure centres. Officers promoted five key food waste reduction behaviours:

1. Plan meals to avoid buying food that will go to waste;
2. Write a shopping list;
3. Understand the meaning of 'best before' and 'use by' dates;
4. Measure portions;
5. Store food to keep it at its best for longer.

Free tools were provided to help with food storage and correct measurement of portions, as well as a leaflet describing the five food waste reduction behaviours.

Feedback from stall attendees six months later, found that as a result of their attendance at the event:

- 70% felt they had improved knowledge about food waste;
- 58% said they had thrown away less food;
- 58% said that they were now saving money on food purchasing;
- 68% said that they had passed on (or were planning to pass on) the advice to others;

Work with the community

Intensive food waste reduction sessions were delivered to **18** local community groups, engaging **399** people. The sessions consisted of either a presentation for larger groups with time for questions and answers, or a workshop for smaller groups with interactive activities including quizzes and crosswords. Feedback from attendees at these sessions found that 69% felt that they would be able to reduce their food waste as a result of their attendance.

Green Office Week

As part of national Green Office week which took place between 11 and 15 May, food waste events were delivered in Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest with an event in Barnet delivered during July. The events were delivered in Council buildings to engage with Council staff and promote the 'waste free lunch' message. Officers engaged with a total of **743** members of staff, with **97%** (721 people) stating that the tools and advice they received will help them to reduce their food waste.

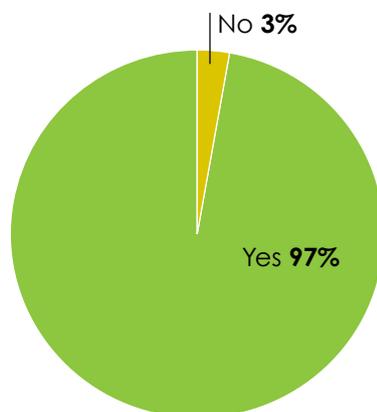


Figure 1. Food waste stall attendees are asked 'Will tools and advice received help you to reduce food waste?'



A food waste reduction presentation in north London.

Resident quotes

"Happy with all the information and tools, they have made me more conscious of how much I cook so that I have minimal waste. Any leftovers will now go into the tupperware for lunch the next day."

"The spaghetti measurer and rice scoop were especially useful; we use them all the time and keep telling everyone about them."



A north London resident receives free tools and tips to help reduce food waste.



Cascade training

Training has been delivered to other organisations, enabling them to deliver food waste reduction messages alongside their regular activity. Seven teams, most of which run healthy eating workshops, received the food waste reduction training. These teams have gone on to include food waste reduction messages in their sessions, engaging **159** residents.



Waste prevention displays

To further engage with the local community and promote the food waste reduction message, waste prevention displays were set up in libraries, food banks, community centres and empty shop windows. This led to **950 leaflets and portioning tools** being taken by visitors.



Waste Less, Lunch Free events

Repeating the last two years' success, one 'Waste Less, Lunch Free' event was held in each of the seven boroughs over the summer. Each event aimed to distribute 1,000 portions of free food to members of the public on a budget of £700, the value of food that an average family throws away in a year. The ingredients were sourced from donations from local suppliers, where food was coming to the end of its useful life and therefore otherwise would have been wasted.



First and second: Waste Less, Lunch Free events. Third and fourth: Pumpkin Rescue Festival.

By offering a free lunch, staff were able to engage with residents, providing food waste reduction tools and tips to **2,806** attendees and giving

away **6,345** portions of food. Unlike previous years, **1,363** residents were also engaged in conversations about food waste recycling, as well as reduction.

Feedback from the events was overwhelmingly positive:

68% said they would be able to reduce the amount of food they throw away as a result of their attendance;

67.8% stated that they will be able to save money as a result of the advice and tools given;

70.30% said they will be able to start recycling food waste or recycling more as a result of the advice received; and

94.1% stated that they will pass on the information they learnt about food waste to others.

North London Pumpkin Rescue Festival

NLWA worked with environmental charity, **Hubbub**, to deliver a north London Pumpkin Rescue Festival. The project took place towards the end of October and focused on the Halloween connection with pumpkins, promoting pumpkin waste reduction and emphasising that the flesh from carved pumpkins can still be enjoyed as food and the pumpkin lanterns can also be composted. Activities included:

Pumpkin Party: On Saturday 31 October, pumpkin soup (made from gleaned pumpkins) and food waste reduction advice was offered to members of the public at Islington's Angel Centre. The event was attended by **1,250** people and directly diverted **2.6 tonnes** of pumpkins from disposal. There were also lots of fun

attractions at the event, such as a pumpkin-themed seaside photo board, a food feely-box game for children and free pumpkin recipe card.

Pumpkin cookery classes were held in each of the north London boroughs. They were attended by **116** residents who learnt how to make various dishes using pumpkins.

Eight **pumpkin composting sessions** at city farms or allotments drew **59** attendees.

Pumpkin supper clubs, run by local organisations or existing supper clubs were attended by **195** residents. They offered meals made from gleaned pumpkins, among other activities.

The direct tonnage diversion for all events is estimated at **3.37 tonnes**. The project also gained a great deal of media coverage, resulting in circulation to a potential **1.7 million people**. Outlets included ITV news, London Evening Standard, Time

Out, BBC Radio London and Sky News radio. Social media activity also resulted in a reach of 2.8 million accounts and a film of the event was produced which is featured on the **Wise Up to Waste website** as well as on the **Hubbub website**.

Residents who participated in the events provided feedback:

- 100% of Pumpkin Party attendees said they plan to or already do take more care when buying food (planning meals or writing a list);
- 93% of Pumpkin Party attendees said they plan to or already do make better use of the freezer for food approaching its use by date, or leftovers; and
- 83% of cookery session attendees felt they would save money as a result of their involvement.

Advertisements promoting NLWA's food waste competition.



Advertising

During 2015/16, NLWA ran two food waste advertising campaigns. For two weeks during December, the food waste reduction animation, 'If you waste less food, you save more money', was shown in cinemas in all north London boroughs. Over this period, the advertisement was seen by 111,675 cinema goers.

In addition, during December and January, an online competition was launched and promoted by outdoor billboard advertising. Participants were required to answer different food waste-related questions in each borough. The first five residents who sent in the correct answer via Twitter each day won a copy of the North London Food Lovers' Cookbook. Billboard advertising sites were all within 200 metres from a supermarket. This campaign appeared on 13,500 Twitter accounts and 3,635 visitors were drawn to the Wise Up To Waste website during this time, 78.5% of whom were new. As a result of the competition 22 people won cookbooks.



Chefs preparing soup at the Pumpkin Rescue Festival.

European Week for Waste Reduction



An attendee at a Gift of Waste cookery session learning food preservation techniques.



An attendee at the Human Library speaks with a 'living book'.



Vegetable pickling at a Gift of Waste cookery session.

From Saturday 21 to Sunday 29 November, NLWA participated in the European Week for Waste Reduction (EWWR), a LIFE+ funded initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. A total of **2,198** people actively participated in over **50** EWWR activities in north London.

The Gift of Waste

To mark EWWR, NLWA ran a food waste project with three main elements; food preservation cookery sessions; an ethnographic cookery book sharing residents' food waste practices and a 'human library' of food:

1. **Cookery sessions** were held in each of the north London boroughs which taught food preservation techniques to **92** residents. Techniques included pickling, fermenting, making chutneys, jams, jellies and preserves. The idea behind

the sessions was to provide residents with techniques that make food last longer and avoid waste. However, preserved foods also make excellent gifts and the sessions were timed carefully to offer residents low-cost and low-waste Christmas gifts.

2. **North London food waste reduction practices:** The Gift of Waste cookery book was launched during EWWR. The cookbook celebrates the diversity and culinary heritage of north London by providing an ethnographic perspective of 10 north Londoners' food waste reduction practices. It features recipes from each participant which help make the most of food or leftovers. For instance, preserving methods such as courgette pickle, transforming juicer pulp into lentil burgers, or using unusual parts of animals, like the stewed chicken organs recipe.

3. **'Human Library' of food:** The **Empathy Museum** held a Human Library of 16 'Living Books' to explore our relationship with food, its abundance and its wastage. The sessions were held at SOAS (School of Oriental and African Studies) Food Studies Centre and brought together the widest possible mix of people involved in the food industry to talk informally about their experiences and approach multifaceted issues from many points of view. **50** people attended the sessions, speaking with chefs, industry experts and food waste activists.

- During EWWR the cookery book was downloaded 631 times and can be viewed on the [Wise Up To Waste](#) website;
- **97%** of cookery session attendees said that they were more likely to experiment with the different preserving methods and ways of making the most of seasonal food; and
- **100%** of Human Library participants rated the sessions 'excellent' or 'very good'.

Information stalls

Information stalls promoting food waste reduction, food and dry waste recycling and Waste Electrical and Electronic Equipment (WEEE) reuse and recycling were delivered in offices in each of the north London boroughs. Officers held **520** conversations with members of staff about food waste prevention, **376** about recycling and **448** about WEEE reuse and recycling.

Christmas tree art installations

Seven Christmas tree art installations focusing on food waste were installed in public areas in each of the north London boroughs. The pieces displayed were created as part of the 2014/15 work programme by pupils from local primary schools, each piece representing one of the most common types of food that get wasted. They remained in situ over the Christmas period.

Give and Take Days

Four Give and Take days were delivered during EWWR, inviting residents to bring unwanted household items and/or take away something they needed for free. A total of **217** people attended the events and **5.6 tonnes** of waste was diverted from disposal.

Bag to the Future- Plastic bag exhibition

Using plastic bags collected during NLWA's 'Bag it up + reuse' project, an art installation was created, highlighting the amount of plastic bags wasted in north London and raising awareness of the plastic bag levy, which came into force in October 2015.

A total of 600 people visited the exhibition at Somerset House, during its installation during EWWR. Attendees were also asked to cast a vote as they left the installation, regarding their intentions for bag reuse in the future; 82% stated that they would now use a reusable bag, with the remaining 18% saying they would not.

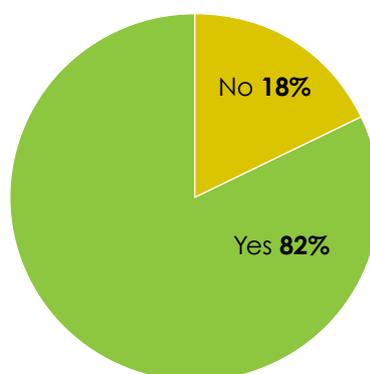


Figure 2. Bag to the Future attendees answer the question 'Will you use a reusable bag in future?'



A couple in Islington with the sofa they picked up for free at a Give and Take Day.



Portion measurers, leaflets and recipe cards are laid out at a food waste information stall.



Attendees at the Bag to the Future installation are asked to cast their votes.

Reuse



Linda Barker holds up a lamp she upcycled from an old bird cage.



The winner of an upcycling competition stands by her winning chair.



Items for sale in the reuse shop, Second Time Around.

NLWA's Operations team manages a number of practical reuse projects which make an important contribution to the delivery of the waste prevention plan:

Second Time Around at the King Road Reuse and Recycling Centre (RRC)

North London's new reuse shop 'Second Time Around' at the Kings Road RRC, was officially opened on Saturday 14 November by interior designer Linda Barker and Councillor Clyde Loakes, chair of NLWA. The shop is located within the Kings Road RRC in Chingford and sells affordably priced items that have been donated by local residents or rescued from reuse and recycling centres across north London. Since opening, takings at the shop have averaged £627 each week and the total weight of items reused each week has averaged 985kg.

WEEE reuse trial

Using WEEE Local Project Fund (funding from retailers participating in the Distributor Takeback Scheme), NLWA ran a project to increase the reuse of large waste electrical and electronic equipment (WEEE) at five RRCs and to increase the repair capacity at ReStore Community Projects which collects electrical equipment from north London households. Unfortunately, levels of

WEEE reuse were lower than anticipated, with only **63 items** from the RRCs passing the physical inspection and testing requirements to enable them to be reused, and **66** from kerbside collections.

To investigate the reasons for the poor reusability potential of the items, NLWA commissioned a small piece of research with both kerbside collection and RRC site users. The results found that 50% of RRC respondents were now using retailers' take-back schemes rather than any other means of disposal. It also found that the majority of appliances were old and predominately broken or in need of repair. Consequently, although the RRC element of the trial has been discontinued, reuse of kerbside collected material has continued, achieving a 4-5 % level of reuse.

Hackney WEEE Funding

Hackney successfully applied for additional funding for a WEEE project in the borough via the Department for Business (BIS). As Hackney does not have a RRC, the project will involve running a number of events in the borough where people can bring their WEEE for reuse or recycling. This will include a launch event called 'WEEE week' in April / May 2016 and then pop-up events in August 2016.

Community Exchange Events

Jumble Trail

During the summer, NLWA commissioned **Jumble Trail** to deliver exchange events in Barnet, Camden, Enfield, Haringey, Islington and Waltham Forest. The events encouraged a group of residents living in a neighbourhood to hold a 'yard sale' at the front of their property. Members of the public were then invited to attend the trail, following an online map which pinpointed all stall-holder locations. In total, **213 stalls** were held at the events, drawing **1,862 attendees**. The **7,973** items sold at the events are estimated to represent **13.3 tonnes** of items reused as a result. Feedback also found that 99% of attendees rated the event they attended as good or excellent.



Cakes on sale at Waltham Forest's Jumble Trail.



A Jumble Trail stall raising money for charity in Waltham Forest.

Give and Take Days

During 2015/16, NLWA delivered **14 Give and Take Days** across north London (two events per borough). Give and Take Days are free community exchange events where residents are invited to bring unwanted household items and take away something they need for free. The events attracted **857 attendees** who brought **21 tonnes** of items and took away **15.7 tonnes** for reuse. Give and Take Days also included the following free services:

- A collection of bulky items prior to the event;
- A delivery of bulky items from the event after its completion;
- Repair workshops for electrical items; and



Electrical items are safety-tested at a Give and Take Day.



Children's toys donated to a Give and Take Day.

- Awareness raising and information stalls including NLWA's food waste prevention campaign, WEEE recycling, NLWA's recycling campaign and Camden, Haringey Veolia and Waltham Forest recycling teams.

Feedback collected from the event attendees found that 80% thought that their knowledge of waste prevention and reuse had improved as a result of attending an event. Additionally, 91% said they would attend a Give and Take day in the future.



Items offered for free at a Give and Take Day.

Textile reuse

Waste Less, Save More Clothes Guide

During 2015/16, NLWA produced a new clothes guide for north London residents, broadening the remit of the previous Swishing (clothes swapping) Party Pack. The guide is structured according to the waste hierarchy, first prompting readers to find ways to make the most of what they already have by checking and organising their wardrobes. It then includes advice about stain removal, repair and alteration, swishing, clothes hire, top tips when buying clothes (in particular, buy second-hand) and how to make use of unwanted textiles by reusing or recycling. To accompany the guide, four repair cards were also produced which provide step-by-step instructions for four of the most

common and straightforward clothes repairs. The clothes guide and repair cards are available to download at www.wiseuptowaste.org.uk/reuse/clothes-and-shoes.

Textiles advertising campaign

From 22 February to 7 March 2016, NLWA ran a two week textiles advertising campaign. Advertisements were designed to highlight the fact that the average household has £1,200 worth of clothes that have been forgotten about. Residents were then encouraged to download NLWA's Waste Less, Save More Clothes Guide from the Wise Up to Waste website. Advertisements were displayed on 140 buses, as well as on Facebook and Twitter.

Outcomes of the campaign were very positive. The **Clothes and Shoes webpage** on the Wise Up To Waste webpage was the most viewed page during the period, achieving a total of 789 unique views. In addition, the Twitter advertising saw 98 clicks onto the Clothes and Shoes webpage and the Facebook advertising resulted in 584 clicks.

New Year, New Skills, New Wardrobe

In 2016, NLWA delivered sewing workshops and clothing swishing events across north London. The project, named 'New Year, New Skills, New Wardrobe', promoted textiles reuse, repair and upcycling at a time when people are often trying to save money, or may have unwanted items after Christmas.



North London residents pick up some clothes for free at a New Year, New Skills, New Wardrobe swishing event.

Overall, the events directly diverted **0.34 tonnes** from disposal. It is also estimated that due to ongoing behaviour change and further implementation of newly learnt skills, an additional **13.9 tonnes** of textiles would be indirectly diverted as a result of the project. This calculation was predominantly calculated using participant feedback whereby **80%** of workshop attendees and **70%** of swishing attendees felt that they would now be able to reduce clothes waste as a result of attending the events.

A media campaign accompanied the project, promoting its message further. The events were covered in 26 London media outlets, including Time Out London, Islington Gazette, Waltham Forest News and Enfield Magazine. In total, this coverage amounted to a potential reach of more than **300,000** people. Social media promotion (Facebook, Twitter and Instagram) also resulted in a reach, i.e. opportunities for people to see the promotion, to over **600,000**, appearing on **2,245,683** individual timelines.

Feedback gained from participants at the events was as follows:

- **91%** of swishing attendees stated that they were now more likely to buy second-hand clothes as a result of their attendance;
- **95%** of sewing workshop attendees said that they were now more likely to experiment with clothes repair and repurposing; and
- Attendees at both swishing events and sewing workshops felt that they would be able to save money as a result of their attendance, **91%** and **78%**, respectively.

London Textiles Forum

NLWA continues to be a member of the London Textiles Forum. The aim of the Forum is to share good practice and subsequently increase the diversion of both clothing and non-clothing textiles waste from landfill and other final forms of disposal in London and assist in delivering the London Mayor's Municipal Waste Management and Business Strategies.



Attendees at a New Year, New Skills, New Wardrobe sewing workshop show off the bobble hats they made from old woolly jumpers.



NLWA's Waste Less, Save More Clothes guide and repair cards, teaching residents how to carry out simple clothes repair.

North London Waste Prevention Exchange

On Tuesday 16 February NLWA held its second North London Waste Prevention Exchange at Inmarsat Conference Centre in Islington. The event gave participants the opportunity to consider the effectiveness of public awareness campaigns, how awareness can be translated into action and the psychology behind attitudes and behaviour.

A total of 123 delegates attended the North London Waste Prevention Exchange to watch presentations and participate in workshops from the following organisations:

- Anthesis (UK) Ltd
- University of Westminster
- Zero Waste Scotland
- Waste and Resources Action Programme (WRAP)
- AICA and ERICA (Italy)
- HUBBUB
- University of Malta
- Ricardo AEA

Feedback from the event was positive with 96% of the respondents rating the seminar as good/excellent and 41% of delegates rating the presentations as excellent (with the remaining 59% rating them as good or very good). All presentations and a summary document will all be available to download from the North London Waste Prevention Exchange webpage, www.wiseuptowaste.org.uk/waste-less/north-london-waste-prevention-exchange.



Professor Paul J. Pace presents to attendees at the North London Waste Prevention Exchange.



Speakers at the North London Waste Prevention Exchange.



Attendees network in the break.



Lunch is served, with recipes taken from the North London Food Lovers' Cookbook.

Recycling outreach

During 2015/16, Waste Prevention officers delivered recycling outreach activity and promoted the food and dry waste recycling message alongside waste prevention messages.

Officers ran visually engaging and interactive stalls in three rounds of events; firstly, at summer festivals, then at Waste Less, Lunch Free events later in the summer and then finally, at north London offices, during European Week for Waste Reduction. They offered leaflets and giveaways (paperclips and pencils made from recycled CD cases) to attract residents to engage.

Results from the three rounds of the NLWA Recycling Outreach are shown in the table right.

Overall, officers held detailed conversations with **3,699** north London residents at **28 events**. Furthermore, feedback was provided by 418 stall attendees, **84%** of whom said they had improved their knowledge of recycling and **78%** of whom stated that they will be able to start recycling food waste or recycle more as a result of the information they received.



A north London resident receives information and advice about her local recycling services.

Recycling outreach	Promotion	Number of events	Conversations
Round 1 – Summer Events	Dry recycling	14	1,960
Round 2 – Waste Less, Lunch Free Events	Food waste recycling	7	1,363
Round 3 – EWWR Events	Dry and food waste recycling	7	376
Total		28	3,699

Table 1. Three rounds of recycling outreach across north London.

Work with local businesses

Bag it Up and Reuse project

Following on from the previous year's success with this project, NLWA ran the 'Bag it Up and Reuse' project again in north London. In the light of the government's plastic bag levy, which came into force on 5 October 2015, the project sought to engage customers of smaller shops, for whom the levy does not apply.

Officers recruited 21 small retailers across north London, providing them with 250 reusable bags to swap with their customers in exchange for a used plastic bag.

A total of **10,000** plastic bags were swapped for reusable bags throughout the project. Feedback from participating

retailers was also positive:

- 95% rated the project excellent or good;
- 94% of retailers said their customers responded positively to the project;
- 83% agreed that customers returned to their shop with their reusable bag; and
- 72% agreed that they made financial savings as a result of giving out fewer plastic bags.

Waste Less, Save More Guide for Businesses

An updated version of NLWA's business guide was produced in October, primarily in order to reflect the changes in the 123 Recycle for Free service, for which businesses must now pay an administration charge, but also to incorporate a

section about hazardous waste. The business guide provides north London businesses with information on the benefits of managing waste efficiently as well as providing ideas and information to help them reduce waste. The guide is available to download from the [Wise Up To Waste website](#).



An Islington business owner shows off the Bag it Up and Reuse bag.

Intensive Education Programme

An intensive education programme was delivered in 14 north London primary schools from September 2015 to February 2016. Specialised educators led a number of hands-on sessions in each school covering all aspects of the waste hierarchy (reduction, reuse, recycling, incineration, disposal), with a focus on the following waste streams: food waste, textiles, Waste Electrical and Electronic Equipment (WEEE), paper, plastic, metal and glass.

In addition to the school sessions, each school was provided with a scrap book to record their learning. The scrap books were then entered into a competition to judge the most imaginative or effective work. The scrap books also included a school action plan for improvement, should they win one of the prizes. A final celebration event was then held to allow schools to share their learning and find out the winners of the scrapbook competition.

The end celebration event for the project took place on 24 February at **The Science**

Museum, in South Kensington. Pupils shared poems, songs and examples of their work and learning. The winner of the scrapbook competition was also announced:

Joint third place went to St Luke's CE Primary School, Camden and Daubeney Primary School, Hackney – who were awarded £100 each

The second place prize of £200 was won by St Patrick's Catholic Primary School, Waltham Forest

Whilst first place went to Highfield Primary School, Enfield who were awarded **£500**

The intensive education programme was evaluated using waste audits and questionnaires to pupils, teachers and parents. Key findings were as follows:

- 4,017 pupils engaged;
- 322 staff engaged in INSETs (IN Service Training days) and whole school assemblies;



Pupils attend the Intensive Education Programme's end celebration event.



Pupils look through competition scrap books at the Intensive Education Programme's end celebration event.



A pupils shows her school's scrapbook at the Intensive Education Programme's end celebration event.

- 33% more pupils showed commitment to recycling at home by the end of the project;
- 41% more pupils were able to correctly identify the waste hierarchy by the end of the project;
- 15% more pupils noted a decrease of waste in their waste at home by the end of the project; and
- A 35% decrease of recyclable materials found in residual waste bins found where waste audits were successfully completed.



Pupils from winning schools show off their certificates.

Unwanted mail reduction



Unwanted mail advertising (top) and leaflet (bottom).

An updated version of NLWA's 'Say No to Unwanted Mail' information pack was created to include information and advice on how residents can reduce the amount of unwanted mail and make more use of paperless services in order to reduce waste paper. This information was listed as 'six easy steps' to reduce 'junk mail'.

The campaign was advertised on online publications and Facebook and Twitter over a two week period at the end of September. Facebook and Twitter advertisements achieved engagement of **302 and 203 website clicks**, respectively, to the Unwanted Mail webpage on Wise Up To Waste.

Online publications had a total reach measured as monthly/weekly readership as listed below:

- Barnet: 486,791 (monthly)
- Camden: 250,000 (monthly)

- Enfield: 514,165 (monthly)
- Hackney: 19,880 (weekly unique visitors)
- Haringey: 100,013 (monthly)
- Islington: 31,270 (weekly unique visitors)
- Waltham Forest: 1,328,823 (monthly)

In 2015/16 a total of **256** 'Say No to unwanted mail' packs were requested directly by residents as well as **51 packs** downloaded directly from the Wise Up to Waste website. Mailing Preference Service (MPS) registrations over 2015/16 were also **8% higher** (700 in total) than the previous year, reaching **9,126**. This equates to **100 tonnes** of unwanted mail waste diverted directly as result of MPS registrations. This is based on research theory that households that opt-out of receiving unwanted mail by signing up to the MPS can reduce the amount of junk mail they receive by 11kg/year.

Real nappies



Real nappies purchased through NLWA's subsidy scheme.

NLWA pays a subsidy of **£54.15 per baby** to parents in north London who use reusable (real) nappies rather than disposable ones. The level of subsidy reflects the saving to NLWA of not having to dispose of the babies' disposable nappies.

There are two schemes offered to the boroughs, a voucher scheme where parents receive a voucher that can be redeemed against the cost of a reusable nappy and a cash back scheme where parents can claim back the subsidy after they have purchased the nappies.

Over 2015/16, **891 vouchers and cash back claims** were issued and an estimated **363 tonnes** of nappy waste will be avoided as a result. North London parents are consistently receptive to the idea of using real nappies. Since 2007 when the scheme first came into effect, 7,373 vouchers and cash back claims have been redeemed and more than 3,000 tonnes of nappy waste has been avoided.

During the Real Nappy Week (20-26 April 2015) NLWA ran an advertising campaign to raise awareness of real nappies, through online borough newspaper advertising; advertising on 'Netmums' and 'Islington Mums' websites and social media updates. The campaign saw **607 page views** of the Real Nappies webpage (making it the most popular page during the period) and coverage in The Times series, Haringey Independent and Enfield Independent. A total of **24 vouchers** and cash back claims were issued between 20 April and 26 April 2015, the Real Nappy week promotions.

In addition, during **European Week for Waste Reduction** (21-29 November 2015), NLWA offered an increased subsidy of £70 and advertised the increase on bus stop panels located within a 200 metre radius of the boroughs' hospital maternity wards and via Facebook. This promotion resulted in **539 unique page views** of the Wise Up to

Waste website and **421 website clicks** as a result of Facebook advertising. There were also a total of 88 claims in comparison with 24 claims for the same period in 2014/15.



Real nappy advertising.



A north London baby [Beatrice, pictured, with her mother Amanda] wears real nappies bought through the subsidy scheme.

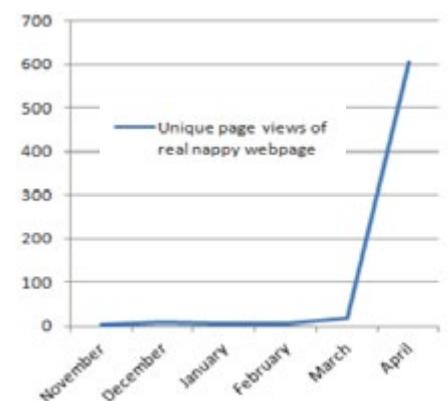


Figure 3. Page views to the Real Nappies webpage peak during Real Nappy Week.

Waste Electrical and Electronic Equipment (WEEE)

From January to December 2015, DHL Envirosolutions, NLWA's selected producer compliance scheme, collected **3,135 tonnes** of WEEE material through the WEEE free door-to-door collection scheme for householders in north London, on-street bring banks and RRCs collections with **230 tonnes** collected directly from residents' homes.

To further promote the WEEE reuse and recycling service available in north London, DHL Envirosolutions arranged the following activity:

- Tube advertising at 48 tube stations and 14 high footfall bus stops for two weeks;
- Direct engagement with **1,244** residents at seven large outdoor events; and

- Direct engagement with **468** people at north London offices during European Week for Waste Reduction.

At the end of October there was also a leaflet drop of **4,000** WEEE leaflets per borough, informing residents of the different ways they can reuse and recycle their old electricals.



A WEEE information stall in north London.



North London residents are offered WEEE recycling information and advice.

Working in partnership

NLWA supports waste prevention practices by working with the seven north London boroughs and by supporting and engaging in active dialogue with a number of other national and regional organisations, including the Greater London Authority, the Chartered Institution of Wastes Management and the Waste and Resources Action Programme.

Partners and organisations that supported the waste prevention activity, by either helping develop elements of the programme or by sharing information and providing valuable feedback, include the following:

- Local authorities (including other waste management departments,

communications departments, social services teams and health services);

- National and regional bodies (including Resource London, Waste and Resources Action Programme, London Waste and Recycling Board);
- European bodies (including the Association of Cities and Regions for Sustainable Resource Management);
- Voluntary and community sector (including the London Community Resource Network, Real Nappies for London, Furniture Reuse Network); and
- Local residents and businesses (including local press, manufacturers and retailers, waste management companies and contractors).

NLWA is also a member of a number of organisations as follows:

- Association of Cities and Regions for Recycling and sustainable Resource Management (ACR+)
- Local Authority Recycling Advisory Committee (LARAC)
- London Environmental Education Forum (LEEF)
- Sustainable Environmental Education Forum (SEED)
- London Textiles Forum

Additionally, individual officers are members or attend the meetings of a number of other officer based groups.

Press releases, website and social media

Ten waste prevention press releases were issued in 2015/16. NLWA also received ten pieces of press coverage for projects.

The total unique page views to the waste prevention pages on the **Wise Up To Waste website** for 2015/16 was 24,547, a great deal higher than last year's total of 17,352. A month by month break down is shown in the chart to the right:

NLWA has a consumer-facing Twitter account from which **484 waste prevention tweets** were issued in 2015/16. The Wise Up To Waste Twitter profile gained **510 new followers** throughout the year, over 100 more than the previous year and taking the number of followers up to 1,188. The account also gained a total of 332,329 tweet impressions. A tweet impression refers to the number of Twitter streams where Wise Up To Waste tweets have displayed.

Unique page views of waste prevention pages on wiseuptowaste.org.uk by month

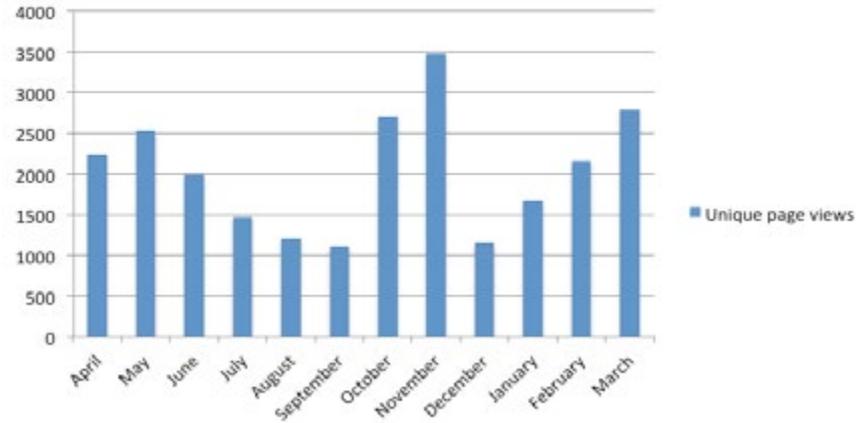


Figure 4. Unique page views of waste prevention pages on wiseuptowaste.org.uk by month.



Wise Up To Waste Twitter posts.

Looking forward

In line with our Waste Prevention Plan 2016/18, priorities for 2016/17 remain food waste, furniture and textiles. We intend to build on last year's achievements, repeating projects which proved successful and looking out for innovative new ideas or synergies with other organisations in the field. Here's a preview of what you can expect from us in 2015/16:

- Continue to implement our **Waste Less Food, Save More Money food waste campaign**, delivering food waste information stalls, workshops and presentations in the local community.
- Run a summer **food waste themed days** project, providing food waste demonstrations and cookery sessions to give residents the practical skills to help them reduce their food waste.
- Hold another **Pumpkin Rescue Festival** with environmental charity Hubbub to encourage more residents to try cooking with pumpkin, not just carving it.
- Run further **Waste Less, Lunch Free** events, offering free lunches along with food waste reduction advice to residents.
- Deliver more **Give and Take Days** and **neighbourhood second hand sales** across the north London area, allowing residents to clear out their unwanted household items or pick up something they like for no or little cost.
- Delivery of textiles repair and **swishing events**.
- Implementation of a **waste education programme**, engaging pupils in 14 north London primary schools through hands-on learning about the waste hierarchy, encouraging them to be ambassadors of change both in school and at home.

