

FOOD WASTE RECYCLING CASE STUDY

presented by

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Carmarthenshire County Council

An Overview

- Carmarthenshire picture

Population = 178,119

Households = 80,279

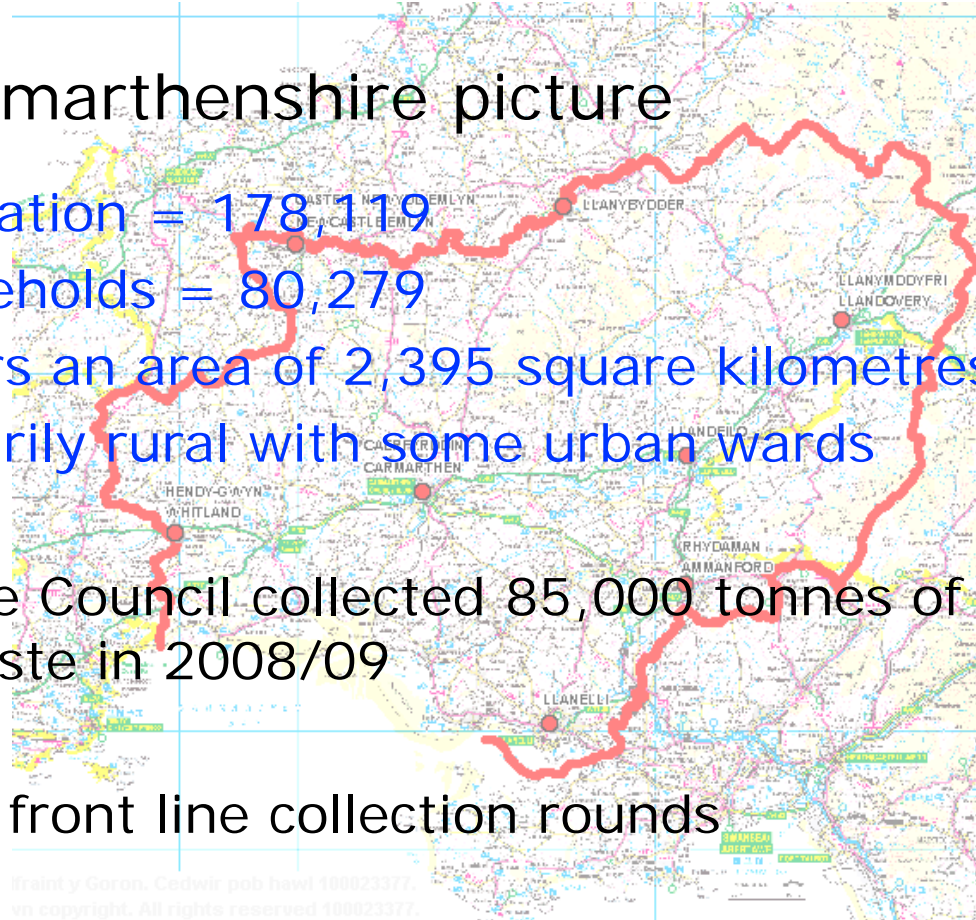
Covers an area of 2,395 square kilometres

Primarily rural with some urban wards

- The Council collected 85,000 tonnes of municipal waste in 2008/09

- 17 front line collection rounds

- Sustainable Waste Management Grant - 2009/2010



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National Priorities

- EU Directives
- Landfill Allowance (Wales) Regulations
- Welsh Assembly Government targets
- Future Directions for Municipal Waste Management in Wales – proposed targets and actions



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Summary of revised proposed municipal waste targets (April 2009)

| TARGET FOR EACH INDIVIDUAL LOCAL AUTHORITY: | TARGETS FOR EACH TARGET YEAR | | | | |
|---|------------------------------|--------------------|---------------------|---------------------|---------------------|
| | 09-10 | 12-13 | 15-16 | 19-20 | 24-25 |
| Minimum levels of reuse and recycling / AD (or composting) for municipal waste | 40% | 52% | 58% | 64% | 70% |
| Minimum levels of AD (or composting if currently committed to this technology) of source separated food waste from kitchens as part of the combined recycling/ composting target for municipal waste above. | - | 12% (statutory) | 14% (indicative) | 16% (indicative) | 16% (indicative) |
| Maximum level of energy from waste (net) for municipal waste | - | - | 42% | 36% | 30% |
| Maximum level of landfill for municipal waste | - | - | - | 10% | 5% |
| Maximum level of residual household waste per inhabitant per annum | - | 295kg | 258kg | 210kg | 150kg |

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Carmarthenshire Waste Management Strategy

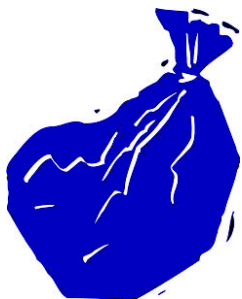
- Consultation and planning process
- Appropriate containers for food waste
- Partnership working to acquire new collection vehicles for the new scheme
- Collection regime
- In vessel composting or Anaerobic Digestion

What happens to food waste

- In-vessel Composting Plant
- Anaerobic development plans
- Regional Working strategy

New Recycling/Composting Scheme

- Household waste collected in split body vehicle
- Brown kitchen caddy provided for daily food waste
- Green 23 litre container for weekly food waste collected at kerbside
- Alternate weekly collections of black bag and blue bag (dry recyclables)



Week 1



Week 2



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Collection regime



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Implementation of the new scheme



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An easy guide to your **new** recycling scheme commencing May 11

Reduce

Reuse

Recycle

100% recycled

This booklet is printed on 100% recycled paper



What goes in my green bin?

Cooked and uncooked food waste can be put in your green bin including:

- Food scraps
- Meat and fish including bones
- Fruit and vegetables including peelings
- Egg shells
- Tea bags and coffee grounds



We will give you a small brown caddy for your kitchen to put your food waste in day to day. When full, this can be transferred into the large green bin that can be kept outside. **Do not put your brown caddy out for collection or leave it in your green bin.**



Call Carmarthenshire Direct on 01267 234567 to report any lost or damaged bins and they will be replaced.

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Communications Plan

- Launch of education and awareness campaign
- Press and media
- Community News
- Community Network open surgeries
- Promotional roadshows for public and schools
- Members Seminars/County Council committees
- Presentations to community groups, schools and colleges
- Waste Forum



GREEN OR MEAN... It's up to you?



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aillychlu dros Sir Gâr
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Residents across Carmarthenshire are being urged to be green and not a meanie.

The eco-friendly Greenies, the 3D characters, made out of everyday waste such as paper, cans and bottles, are spreading the word on the 3 Ds - reducing, reusing and recycling.

The greenies, who live in the county's recycling units, are encouraging householders to reduce the amount of waste they create and to increase the amount they recycle.

Carmarthenshire County Council's new kerbside recycling scheme has just been launched to 10,000 homes across the county.

Householders have been issued with a 25 litre green bin and kitchen caddy for all food waste. The green bins are emptied weekly, with the bags collected on a week, and black bags the next.

It is hoped the move will help the county to meet tough recycling and landfill targets.

This scheme will be rolled out to a further 20,000 homes over the next two years, but even those residents who are not yet on the scheme can do their bit to help the environment.

The Greenies are encouraging them to use the five household waste recycling centres in Llanelli, Carmarthen, Ammanford, Wlailand and Llangybi, as well as the 60 bring along sites dotted across the county to recycle their glass, paper, cardboard and cans as well as food waste.

And a huge amount of kitchen and garden waste generated can easily be turned into high quality compost using a home compost bin.

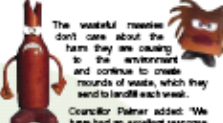
Composting at home will help reduce the amount of waste put out for collection to be sent to landfill, meaning there will be less rubbish to store until it can be recycled.

Vegetable peelings, fruit scraps, tea bags and egg shells can be recycled along with grass cuttings, flowers, leaves and hedge clippings. Unwashed food, small amounts of cardboard, paper towels, waste paper and wood ash can all be added to compost bins and heaps.

Executive board member for the environment Councillor Fern Palmer said: "Thanks to a responsibility for all of us to try and combat the amount of rubbish we send to landfill each year.

"Composting organic kitchen and garden waste is one of the most effective things people can do to reduce the amount of rubbish we throw away."

Carmarthenshire County Council's Green or Mean? It's up to you campaign aims to raise awareness about waste issues, and ultimately to reduce the amount of waste created in Carmarthenshire and increase recycling rates.



The wasteful meanees don't care about the harm they are causing to the environment and continue to create mounds of waste, which they send to landfill each week.

Councillor Palmer added: "We have had an excellent response from the public in regard to this campaign.

"We just hope that this support now translates itself into action and that people take up the challenge to reduce their waste and recycle more."

Compost bins can be purchased from the council for £20 (£2000) and £10 (£1000) including delivery, for further information call Carmarthenshire Direct on 01267 234567



For your Complete Confidential Data Destruction Service

Keeping an eye on your recycling

- We provide:
 - Shredding sites to your specification
 - Box bodied secure collection Van
 - Secure on site tamper proof storage sacks / bins
 - CCTV coverage of process
 - 100% Recycling

- Why destroy confidential data?
 - Responsibility under Data Protection Act 1998 & Freedom of Information Act 2000
 - Reduces Fraud
 - Increases Security

For further information or a FREE quotation please contact:
Mike Molekin - Tel No: 01267 235250
MRP Unit, Clifton Industrial Estate, Akyrwynd Road,
Johnston, Carmarthen SA31 3RA



Recycling with Carmarthenshire
Aillychlu gyda Sir Gâr
We collect and recycle:
Polystyrene • Trade Cardboard • Office Paper
Plastic • Bottles & Cans • Confidential Waste for Shredding & Data Destruction
Further information can be obtained from:
David Davies, Operations Director
Telephone Number: 01267 228520
E Mail: david.davies@gwmenvironmental.co.uk
Clifton Ind Estate, Akyrwynd Road, Johnston, Carmarthen



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Green or Mean? It's Up to You is a new monthly feature on waste and recycling from Carmarthenshire County Council.



Green or Mean? Residents are being urged to go green and compost at home. The huge amount of kitchen and garden waste we generate is usually buried in high quality compost using a home compost bin.

Known as nature's way of recycling, composting waste such as fruit and vegetable peelings, veggie and eggshells helps to reduce the amount of waste sent to landfill as well as creating rich compost to perk up your garden.

Carmarthenshire County Council is encouraging residents to reduce, reuse and recycle as we can no longer burn everything away as rubbish.

Paper Greenies says: "An exciting second one third of our waste can be easily composted at home - from garden clippings to cardboard, tea bags to paper."

Home composting is one of the most environmentally friendly and cost-effective ways of dealing with garden waste. And you don't have to have a big garden or be a keen gardener to make your own compost.

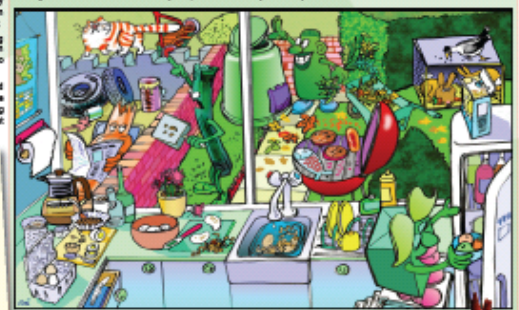


Compost bins can be purchased from the council for just £10 including delivery, for further information call Carmarthenshire Direct on 01267 234567

COMPETITION

We have three matching lawnmowers worth over £200 each up for grabs! To be in with a chance of winning, pick out 10 items which can be composted from the cartoon below and write them down on a postcard together with your name, address, postcode and daytime telephone number to: Composting Competition, The Old Solis Lab, Stephen's Way, Pearsall, Carmarthen SA31 2BG. Closing date for entries is Monday, July 21.

Rules: No employees of Carmarthenshire Council and any member of their close family may enter. Prizes are as stated and no alternatives, cash or otherwise are available. The winners will be the first three correct entries drawn at random after the closing date. Winners will be notified by telephone on Tuesday 22nd July.

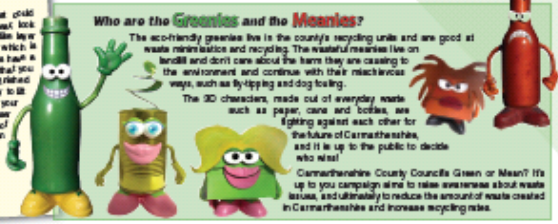


Composting made easy: A recipe for success

- Choose a suitable spot** - Carmarthenshire's 30 community hubs in the county's recycling units are available to help you prepare your own compost.
- Put your compost in a bin, sack or bag** - Choose a spot in your garden, which will get some sun and shade, and will not get waterlogged. A heavy spot will speed up the composting process.
- Use the right materials** - The secret to perfect compost is its ingredients. You'll need to make sure you include good bits of 'brown' and 'green' stuff.
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Who are the Greenies and the Meanees?

The eco-friendly greenies live in the county's recycling units and are good at waste minimisation and recycling. The wasteful meanees live on landfill and don't care about the harm they are causing to the environment and continue to create mounds of waste, which they send to landfill each week. The 3D characters, made out of everyday waste such as paper, cans and bottles, are fighting against each other for the future of Carmarthenshire, and it is up to the public to decide who wins!



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A Better Place Environment

April 2007

It's time for change



Residents are being urged to take their Greenie and Paper Council's recycling bins and compost bins to the M&M.

Urgent action is needed on the way we deal with our rubbish - before it is too late.

People across Carmarthenshire are being urged to play their part in reducing the county's mountain of waste.

Failure to do so will see us all pay the price.

Last year residents generated waste equivalent to the weight of 100,000 small family cars. Of this, 22.58% was recycled and composted, and the remainder sent to landfill.

Once buried, the waste breaks down to form a toxic liquid which can damage the environment and produce methane - a greenhouse gas 21 times more warming than carbon dioxide.

Now the county has to reduce the amount of biodegradable rubbish sent to landfill from nearly 35,000 tonnes in 2005 to 35,000 tonnes by 2010 - and just 17,000 tonnes by 2020.

And if those targets are not met, the council will have to pay huge financial penalties, with fines of £200 per tonne for every tonne over its landfill allowance. So if no action is taken, the cost to taxpayers will run into millions of pounds.

Phil Williams, head of street scene, said: "The council will not achieve

these targets on its own, we are asking everyone in the county to do their bit by recycling and composting more of their rubbish.

"We can all make a difference and the people of Carmarthenshire have already made a great start, but there is still a long way to go."

The county has to recycle and compost at least 40% of its rubbish by 2010. The council's weekly kerbside collection is already serving 36,040 households and is to be expanded to an additional 30,000 households by 2010. Those residents who are currently not served by kerbside collections are being encouraged to use the five household waste recycling centres in Llanelli, Carmarthen, Ammanford, Whitland and Llangylog, as well as the 64 bring sites dotted across the county.

Mr Williams added: "We would ask those residents not yet on kerbside to please be patient, and encourage all householders to use their recycling centre, as much as possible."

"By working together, we can improve our environment and reduce our waste."

For your nearest household waste recycling centre or bring site, call Carmarthenshire Direct on 0945 658 0445 or log onto www.carmarthenshire.gov.uk and choose Interactive Mapping Service.

Let's get together and clean up the county

Schools and voluntary groups from across the county are rolling up their sleeves for this year's Clean up Carmarthenshire campaign.

Hundreds of pupils and volunteers have signed up for their first clean-up kits from the council for the big spring clean which is taking place throughout April and May.

The Brice, sustainability officer, said: "The council spends more than £2.7 million each year in cleaning up litter, chewing gum and dog fouling. If the council didn't have to use its resources on clearing litter, then it could be put to better use."

Collected rubbish will be sorted and then taken along to the local bring bank or nearest household waste recycling centre.

The added: "To promote recycling we have placed specific bins in the three main town centres to recycle plastic and aluminium cans. Special chewing gum recycling bins have also been placed in Carmarthen as part of a pilot scheme."

And be warned - anyone caught dropping litter faces an on-the-spot fine of £75 and up to a maximum of £2,500.

For more information on Clean up Carmarthenshire call 01297 2251470225138 or e-mail fabrice@carwarthenshire.gov.uk

www.carmarthenshire.gov.uk



Greenie Can Profile



Full Name: Tin Can Greenie
Age: 26
Address: Recycling Centre, Carmarthenshire
Birthday: 30 June
Hobbies: Fashion and shopping, especially vintage clothing.

Fun fact: When supermarkets hand out dozens of plastic bags to shoppers without promoting re-usable bags.
Interesting fact: Tin Can polished herself every week to get that extra shine.

Meanie Can Profile



Full Name: Tin Can Meanie
Age: 26
Address: Landfill, Carmarthenshire.
Birthday: 05 September
Hobbies: Throwing cigarette ends out of the car window.
Interesting fact: She has never brushed her hair.

Greenies and Meanies the story so far...

Two communities within Carmarthenshire are at loggerheads over waste.

The eco-friendly greenies want to encourage residents in the county to reduce the amount of waste they create and to increase the amount they recycle in order to protect the environment. But the wasteful meanies don't care about the harm they are causing to the environment and continue to create mounds of waste, which they send to landfill each week.

The 3D characters, made out of everyday waste such as paper, cans and bottles, are being used by Carmarthenshire County Council as part of the Green or Mean? You Decide campaign.

The campaign aims to raise awareness about waste issues, and ultimately to reduce the amount of waste created in Carmarthenshire and increase recycling rates.

The greenie characters, who live in the county's recycling units, are encouraging residents to be more environmentally friendly by using

advice via information leaflets and the press, free giveaways, school visits and at events throughout the county.

Meanwhile, the meanie characters, who live at landfill, continue with their mischievous ways, such as fly-tipping, sending recyclable waste to landfill and leaving.

Waste minimisation recycling officer Karen McNeil said: "We have had an excellent response from the public in regards to this campaign. At recent awareness events, and within schools, the bright characters seem to capture the imagination of the public and so far most people have declared themselves 'Team Green'. We just hope that this support now translates itself into action and that people take up the challenge to reduce their waste and recycle more."

To find out more about the campaign or how you can reduce your waste or recycle at the county, please contact Carmarthenshire Direct on 0945 658 0445.

Young eco-warriors help the planet



Don't do it for the money! Don't do it for the glory! Don't do it for the fame! Don't do it for the school! Don't do it for the parents!

Young eco-warriors in Carmarthenshire are on a mission to be a 'Greenie' and not a 'Meanie'.

Some 117 primary and secondary schools across the county have signed up to the council's eco schools programme.

A total of 25 schools have already achieved the prestigious Green Flag award in recognition of their work to help the planet.

Pupils are setting up eco committees or eco groups to discuss and decide a plan of action to improve their school environment.

They are looking at ways to monitor energy and water usage in their schools and reducing, reusing and recycling school waste is also high on the agenda.

To date, a massive 400 tonnes of waste have been recycled by our schools since the start of the recycling scheme in 2001.

And in a bid to reduce food and green waste, schools have been supplied with compost bins and wormeries, and workshops for teachers and pupils have taken place at the National Botanic Garden of Wales. Sustainability officer Tina Brice said: "The eco schools programme, which is managed by Keep Wales Tidy, aims to raise awareness of sustainable development through classroom study."

"Typical study topics include litter, biodiversity, water, energy waste, transport and global citizenship."

"A number of schools have adopted some of our bring banks and are encouraging residents to recycle more of their waste."

"Schools are also taking part in the healthy schools initiative, with pupils running their own back fruit shops, as well as walking to school activities."

"Other schemes include developing the school grounds by re-designing or creating gardens or play areas to improve or enhance the school environment."

For further information call 01297 225147 or visit www.eco-schoolswales.org

HELP
TURN
THIS...



...INTO
THIS



We would like to thank our residents for helping us to recycle and compost more than 21,000 tonnes of waste last year. Keep on supporting the Greenies and Reduce, Reuse and Recycle. We don't want the Meanies to beat us.

School Recycling and Composting Roadshows



Recycling roadshow performed
by Brodyr Gregory



Composting sessions for teachers at
the National Botanic Garden

Recycling Roadshows in the Community



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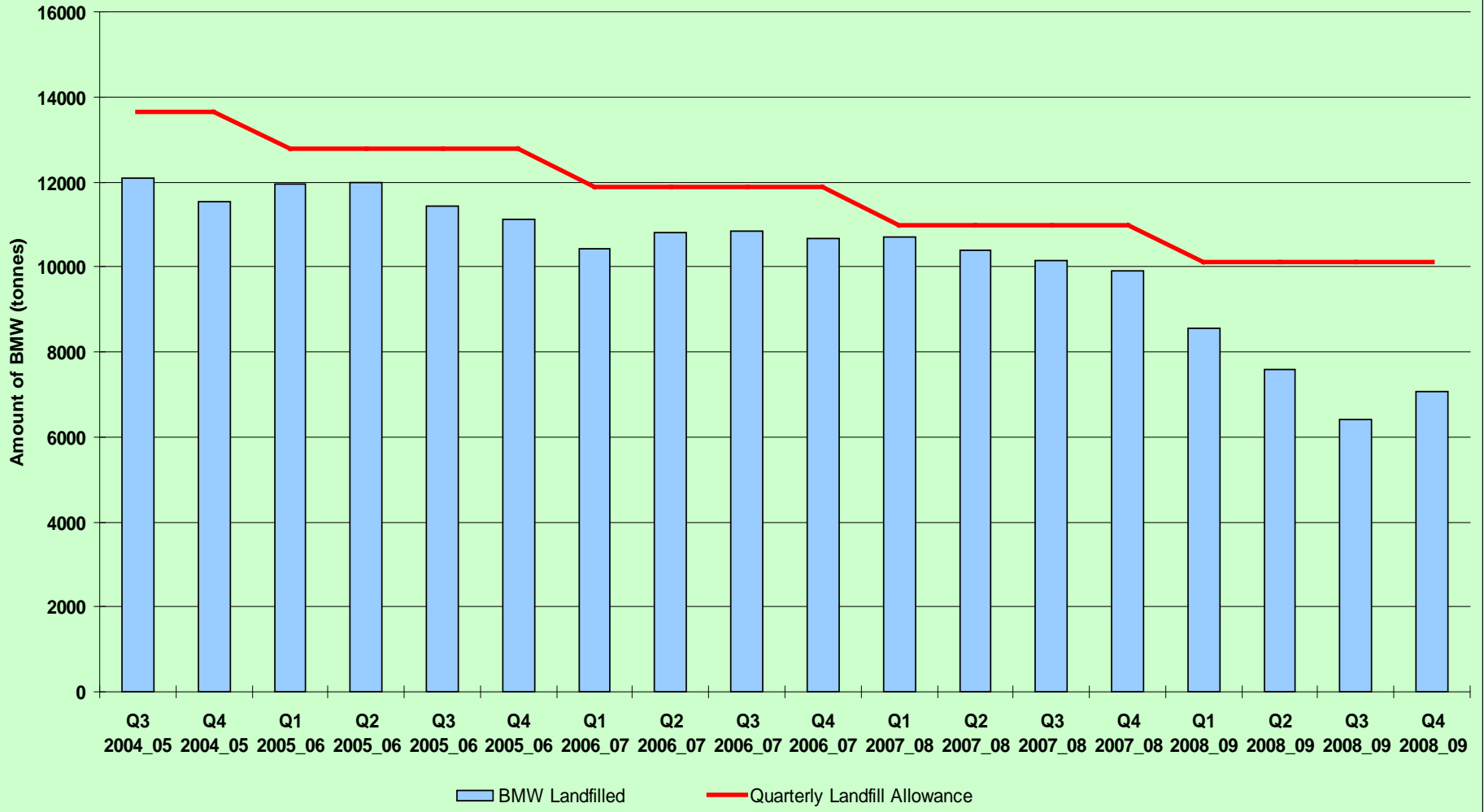


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Outcome

- Landfill Allowance 08/09 40,938 tonnes
- BMW Landfilled 29,626 tonnes
(27% below)

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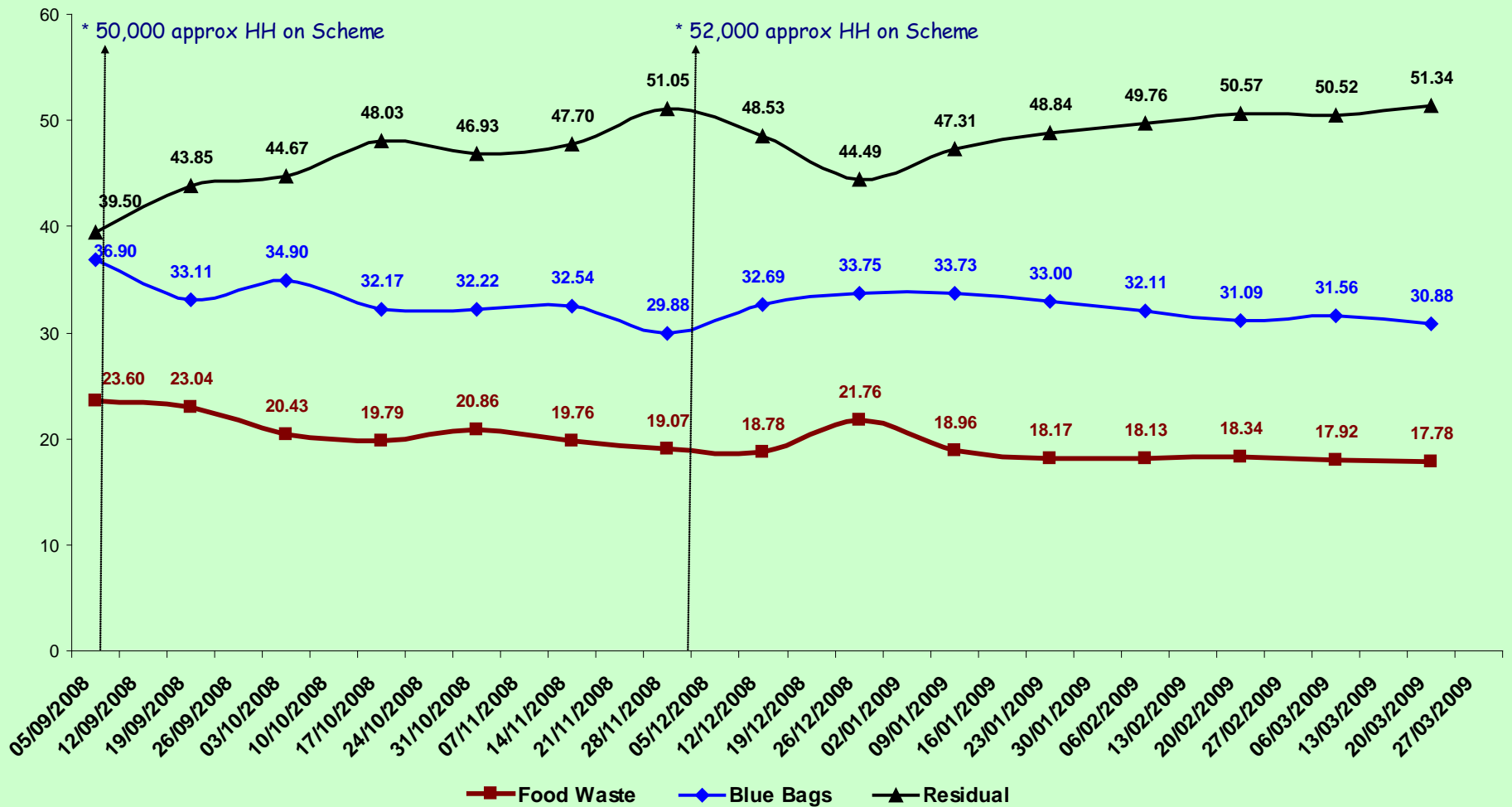
Recycling Rates

- Dry recyclates 22.94%
- Composting 10.83%

- Total Recycling Rate 33.77%

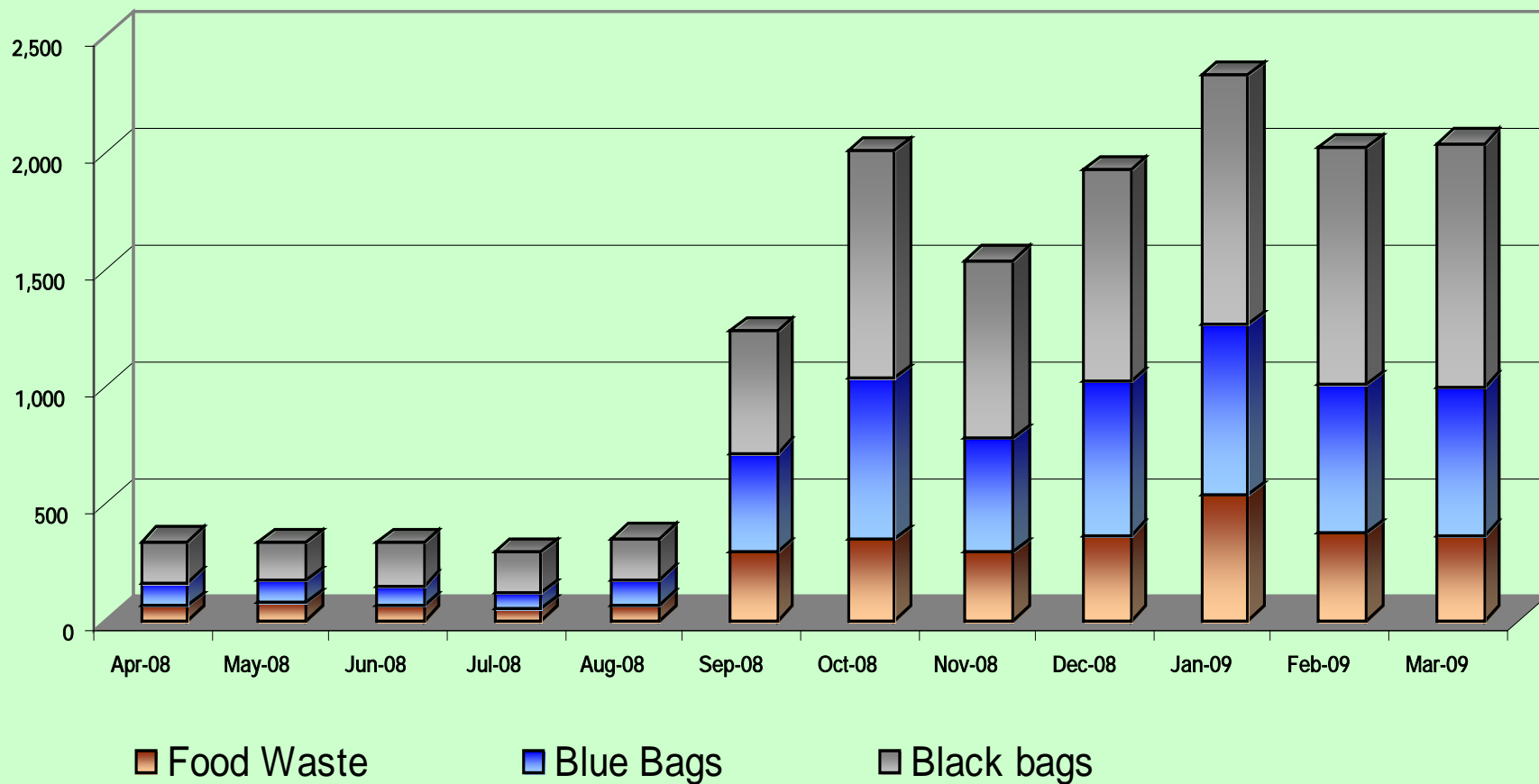
- Average 1.72 Kgs of food waste collected per household

Waste Streams from Food Waste Collection Rounds



Tonnes

Split Vehicle Kerbside Collections

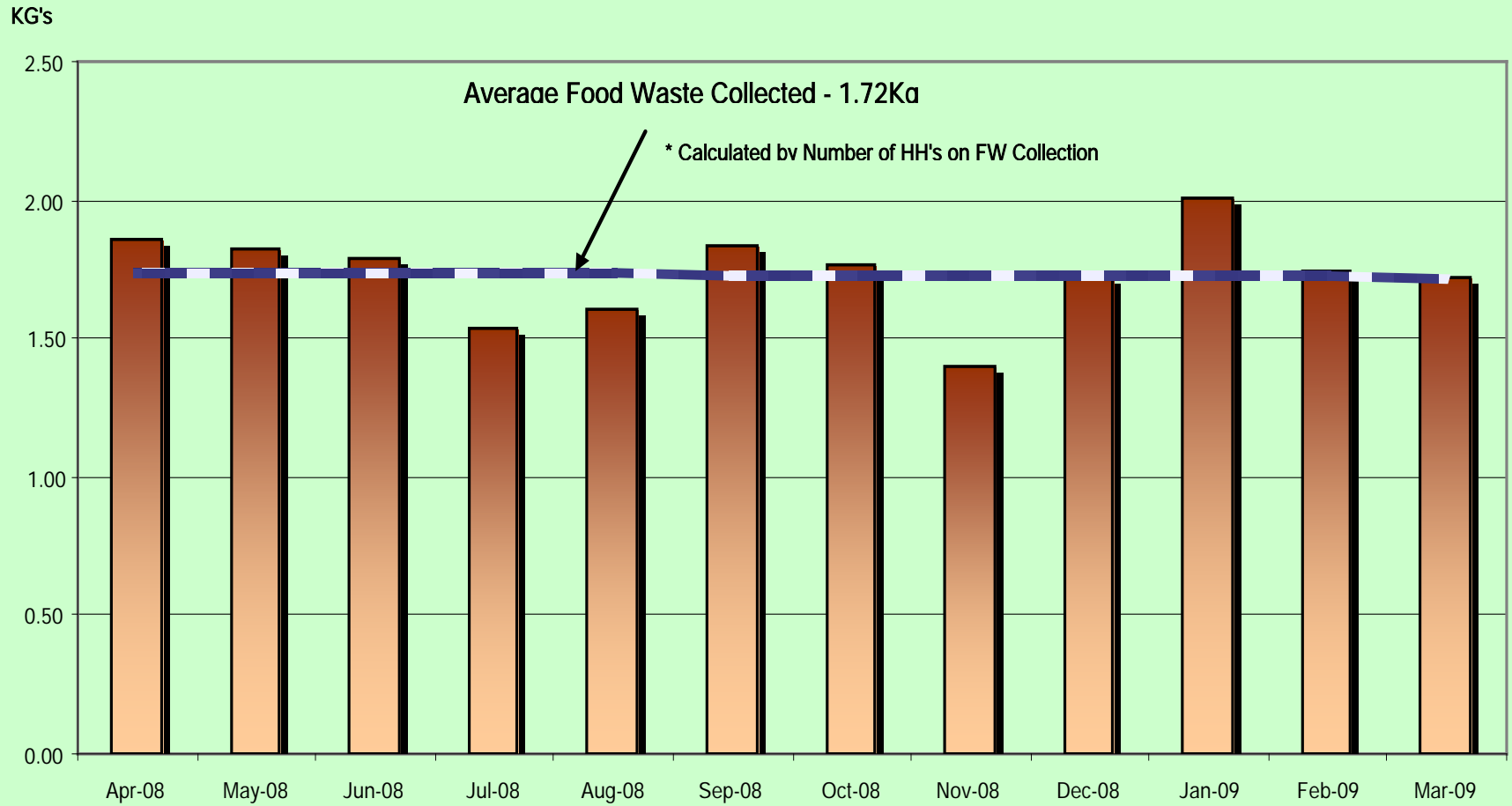


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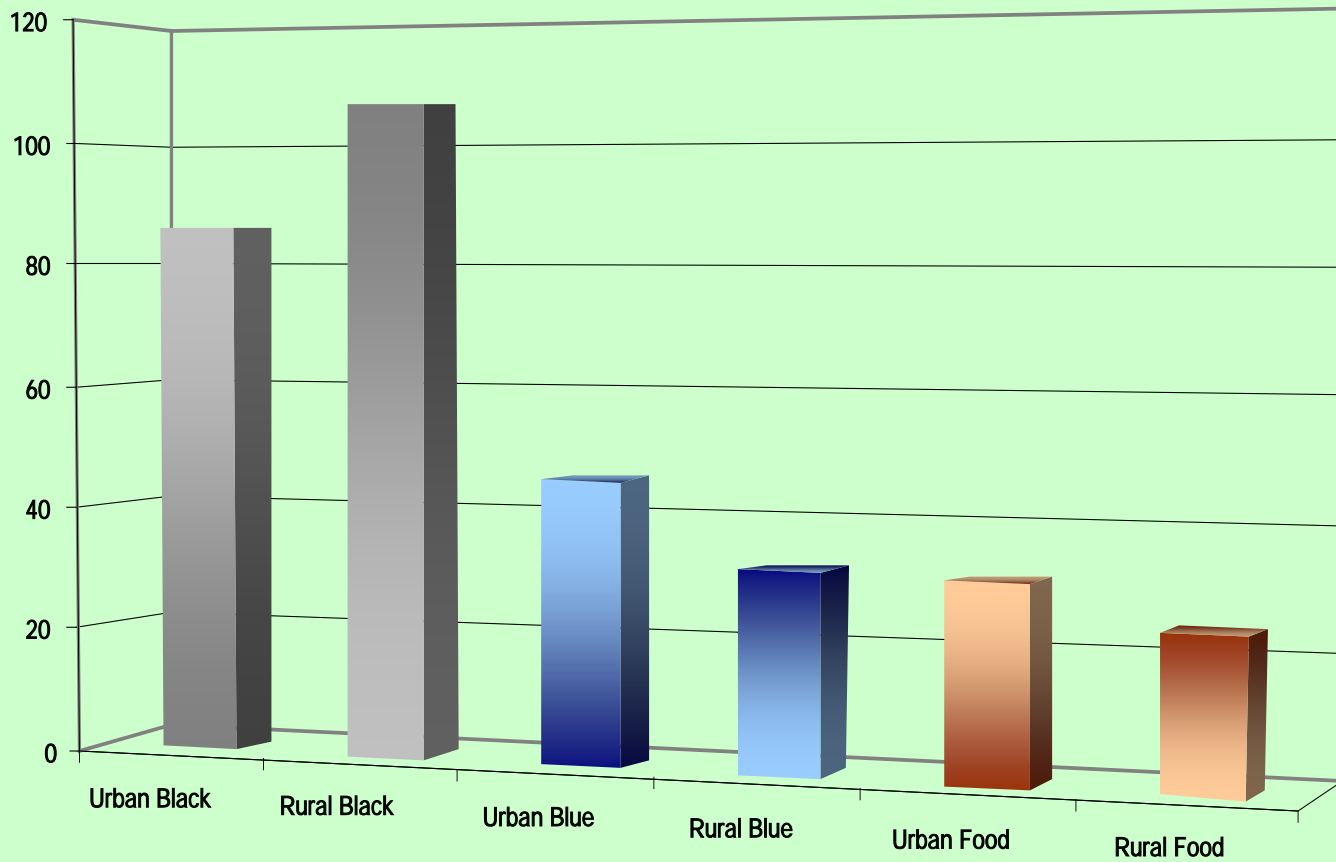


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Food Waste Average per HH per Week



March 2009 Urban/Rural Food Waste Collection Comparison



Feedback

- Imperative for continuous improvement
- Feedback obtained from:

Operatives

Community Networks

Roadshows

Customer Services/Contact Centres

Independent doorstepping exercise

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Doorstepping Exercise

February 08 - visited 7,088 properties over 3 week period
99% awareness level and 93% participating rate
96% happy with scheme

September 08 - visited 11,000 properties over 5 week period
95.5% awareness level and 97% participating rate
Over 60% happy with scheme

Doorstepping Exercise Feedback

Key issues –

- Odour from food waste bin
- Paper liners
- Food waste bin lids, handles
- Glass and green waste cessation of service

Amendments to the scheme

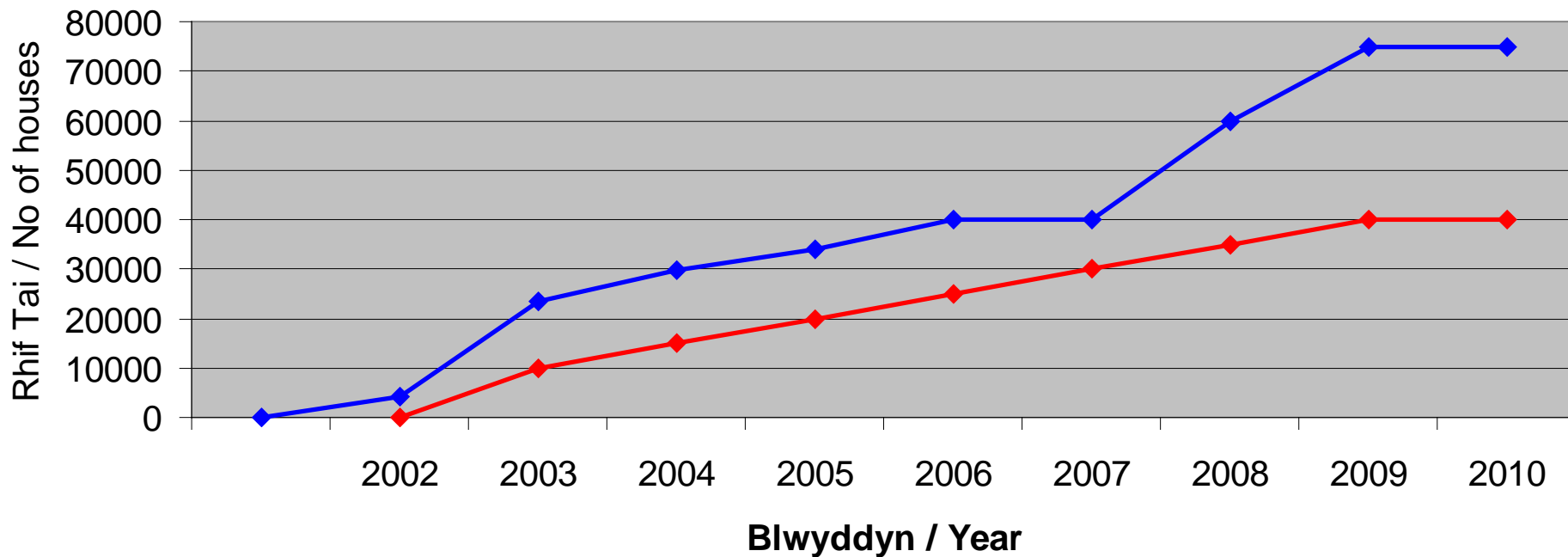
- Revised information booklet
- Food waste bin
- Increase education and awareness
- Discount on paper liners



Future Plans

- Expansion of new scheme
- Increase participation levels
- Reduce contamination
- Conduct waste analysis exercise
- Increase number of bring sites

Helaethu cynllun casglu o dy i dy CSC / CCC Kerbside expansion



- ◆ Cynllun helaethu newydd / New scheme kerbside expansion
- ◆ Helaethu cynllun y strategaeth wreiddiol / Original strategy kerbside expansion

Increase number of bring sites

- To date 100 in the County
 - cans
 - paper
 - glass
 - textiles



Thank you for listening

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