



# MEETING AGENDA

## Objective

To discuss and agree ways each group can help our community to recycle 20% more waste over the next 18 months.

## Agenda

1. Introduce each group and explain how it is relevant to recycling
2. Discuss how each group is affected by legislation
3. As individual groups, come up with ideas for what your group could do to help this community to recycle more.
  - a. What actions could you take?
  - b. How could you help, lead or persuade the other groups?
4. Discuss your ideas as a table. Agree the most important actions for each group to take.
5. Write down your ideas for each group. Be prepared to explain your thinking.



# GOVERNMENT BRIEFING SHEET

## Who are you?

You represent the national Government. You might be a representative from DEFRA (The Department for the Environment, Farming and Rural Affairs), or you could be the local MP.

## What do you do?

Government departments create policies to guide or control how people or organisations behave.

Draft 'bills' are debated by MPs in the House of Commons, and then in the House of Lords. Once both houses have approved a bill, it becomes an Act of Parliament once it is given Royal Assent.

The government department then has the responsibility to implement the new law.

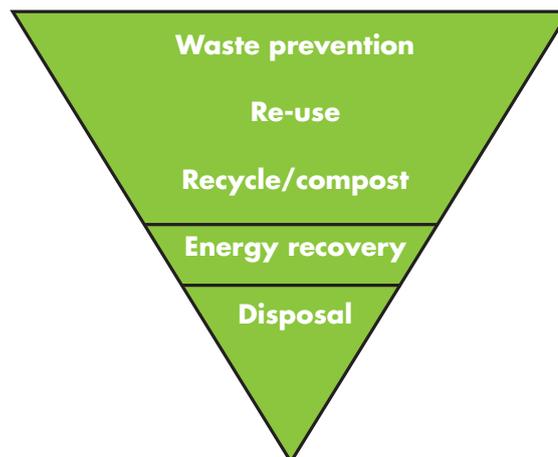
## What is your position on recycling?

Recycling has an important role to play in diverting waste from landfill.

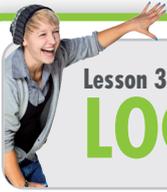
The main piece of legislation that has encouraged more recycling and less landfilling in the UK came from the EU. It is called the Landfill Directive and was approved in Brussels in 1999. It set targets to all EU member states on the amount of biodegradable waste they should stop sending to landfill and fines for not meeting these targets. The legislation was introduced to minimise possible negative effects from landfill sites on the environment. The legislation was applied in England and Wales in the Landfill (England and Wales) Regulations 2002.

The Department for the Environment and Rural Affairs (Defra) published its Waste Strategy for England in 2007, which explains and sets how the UK will meet the targets set by the Landfill Directive as well as setting national targets for recycling and composting: 40% by 2010, 45% by 2015 and 50% by 2020.

The Waste Hierarchy underpins all of the UK's waste management policies.



**The Waste Hierarchy**



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# LOCAL COUNCIL BRIEFING SHEET

## Who are you?

You are a recycling representative from your local Council. For example, you might be a councillor with an interest in recycling, or you could be a Recycling Officer employed by the council.

## What do you do?

Local councils are run by councillors, who are elected by local residents. Councils are responsible for delivering local services that meet the needs and priorities of their local communities.

The range of services provided by councils includes housing, education, transport social work as well as waste and recycling. The geographical location, size and population profile of each area mean that different types of local service are needed in different council areas.

## What is your position on recycling?

All local councils have targets for recycling. These targets are set at a local level and contribute towards the national recycling targets set by the Government.

Councils provide a range of recycling services for their residents, including kerbside recycling collections (from your home) and recycling banks (where you can take your recycling to). These services provide residents with the facilities to recycle, thereby reducing the amount of waste sent to landfill. The recycling service in each local council is designed to fit the needs of the local area; so an urban area where a lot of the residents live in flats might need a different type of recycling collection to a rural local authority with few houses scattered over a large area. Most local councils plan recycling services that will help them to collect more recycling from residents without increasing council tax costs for residents.

Local councils also provide communication materials to inform residents about how their recycling scheme works and how recycling makes a difference.



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# RETAILER BRIEFING SHEET

## Who are you?

You work for the local branch of a national retail chain.

## What do you do?

Your store provides goods for families in your local community. You seek to give customers the best quality at the lowest possible price. To do this you work:

- With customers, to understand what they want
- With suppliers, to create the right products at the right price

## What is your position on recycling?

The government encourages retailers to recycle through The Producer Responsibility Obligations (Packaging Waste) Regulations 2005. Retailers are required to recycle a minimum weight of the packaging waste they are responsible for each year.

Many retailers recycle more than they are required to by the Regulations. They may be motivated by what their customers say, or by saving money if recycling is cheaper than paying for their waste to be landfilled.

Retailers are involved in recycling in a number of ways:

### 1. Recycling their own waste:

- Many retailers recycle materials like cardboard and plastic packaging in which products are delivered to the store. They often have high rates of recycling and in some instance rates are over 90%.

### 2. Making it easier for customers to recycle:

- Many retailers, such as supermarkets, offer some recycling facilities where customers can bring items to recycle when they do their weekly shop (e.g. single use carrier bags). They may also host recycling banks in their car parks.
- The British Retail Consortium and its members are working to make it easy for people to understand what packaging is recyclable in the UK, by using on-pack labeling. This labeling appears on packaging so that people can easily see whether it can be recycled. For more information go to (<http://www.onpackrecyclinglabel.org.uk/>).
- Some supermarkets have even trialled offering incentives for customers to recycle at the store, such as by giving 'club card' points.

### 3. Using recycled materials:

- Retailers are promoting and stocking products made from recycled materials in their stores e.g. recycled paper and toilet roll.
- Retailers are using recycled materials in their packaging. For example, some cardboard sleeves on ready meals are made from recycled card, and some plastic milk bottles are now made from recycled plastic.



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## RETAILER BRIEFING SHEET

As well as recycling, the Packaging Waste Regulations encourage retailers to reduce the amount of waste that they create. Manufacturers and retailers are always looking for more efficient ways to design their product packaging, e.g. making it lighter so that it uses less material.

A voluntary agreement called the Courtauld Commitment in 2005. All the major UK grocery retailers signed up to it as well as a number of brands. They are all working to reduce the amount of packaging and food waste that ends up in household bins. This has led to zero growth in packaging, despite increases in sales and population.

It is important to remember that packaging has a significant role to play. Packaging protects products. It affects how the customer feels about the product. Without packaging we could actually increase the amount of waste we produce, e.g. through bruised or damaged fruit, food, or products. The challenge is to make the packaging 'fit for purpose', while using as little as possible.



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## COMMUNITY GROUP BRIEFING SHEET

### Who are you?

You are a member of a local community action group. You might come from:

- An environmental group
- A religious congregation
- A support group for a specific section of the community, such as the elderly
- A voluntary group, like the Rotary Club or Lions

Decide what sort of group you would like to represent, before you introduce yourself.

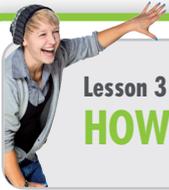
### What do you do?

Your group is made up of volunteers who want to make a difference in your community. You raise funds for good causes, and use some of your free time to work on projects that improve your area and help other people.

### What is your position on recycling?

You want to make a difference. You want to:

- Persuade the other organisations to do more in your community
- Find out how they think your group could make a difference
- Give everyday people information, ideas and inspiration
- Set a good example that others could follow
- Get recycling in the local news



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## HOW OUR GROUPS COULD HELP OUR COMMUNITY TO RECYCLE MORE

Group	Ideas	How they help
Government		
Council		
Retailer		
Community group		