

4. Waste Prevention

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- 4.1** The best waste management option for north London residents is to avoid the production of waste in the first place and thereby reduce the environmental impact and cost of collecting and treating it. Since 2006, NLWA has delivered a progressively more ambitious waste prevention programme in partnership with the seven constituent boroughs to encourage a reduction in collected waste.

Online Engagement

- 4.2** From May 2020 to March 2021, 21 webinars and 16 live Q&A sessions were delivered on the theme of waste prevention in the home. Webinars were delivered via Microsoft Teams live and provided attendees with the opportunity to ask questions via a live chat function. The five themes focused on for these events were recycling, food waste, contamination of recycling, plastics, and textiles. Six of the webinars were delivered for or in partnership with external organisations including constituent boroughs.
- 4.3** The Facebook and Instagram Live Q&A sessions also provided live interaction opportunities for attendees to ask questions. The sessions primarily focused on dry mixed recycling whilst one was also delivered on textiles. Some sessions discussed recyclables from specific areas within the household such as the kitchen, bedroom and bathroom, and others covered themes such as Recycle Week and European Week for Waste Reduction.

Total data	No. of events	No. of attendees	No. of questions/ comments during event
Webinars			
Food waste	8	136	90
Total data	No. of events	No. of attendees	No. of questions/ comments during event
Recycling	7	158	97
Plastics	4	163	61
Contamination	1	47	79
Textiles	1	27	12
Totals:	21	531	339
Q&As			
Recycling	15	102	143
Textiles	1	6	5
Totals:	16	108	52,821

Table 1: A summary of the number of events, comprised by online webinars, Facebook Live and Instagram Live events, number of attendees, questions and comments 2020–21

Clothing reuse

- 4.4** NLWA trialled a new approach to textile waste prevention through an online programme of activity called Stop & Swap. Five Instagram Lives and five online clothes swap events were delivered from November to December 2020. There were 35 items of online media coverage for the project, providing 43 million opportunities for people to see/hear about Stop & Swap.
- 4.5** Aimed at 16 – 35-year-olds, the programme comprised a series of online clothes swapping events and virtual talks relevant to the topic of sustainable fashion. ReLondon were contracted to deliver the Stop & Swap project through their textile waste prevention campaign known as Love Not Landfill. The clothes swap events were facilitated on the swapping app Nu Wardrobe. Through participation in the project, north London residents received two months unlimited free membership to the app and exclusive access to the Stop & Swap events.
- 4.6** The Stop & Swap programme was successfully delivered but the number of participants it attracted was below target. A short piece of research was undertaken to learn lessons from the approach and to inform further textile waste prevention activities. Following the impact of increased COVID-19 lockdown restrictions, four of nine planned Stop & Swap events were cancelled. This was done to enable everyone to comply with Government guidance and avoid non-essential visits to post items.

Reusable Nappy Subsidy

- 4.7** NLWA continues to pay a subsidy of £54.15 per baby to parents/carers in north London who use reusable nappies rather than disposable ones. The level of subsidy reflects the saving to NLWA of not having to dispose of the nappies in the waste stream. There are two schemes offered to the boroughs: a voucher scheme where parents/carers receive a voucher, which can be redeemed against the cost of reusable nappies; and a cash-back scheme where parents/carers can claim back the subsidy after they have purchased the nappies. The voucher scheme, administered by Real Nappies for London (RNfL) includes as members: Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. Barnet is a member of the cash-back scheme.
- 4.8** The reusable scheme was successful again in 2020-21 with a total uptake of 1,455 vouchers, and of those, 871 have been redeemed. There is an assumption that after a person has redeemed a voucher their baby will continue to use reusable nappies for at least two years, and therefore, the reduction in disposable nappy waste is experienced for more than one year. For the period of 2020-21, it is estimated that 1000 tonnes of waste was avoided by a total of 3483 children.

IMPACT

An estimated 1000 tonnes of nappy waste avoided as a result of the reusable nappy scheme

North London Waste Prevention Exchange

- 4.9** The Authority held its seventh Waste Prevention Exchange conference on 4 March 2021. Delivered virtually for the first time, the event attracted 215 delegates. Environment Media Group was commissioned to deliver and assist with promoting the event. The theme for the conference was Extended Producer Responsibility (EPR) and it brought together representatives from local authorities, business, government, and academia. Eleven sector specialists, including four international speakers, presented on the day. The programme looked at the EPR system from local authority and business perspectives, considered examples of EPR systems from Europe, explored the second phase of consultation on the EPR for packaging, and considered the opportunities for extending the EPR scheme to other materials.

Waste Prevention Community Fund

- 4.10** For the fourth year, the Authority established and distributed funding through the annual Waste Prevention Community Fund. The Fund provides local community organisations with financial support to develop new approaches and initiatives for tackling waste prevention and to extend the reach and impact of waste prevention activity in north London. Six projects were funded in 2020-21:

- 4.10.1** Hackney City Farm – Get Loose Get Out! Hackney: NLWA's grant helped the farm's zero waste store comply with COVID-19 restrictions, trial a zero waste deposit and collection point scheme, and instal a display screen for waste reduction information and events.
- 4.10.2** Feast With Us – Zero Waste Feast Camden, Islington, Haringey: Creation of a zero waste system to address the food and plastic waste generated through operations that had to be adapted due to COVID-19 restrictions, including trialling of hubs for reusing single-use plastic food containers.
- 4.10.3** Food Hall – Community Cooks Haringey, Hackney, Islington: Provision of food waste prevention training, mentoring and qualifications for community cooks delivering community meals using surplus food.
- 4.10.4** Groundwork - REVIVE: Repair & Resale environmental initiative revitalising communities Barnet: Support for LOOP furniture reuse, a repair and upcycling hub on the Grahame Park Estate including provision of workshops and informal sessions for participants on upcycled crafts and food waste prevention.
- 4.10.5** Myddleton Road Market - Bowes and Bounds Waste Reduction Toys, Textiles, Gifts, Furniture in Haringey, Enfield: Community-led waste awareness activities in the Bowes Park and Bounds Green area, including delivery of food and clothing waste prevention activities and resources.
- 4.10.6** Forest Recycling Project: project deferred to 2021-22 due to impacts on the project plan arising from COVID-19 restrictions.

Sustainable Wedding Fair

- 4.11** NLWA delivered an alternative approach to providing waste prevention information to residents through the 'Something Green' virtual wedding fair. The event took place on the 27 and 28 March and aimed to encourage north Londoners to plan more sustainable weddings, along with encouraging more general lifestyle changes applicable to other social events.
- 4.12** Delivered via dedicated Instagram and Facebook channels, the fair featured eight live talks, with a range of ongoing content linked to the associated NLWA webpage. The content was designed to appeal to diverse wedding types and aimed to inspire those getting married to select more sustainable options for their celebration. The activities were delivered through partnerships with local suppliers and focused on four main themes with associated waste reduction messages: clothing, decorations, catering, and location.
- 4.13** Engagement with the wedding fair was positive and 436 new followers joined the dedicated social media channels. Thirty-seven items of media coverage reported on the event providing the opportunity to over 23.3 million people to see/hear about it. There were 686,264 social media impressions and 4,425 engagements relating to it. Recordings of the talks continued to be promoted post event and to date have had 16,472 views. A sustainable wedding guide and directory of local suppliers were created for the event and are hosted on the NLWA website, whilst recordings of the talks are available from the NLWA YouTube channel.

Single Use Plastics campaign

- 4.14** NLWA ran a PR campaign in December 2020, which focused on single-use face coverings to raise awareness of the scale of the problem of the exponential littering of disposable face coverings. The campaign also aimed to encourage a reduction in the use of single use plastics, specifically to encourage people to switch to reusable face coverings if suitable for them to do so. NLWA commissioned polling with residents to assess levels of understanding about what to do with single-use face coverings, the outcomes of which informed a media campaign targeting regional, national and trade media and raised awareness of the amount of single-use face coverings being thrown away. As part of this activity, NLWA worked with not-for-profit social enterprise Fashion Enter to create 1,400 reusable facemasks, which were distributed free-of-charge to residents in the run up to Christmas via north London food banks. Seventy-eight pieces of media coverage were achieved for the campaign, providing 242 million opportunities for people to see/hear about it.

IMPACT

Innovative approaches including working with external organisations were delivered to maintain engagement with residents whilst face-to-face activity was put on hold as a result of COVID-19 restrictions during 2020-21.

