

# Taking Waste Management into the Future

3rd December 2014

Cllr Cath Piddington (Chair) and John Bland  
(Treasurer and Deputy Clerk)

9 Districts

2.3m population



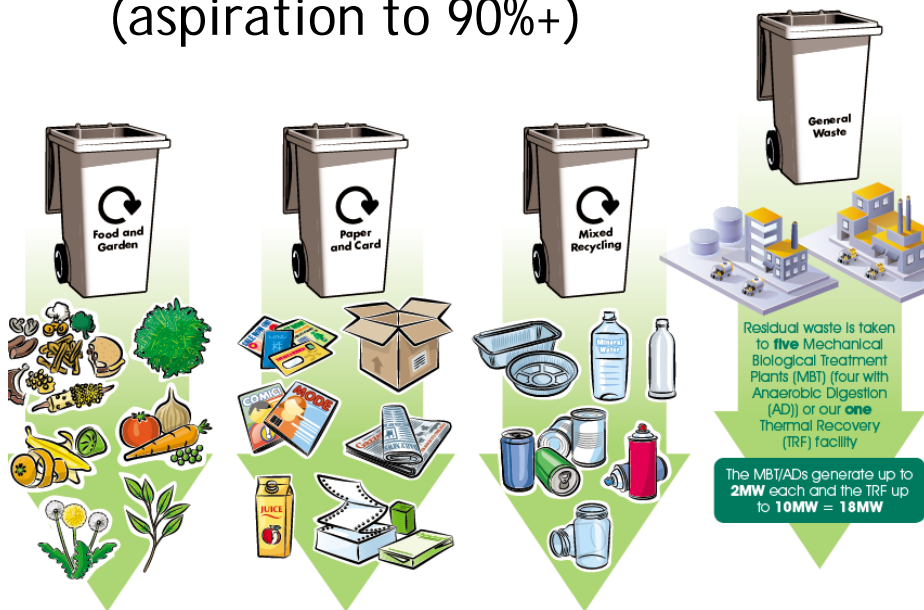
1m households

1.1m tonnes p.a.  
of material  
(c.5% England's waste)

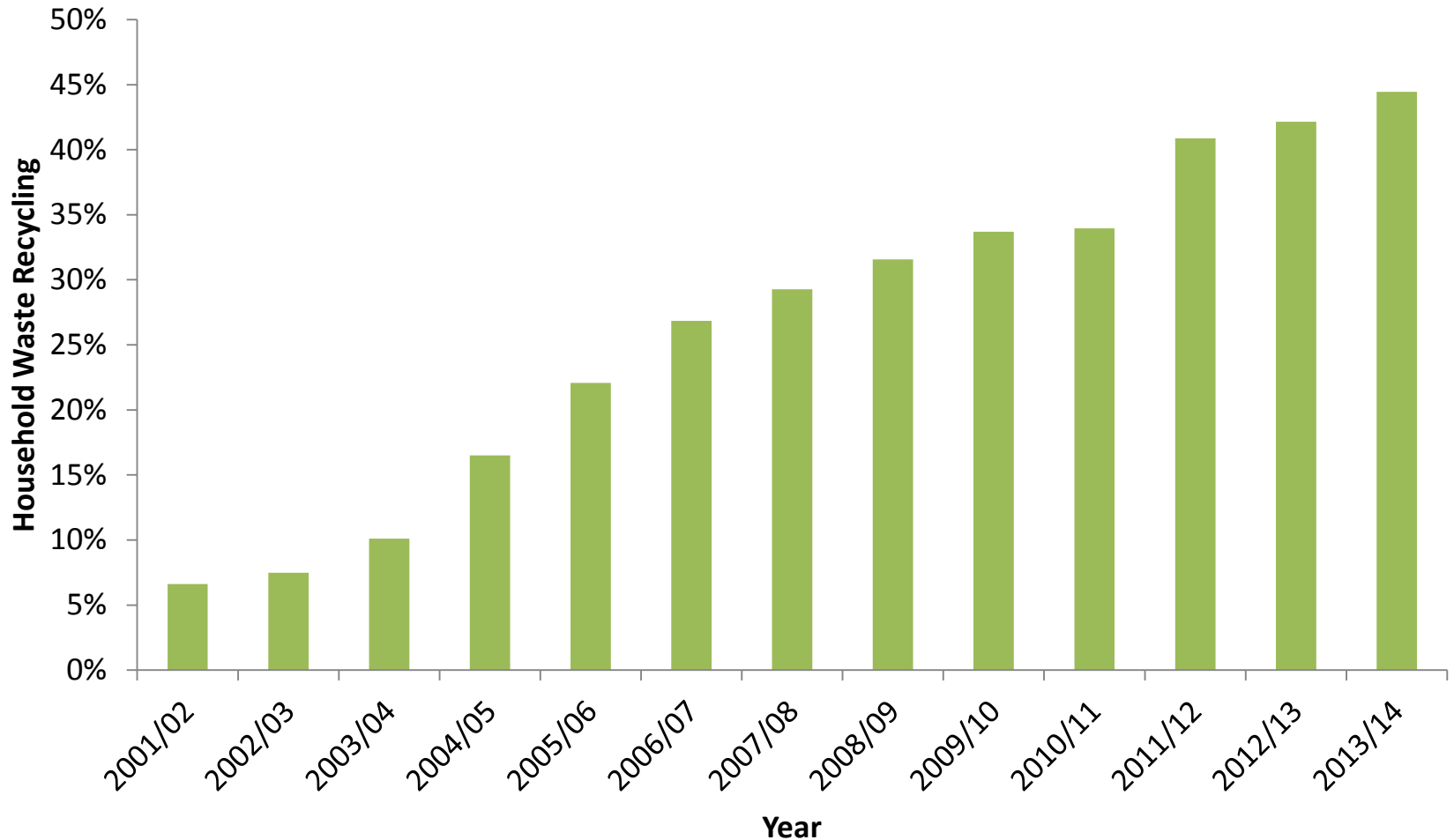
# Our Aim (by 2017/18)

## Greater Manchester's Solution

- 50% Recycling
  - District contribution 45%
  - MBT/Recycling Centres 5%
- 75% Guaranteed landfill diversion (aspiration to 90%+)



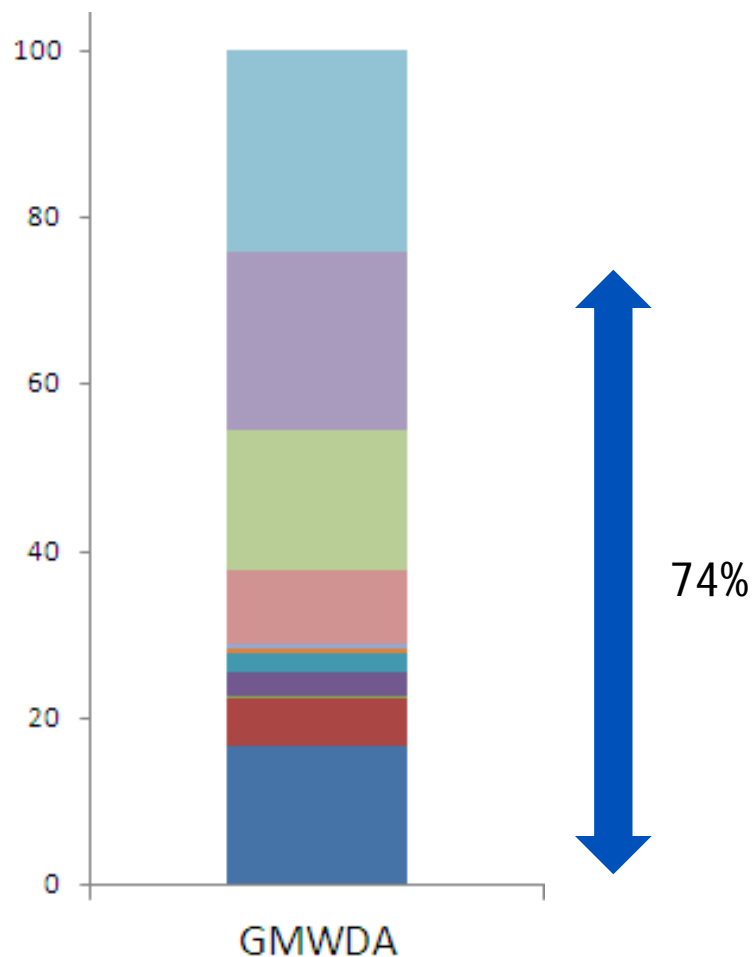
# Recycling Rate



National UK Indicators  
Recycling and Composting

# What's Recyclable (2011)

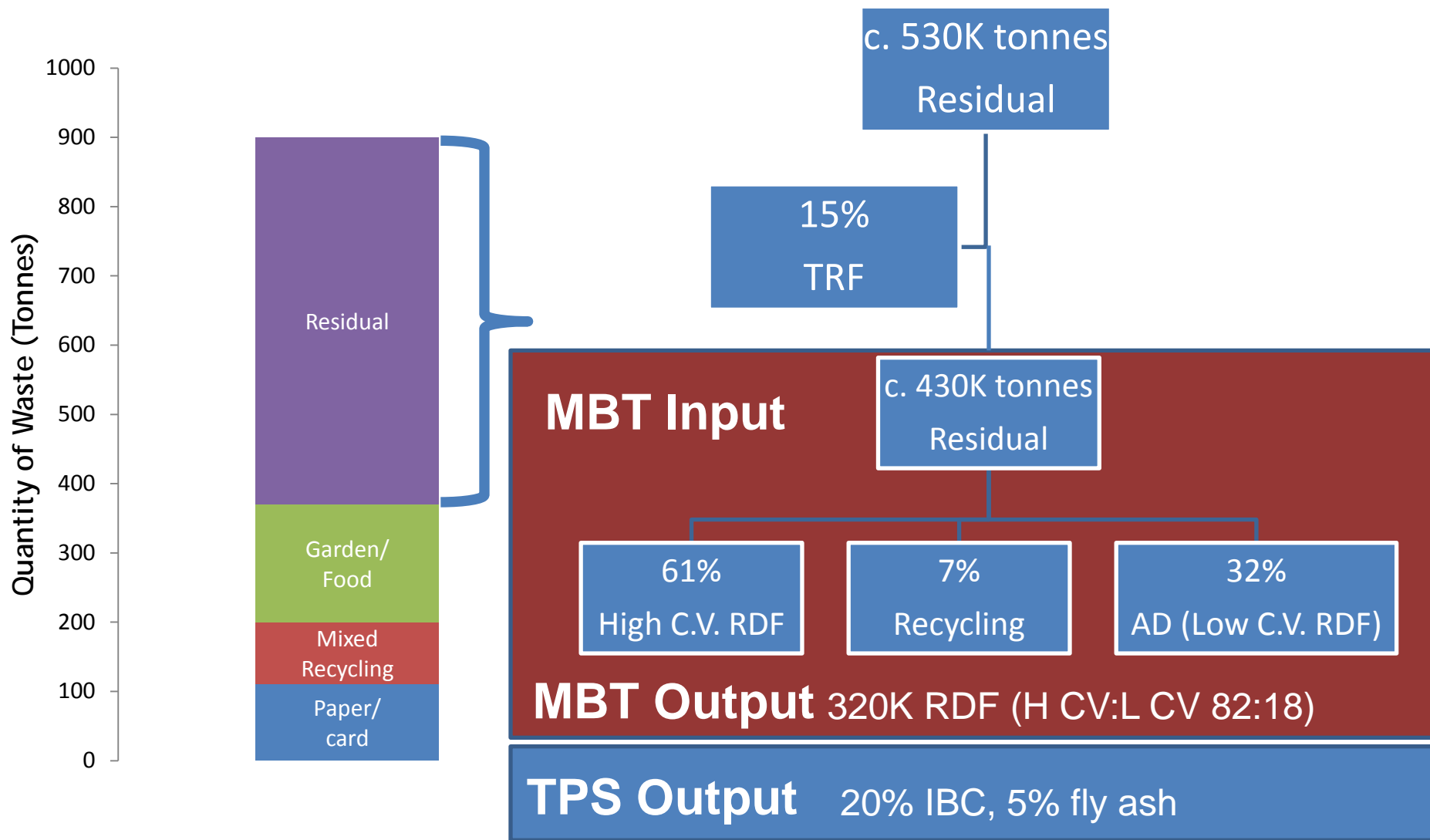
- NON RECYCLABLE WASTE
- Organic catering waste
- Garden waste
- Glass bottles and jars
- Aluminium foil
- Non Ferrous cans and aerosols
- Ferrous cans and aerosols
- Plastic bottles
- Cartons/tetrapaks
- Card
- Recyclable Paper/card



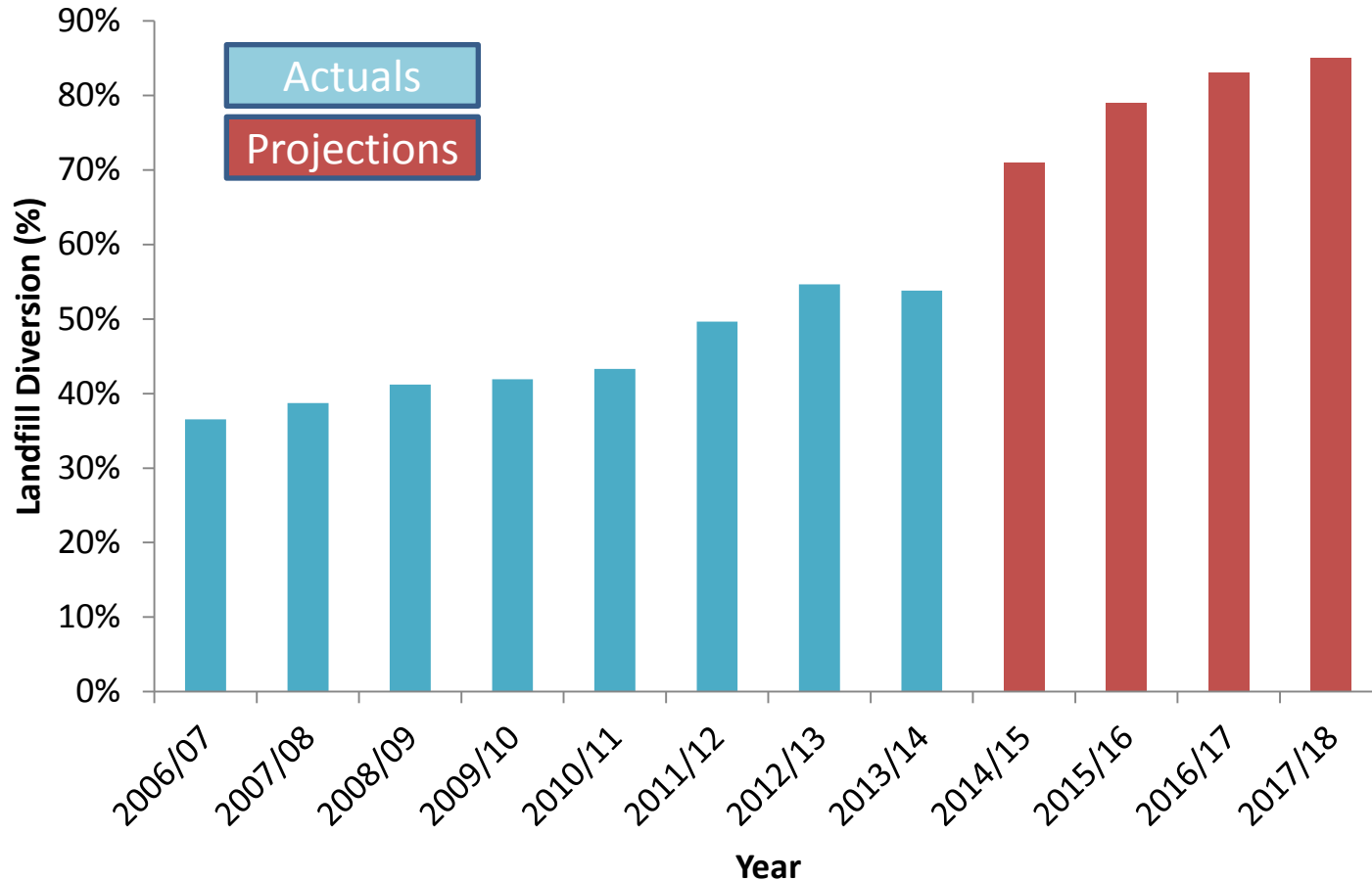
# What's not recyclable

Materials	Issues
Non Recyclable Paper	Layers, coatings, food contamination
Plastics - approximately half of Pots, tubs and trays, and films.	Limited markets
Treated wood/chipboard/MDF	Energy recovery often best option
Other textiles – mattresses, carpets	Limited markets. Mattresses recycle often involves just removing springs
Disposable nappies and sanitary towel	Recyclers only recover a small fraction
Hazardous materials / clinical waste	Only a small proportion recyclable
Oils	Energy recovery often better option
Street sweepings	Too difficult to separate components
Gully emptying	Too difficult to separate components
Miscellaneous waste and fines	Too difficult to separate components

# Our Waste Flow Model



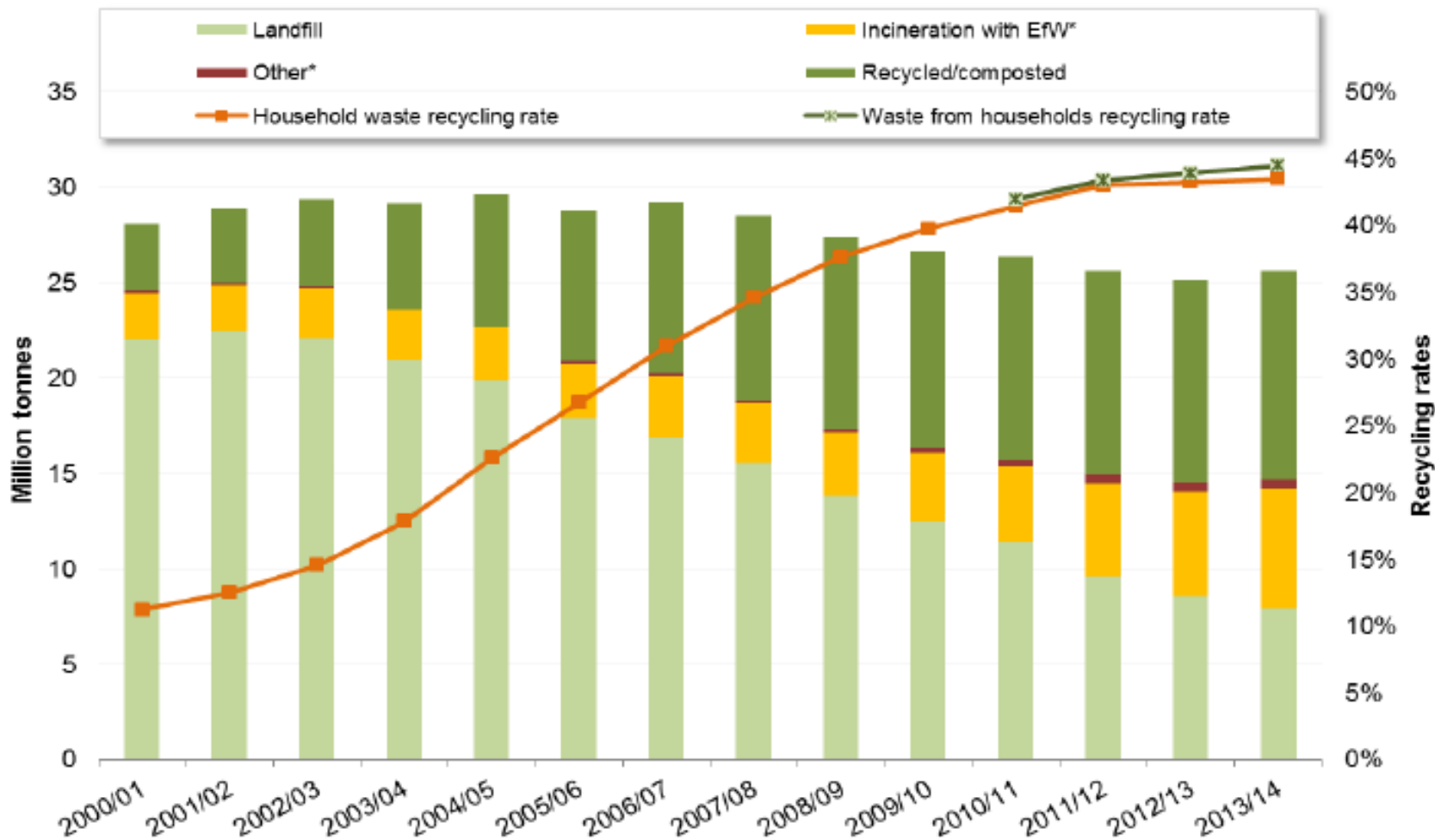
# Landfill Diversion Rate



Published data: 2006/7 (Best Value Reports) 2007/8 to 2013/14 (WasteDataFlow)



# How's England Doing?



# EU Review - Recap

- Long term vision to 2030
  - 70% Recycling by 2025
  - Landfill ban on recyclables by 2025, and <25% MSW
  - Packaging directive recycle 80% by 2030
  - Separate collection biowaste 2025
  - Municipal waste definition changed
  - Target calculation input based <2% contamination
  - Aspirational targets food, zero landfill, marine litter
  - Minimum extended producer responsibility
  - Simplified reporting
  - Early warning system

# Our Initial View of Proposals

- Circular economy
  - Support the philosophy and many actions e.g. bans
- Recycling targets
  - Quality and quantity work in opposing directions
- Behavioural change
  - Earlier slide showed 74% is recyclable
  - If 90% of the public participate and
  - If they recycle 90% of what they can
  - Only  $0.9 \times 0.9 \times 0.74 = 60\%$  can be delivered
- New Target is output based
  - Process losses are not currently accounted

- Light-weighting vs recyclability
- Is packaging a carbon saving tool?
  - Product protection
  - Carbon cost of replacing damaged goods, and transport
  - Increased shelf-life
  - Reduce upstream emissions by less downstream wastage
- Higher recycling rates means tackling harder to recycle products
  - Additional steps in recycling processes, more carbon
  - More transport, more carbon
- Recycling not always the best option
  - More focus on other options e.g. polymer cracking

# Markets, Markets, Markets

- What's are the new drivers?
  - *Can't solve problems with the same thinking we used to create them' (Einstein)*
- Top down targets
  - Collection will not drive markets
- Tweaking producer responsibility
  - Only requires financial responsibility not INDIVIDUAL
  - Increased packaging targets but are they deliverable
- It's a global economy
  - Action on manufacturer not the consumer
  - Low buy-in due to effect on industry competitiveness

# Where's it going



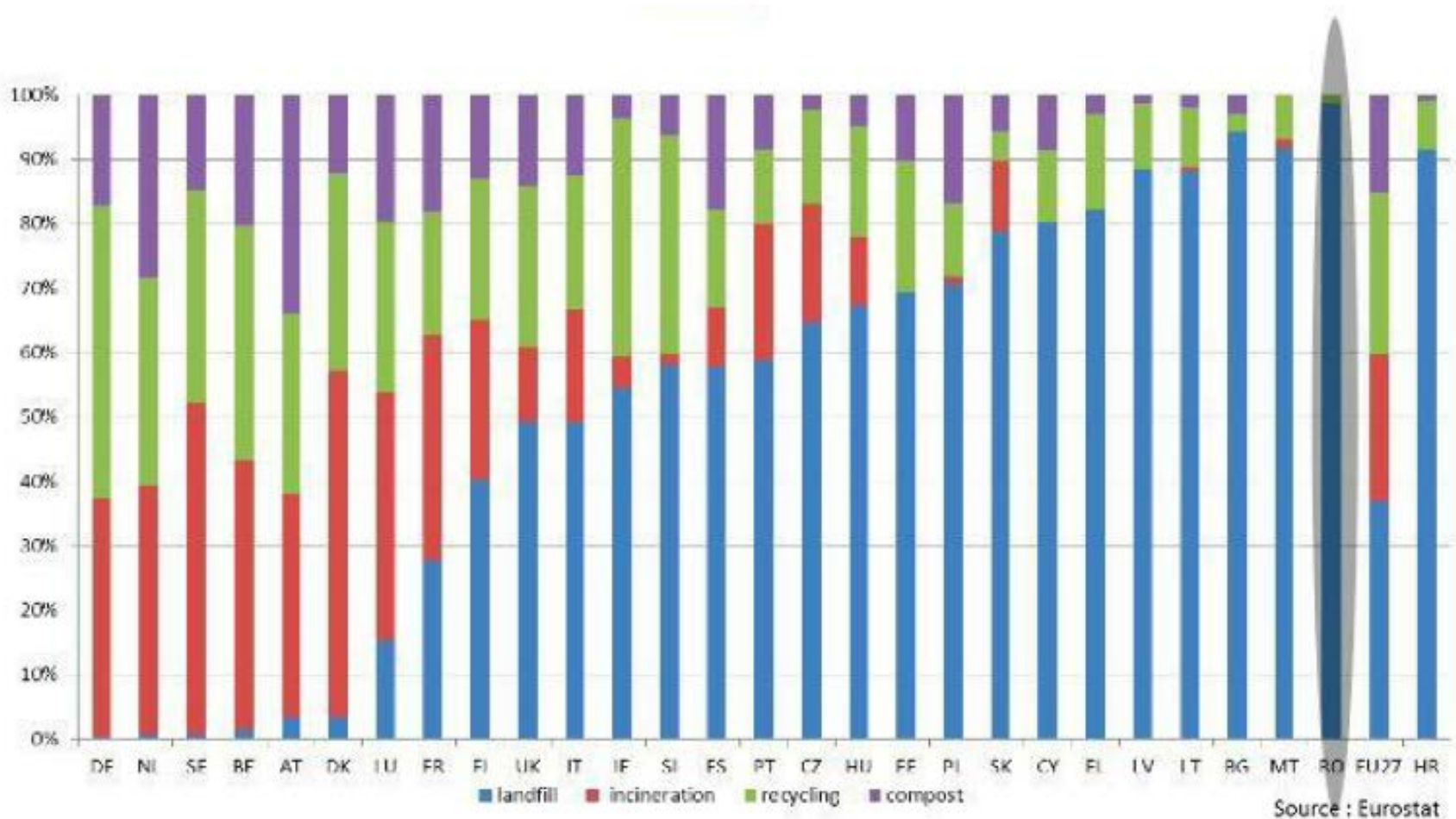
- **Output based Recycling targets**
  - The right thing to do but input based recycling rates in all EU countries are going to fall
  - We (the EU) are not doing as well as we think
  - Lack of clarity on export (not necessarily recycled)
  - Need to understand the current position first
- **Aligning targets**
  - 80% packaging target and 70% MSW doesn't make sense
  - Industry recycling targets need to be aligned to the collection targets in both municipal and commercial waste

# The Way Forward (2)

- Its going to get more difficult
  - Marginal recycling increase for last two years
  - Need to be realistic about the level of investment competing with health, social care and education
- **Technology and development**
  - Plastic targets can only be met by recycling Pots tubs and trays, and films
  - Lack of technology (requires subsidy and targets)
  - No market for PET pots, tubs and trays (approx. 50%)
  - Only one film recycling plant in England
  - Food contact packaging (only for bottles)



# Uniformity Across the EU



Eurostat (2011)

Greater Manchester Waste Disposal Authority

# The Way Forward (3)

- Not all countries are equal - setting them up to fail
  - Different starting points
  - Different proportion of recyclable waste
  - E.g. higher proportion food waste in Southern Europe
  - More focus on collection of biowaste
  - Definition of municipal waste affects countries differently (more clarity required prior to targets)
  - New definition likely to be harder for England
    - Includes waste from PR schemes, not-for-profit, rural
  - But most easier to recycle commercial waste is not collected by English councils

# The Way Forward (4)

- **Market price and development**
  - Individual Producer Responsibility (PR)
  - Collective PR does not benefit product longevity pay the same whether the product last 5/10 years
  - Subsidise emerging markets/technologies
- **Consumer**
  - Driver at the point of purchase (tax)
  - Member state vs EU (control)
- **Retailer**
  - Three quarters of purchases via supermarkets
  - Reward recycled content/Environmental matrix

## Retail

- Need a driver at the point of retail
- Its not all about recycling
- Retailer Matrix to consider a range of factors e.g. weight, recycled content, recyclability
- Waste during production
- Energy use in production
- Used packaging waste and protected product

PET Trays	Item 1
<b>Item Name:</b>	<b>PET Tray</b>
Component Weight (g):	30.0g
% of recycled material:	50%
Recycled weight	15.0g
Polymer	PET
Colour	strong tint <span style="float: right;">●</span>
Barrier / Coatings	none <span style="float: right;">●</span>
Additive	silicone surface coating <span style="float: right;">●</span>
Lidding Film Residue	residue remains <span style="float: right;">●</span>
Lidding Film Material	PET (mono) <span style="float: right;">●</span>
Direct Printing	minimal <span style="float: right;">●</span>
Labels	PP / OPP <span style="float: right;">●</span>
Label Coverage	less than 60% on face <span style="float: right;">●</span>
Adhesive	water soluble in ambient conditions <span style="float: right;">●</span>
Ink	compliant with EuPIA practices <span style="float: right;">●</span>
Inserts	HDPE / LDPE <span style="float: right;">●</span>

Morrisons plastic purchasing matrix Recoup 2014

# In Summary

- **Realistic Ambitions**
  - Understand what we have achieved
  - Set realistic and achievable targets
  - Align the collection and recycling targets
  - Consider the current financial pressures
- **Carbon cost**
  - Resource efficiency of the whole life-cycle
- **Markets, markets, markets**
  - Individual Producer Responsibility
  - Reward the consumer
  - Drive the retailer and encourage recycled content
  - Subsidise emerging markets

# Thank You

## For further information

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