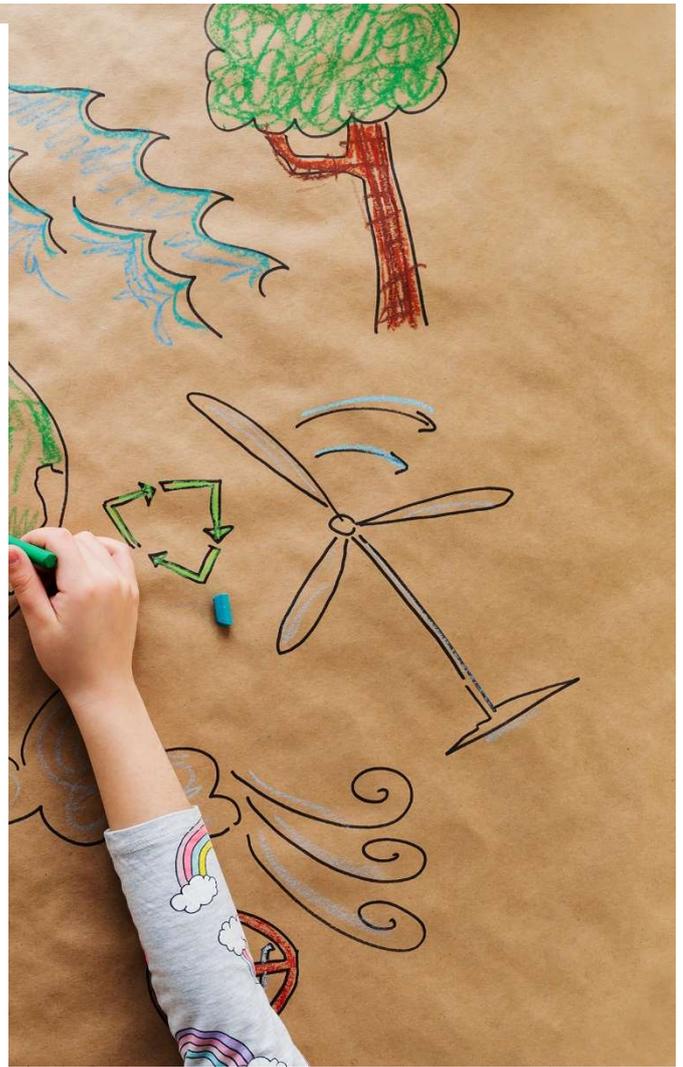


5. Buy Better, Waste Nothing

This is an extract from
Dorset 2030
Living in a zero-carbon county

Full text available at
www.Dorset2030.com



Author: Neil Smith

5. Buy Better, Waste Nothing

Defining a Vision for 2030

We live in a wasteful, throw-away society. In 2017 waste accounted for 16.5 MtCO₂e (4% of UK emissions) with 14.7 MtCO₂e from landfill (nearly 90%)¹. The Zero Carbon Britain (ZCB) target is to reduce emissions from waste by 75% to just over 5 MtCO₂e. However, this is just the greenhouse gas emissions associated with *disposing* of waste and takes no account of the *embedded carbon* in the products or the carbon emitted in getting the goods to market, particularly if they are brought in by ship or plane. So, first we must rethink what we buy as by the time we throw stuff away, our options for recovering the value of the product and the materials it is made from becomes limited. We need to treat waste as a valuable resource that can be reused or recycled, before being burnt with energy recovery. Putting waste in the ground must be a last resort.

This means moving from the traditional manufacturing approach of take, make and dispose, to a **circular economy** model where we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life. A circular economy is vital as it reduces waste, drives greater resource productivity, helps reduce the environmental impacts of production and consumption and contributes to a more competitive economy.

In 2030...

Dorset has embraced the circular economy, supporting innovative businesses to take advantage of waste materials in designing new products, thereby contributing to the green economy.

Dorset continues to deal with the majority (90%+) of waste within its boundaries. The amount of waste produced per person has reduced. No waste is sent to landfill and the county has achieved a 100% recycling rate. As a result, waste GHG emissions have been reduced by at least 75%.

Dorset residents understand the value of buying better to reduce the amount of waste they produce and continue to be enthusiastic re-users and recyclers. Communities have achieved plastic-free status.

¹ Zero Carbon Britain “Rising to the Climate Emergency”

Assessment Framework

How are we performing currently?

The framework below sets out the criteria against which the current status can be assessed. Aspirational objectives are then set to encourage progress towards the vision.

Category	Assessment Criteria
1	At least 60% of waste is recycled. Zero waste (<1%) sent to landfill. Household waste per person has stabilised by encouraging people to buy better and efforts by business to reduce packaging.
2	At least 60% of waste is recycled. Household waste per person has reduced by at least 5%.
3	At least 65% of waste is recycled. Household waste per person has reduced by at least 10%.
4	At least 75% of waste is recycled. Household waste per person has reduced by at least 15%.
5	100% of waste is recycled. Household waste per person has reduced by at least 20%.

2021 Assessment

Where are we now and what else do we need to know?

The ZCB scenario shows that by moving to a **circular economy** (illustrated in Figure 1) and valuing waste as a resource, GHG emissions can be reduced by 75% and can contribute to the green economy.

For Dorset, only 1% (22,268 t CO₂e) of GHG emissions are from waste treatment and disposal. Reducing the amount of waste produced and sending zero waste to landfill (which currently accounts for about 75% of the waste emissions) will help deliver a circular economy and at least a 75% reduction in waste GHG emissions.

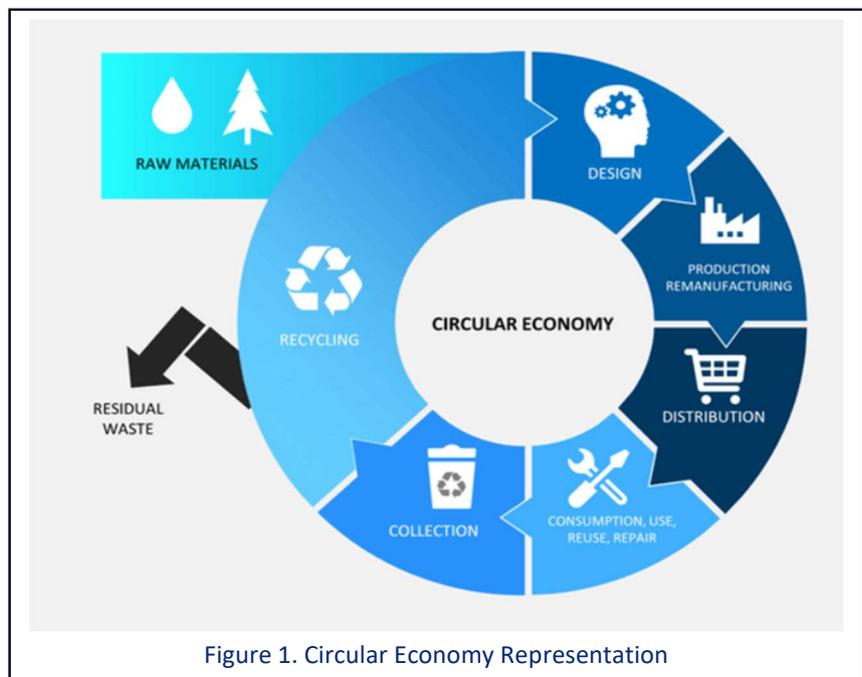


Figure 1. Circular Economy Representation

Therefore, we have focused on two key concepts: **buying better** and **waste nothing**.

What does 'buying better' mean?

Buying better is looking at whether you need to buy something at all, and if you do, taking account of the cost, quality and environmental and social impacts of the product or service. The table below illustrates the type of considerations individuals can take. Underpinning this is the demand for manufacturers and suppliers to move their products towards these aims.

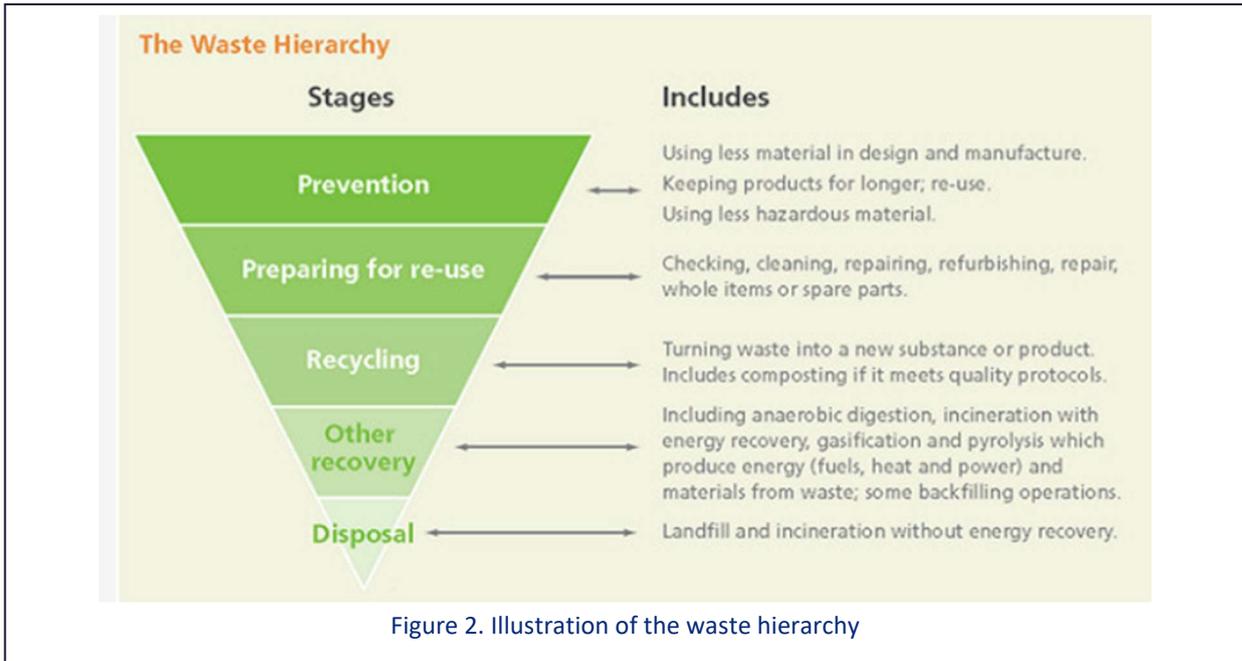
Category	Question	Comments
Cost	<ul style="list-style-type: none"> • Could you hire rather than buy? • Could you get it 2nd hand (On-line / Charity Shops)? • Is cheap really the best value? 	<ul style="list-style-type: none"> • Particularly for tools, cars, sports equipment, clothes • Fast fashion is a particular problem²
Quality	<ul style="list-style-type: none"> • How robust, durable is the product? • Can it be repaired? • What is the energy/water efficiency? 	<ul style="list-style-type: none"> • Check reviews in consumer forums (See <i>Further Information</i>) • Aim for the best energy rating available
Environmental / social impacts	<ul style="list-style-type: none"> • Where is it made? • What is it made of? • Any eco-labels? • What is the recycled content? • Who made it? • How easy is to reuse/recycle? 	<ul style="list-style-type: none"> • Has it been flown around the world? • Does it use rare earth metals? • Is it FSC (Forest Stewardship Council) certified, organic cotton? • Consider recycled plastic used in fleeces and furniture • Is the company committed to avoid modern slavery? • Consider the waste hierarchy

Table 1. Considering how to buy better

What does 'waste nothing' mean?

Waste nothing seeks to retain the materials in use for as long as possible by following the waste hierarchy below.

² https://wrap.org.uk/sites/default/files/2020-10/WRAP-valuing-our-clothes-the-cost-of-uk-fashion_WRAP.pdf



What’s happening locally?

The **Dorset Waste Plan**³ covers the whole county and provides a vision for waste management to 2033. Sustainable waste management is based on the waste hierarchy, self-sufficiency and proximity. In 2015, Dorset (including Bournemouth, Christchurch and Poole) generated 1.6 million tonnes of waste.

About a quarter of this was waste collected by the local authority (Note: Local authority collected waste is household, some commercial waste and waste from public recycling sites, street cleaning and litter control).

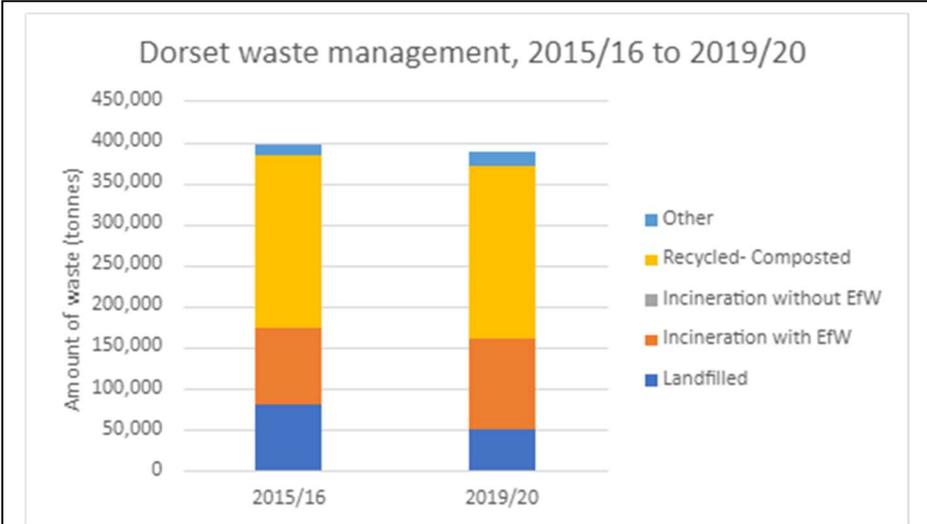


Figure 3. Dorset household waste management

Other: includes waste treated-disposed through other unspecified treatment processes as well as process and moisture loss¹.

The amount of waste collected by the Councils over the past 4 years has dropped by just 2.6%, whilst the recycling rate has hardly changed (54.3% in 2019/20). In 2019/20 this waste produced about 30 kt GHG emissions, accounting for only 1% of Dorset emissions. Landfill accounted for three quarters of these emissions. There has, however, been a significant fall (37%) in the amount of waste sent to landfill over the 4 years, reflecting efforts to send more general waste for

³ <https://www.dorsetcouncil.gov.uk/documents/35024/285757/Waste+Plan+2019+-+Part+1.pdf/2b346405-89e2-cdac-af01-9de9237852d2>

incineration with energy recovery (19% increase) and avoid landfill tax increases. Where our waste goes can be seen on-line for Dorset⁴ and with respect to recycling for BCP⁵.

Worryingly, rather than reduce in volume, the Dorset Waste Plan predicts household waste will grow at 0.9% per year and so increase by 66,000 tonnes to 453,000 tonnes in 2033.

	Percentage of household waste sent for reuse, recycling & composting (%)	Collected household waste per person per year (kg)
BCP	53.9	454
Dorset	58.9	438
Average for England	43.2	412

Table 2: Household recycling rates and waste collected per person (2019/20)

In England and Dorset household recycling rates have stalled; in 2019/20 only 11 English councils achieved over 60% recycling rates. Both BCP and Dorset household waste per person are above the English average. These results suggest there is room for improvement across Dorset for both increasing recycling rates and cutting the amount of waste thrown away.

The Dorset Waste Plan seeks to co-locate waste management facilities with complementary activities. This may include opportunities for co-location with potential users of low carbon energy and heat (see the *Power Up* Chapter), fuels, recycles and soils, encouraging the use of waste as a resource, in support of a *circular economy*.

There is also the opportunity for wastes or by-products of an industry or industrial process to become the raw materials to create another product. This is known as *industrial symbiosis* and the application of this concept allows materials to be used in a more sustainable way, contributing to the creation of a circular economy. Examples of industrial symbiosis are wide ranging and include the use of waste heat from one industry to warm greenhouses for food production, the recovery of car tyre shavings for use in construction materials, and the use of sludge from fish farms as agricultural fertiliser.

The **Dorset Local Enterprise Partnership (LEP)** has published a draft Industrial Strategy⁶ which includes a commitment to develop environmental and natural carbon initiatives, including using a *circular economy* approach to improve opportunities for local food, drink and construction material production. However, there does not appear to be any link to using such an approach to tackling waste. This is a missed opportunity.

The UK Government's **Resources and Waste Strategy**⁷, the commitments in the UK's **25-year Environment Plan**⁸ and the **Industrial**⁹ and **Clean Growth**¹⁰ strategies, are all designed to move us to adopt a more circular and zero-waste approach, which keeps resources in use for longer. In addition, these strategies aim to double resource productivity – making more from less and eliminating single-use plastics (SUPs). The aim is to de-couple economic growth from waste production.

To support the circular economy, the UK government introduced a right to repair law¹¹ in summer 2021, so that

⁴ <http://www.litterfreedorset.co.uk/resource-hub/faqs/where-does-dorsets-waste-go/>

⁵ <https://www.bcpouncil.gov.uk/Bins-waste-and-recycling/Bins/What-happens-to-recycling.aspx>.

⁶ <https://www.dorsetlep.co.uk/local-industrial-strategy>

⁷ <https://www.gov.uk/government/publications/resources-and-waste-strategy-for-england>

⁸ <https://www.gov.uk/government/publications/25-year-environment-plan>

⁹ <https://www.gov.uk/government/topical-events/the-uks-industrial-strategy>

¹⁰ <https://www.gov.uk/government/publications/clean-growth-strategy>

¹¹ <https://www.gov.uk/government/news/electrical-appliances-to-be-cheaper-to-run-and-last-longer-with-new-standards>

products such as washing machines, TVs and fridges should become easier to repair and cheaper to run. Manufacturers are required to make spare parts for products available for the first time – helping extend the lifespan of products by up to 10 years and preventing them ending up on the scrap heap sooner than they should. In addition, new energy labels¹² aim to drive up product standards.

WRAP, a charity set up in 2000 to work with governments, businesses and citizens to create a world where resources are sourced and used sustainably, is leading efforts to reduce waste and encourage reuse and recycling. They have targeted specific sectors, such as food, clothing and plastic packaging.

Food Waste

In the UK, we throw away 6.6 million tonnes of household food waste a year, almost three quarters is food we could have eaten¹³. Food producers, caterers and individuals can all take steps to reduce the amount of waste and any leftover food waste must be diverted from landfill. This is also critical for how we can feed a growing population and reduce the demand on land (see *Land Use* and *Eat Well* chapters).

Plastic Packaging

In the UK, 2.4 Mt of plastic packaging is placed on the market every year. WRAP launched the world's first Plastics Pact¹⁴ with the Ellen MacArthur Foundation in the UK in 2018. This world-leading initiative has been the trailblazer for a network of global Pacts, all working towards a circular economy for plastics. Businesses are encouraged to reduce the amount of packaging used to protect products and along with local councils provide the recycling facilities to help prevent packaging escaping into the environment.

Fast Fashion

Fashion is a crucial part of the UK and European economies. Across the EU and UK, clothing is the eighth largest sector in terms of household spending. However, it is ranked fourth in terms of its impact on the environment. Only housing, transport, and food have greater impacts¹⁵. An estimated £140m worth of clothing is sent to UK landfill each year. Fast fashion is recognised as being extremely damaging to the environment and to the people involved in making cheap, throw-away clothes.

Textiles 2030 is WRAP's new ground-breaking, expert-led initiative, harnessing the knowledge and expertise of UK leaders in sustainability to accelerate the whole fashion and textiles industry's move towards circularity and system change in the UK. The new voluntary agreement builds on the learning and success of the **Sustainable Clothing Action Plan**¹⁶ (SCAP 2020) and aims to engage the majority of UK fashion and textiles organisations in collaborative climate action. Seventeen businesses, representing more than half of UK clothing and textile sales, have already signed up to Textiles 2030, committing to reducing their carbon impacts by 50% and water impacts by 30%; as well as working together to introduce more circular approaches to their business¹⁷.

As noted above, the Dorset Waste Plan assumes that the amount of waste will continue to grow. However, taking

¹² <https://energylabel.org.uk/>

¹³ <https://wrap.org.uk/taking-action/food-drink>

¹⁴ <https://wrap.org.uk/taking-action/plastic-packaging>

¹⁵ https://wrap.org.uk/sites/default/files/2020-10/WRAP-valuing-our-clothes-the-cost-of-uk-fashion_WRAP.pdf

¹⁶ <https://wrap.org.uk/taking-action/textiles/initiatives/scap-2020>

¹⁷ <https://wrap.org.uk/sites/default/files/2021-04/Textiles%202030%20Circularity%20Roadmap.pdf>

a circular economy approach should see the amount of waste reduce and indeed a reduction in household waste has been seen in the last 4 years. Continuing to reduce household and commercial waste requires business, government and consumers to play their part. More durable, repairable products that can be easily reused or recycled will make it easier for people to make more informed buying choices. The two local councils need to provide waste services that make it easy for residents to put the right waste in the right bin. All residents must be able to recycle food waste. Education is key to help people to make informed choices, in particular in reducing the amount of food, packaging and clothing that gets thrown away. National initiatives, such as WRAP's **Love Food, Hate Waste** campaign, are essential to support people to make better choices.

Current assessment

Having considered the current assessment documented above, the report contributors have assessed the county's current category as:

1	While the latest data is pending it is highly unlikely that any of the proposed criteria for reducing GHG emissions, waste sent to landfill and waste per person and increased recycling will be achieved. As such this area is rated "1"
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2021/2 Objectives

To move the assessment forward the following should be undertaken over the next year:

1. The LEP and both Councils embrace the circular economy and promote opportunities for the co-location of businesses to utilise waste as a resource.
2. The LEP updates its draft industrial strategy to promote the circular economy.
3. The Dorset Waste Plan is updated to include the latest waste data and GHG, recycling and zero waste to landfill targets.
4. Dorset and BCP Councils create a DWP approach to implement a consistent waste management offer.
5. Food waste recycling to be available to all Dorset residents.
6. Both Councils and all public sector organisations seek to reduce the amount of waste they produce through sustainable procurement initiatives (as noted in Dorset and BCP Councils' CEE action plans).
7. Both Councils continue to provide advice to residents and businesses on how they can reduce, reuse and recycle their waste.
8. Local communities are encouraged and supported to sign up to become plastic free.

Case Studies

Across the county, individuals and organisations are already taking the action that will propel us towards the vision. By sharing some of these below the aim is to encourage their sustainability, replication and escalation.

Repair cafes

There are **Repair Cafés**¹⁸ across the county, examples include Bournemouth¹⁹, Wimborne²⁰, Dorchester²¹ and Marnhull²², with over a thousand worldwide. Repair Cafés are free meeting places and they're all about repairing things (together). In the place where a Repair Café is located, you'll find tools and materials to help you make any repairs you need. On clothes, furniture, electrical appliances, bicycles, crockery, appliances, toys, etc. You'll also find expert volunteers, with repair skills in all kinds of fields.

Visitors bring their broken items from home. Together with the specialists they start making their repairs in the Repair Café. It's an ongoing learning process. If you have nothing to repair, you can enjoy a cup of tea or coffee. Or you can lend a hand with someone else's repair job. You can also get inspired at the reading table – by leafing through books on repairs and DIY. There are also plans to repair old bikes in Shaftesbury.

REPAIR CAFE



Win on Waste

Win on Waste²³ started life as a local recycling project from Ideas2Action in 2014 with the aim to support and enhance the lives of people living in the UK by offering groups access to their portfolio of recycling projects. Their first session at Canford Heath began with a small selection of hard-to-recycle items being collected on behalf of local charities, and the network grew to 19 sessions that took 3,400 bags of recyclable waste out of landfill and kerbside collections between November 2019 and March 2020.



Wimborne War on Waste

WoW is a focused and dynamic grassroots community group that seeks to raise awareness about the environmental impact of single-use plastic. Their aim is to inspire people to rethink and reduce their use of single-use plastic, in particular disposable coffee cups, plastic bottles, straws and bags. The group works closely with local Councils, MPs, Charities and other community groups.

In April 2018 WoW launched their vision to lead Wimborne to



¹⁸ <https://www.repaircafe.org/>

¹⁹ <https://www.facebook.com/RepairCafeBH/>

²⁰ <https://www.facebook.com/wimbornerepaircafe/about/>

²¹ <http://transitiontowndorchester.org/repair-cafe/>

²² <https://www.marnhullhub.org.uk/repair-caf%C3%A9>

²³ <http://winonwaste.org/>

Plastic Free Community Status, which was achieved in just under 5 months. **Surfers Against Sewage Plastic Free 5 step toolkit**²⁴ helps communities with each objective and gives them a framework with practical advice and guidance on how to free your community from single-use plastic. You can create a plastic free community best suited to your local circumstances.

You can see their video on tackling coffee cup waste here and discover more via the links below^{25 26}.

Lush Packaging

Dorset-based cosmetics company **Lush** believe²⁷ that when a customer holds a Lush product, they are holding so much more than just that product. They are holding a complex web of relationships, of flows of materials, creativity, human labour, movement, life that had all to be arranged in a particular way, organised so that that product could be in their hands.

As such this *“means instilling a zero waste and circular way of thinking throughout the business that informs company actions. As part of our budding zero waste culture, beside going naked²⁸, avoiding single-use, using regenerative materials when new materials are needed, buying*

quality materials that last, avoiding landfill, incineration, and recycling exports, and recovering legacy materials from the environment are all things that we have begun to practice but would like to take these ideas to their full potential. Collaboration is key for a circular economy, and we also aim to expand our ecosystem of partners.” Their target is zero waste to landfill; educating to reduce waste and maximising the value from waste.



When it comes to waste generated in Lush Cosmetics manufacturing sites & head office, the vast majority is sent to their own Poole-based recycling centre known as the Green Hub. The Green Hub allows them to sort, clean and reduce waste, taking full control over what happens to it at its end-of-life and ensuring that none of their waste is exported outside of the UK, helping them reduce their waste footprint from 180kg to 150kg of waste for every tonne of product made in 2020. Just 2.7% of that waste makes its way to landfill, however, this figure is constantly reviewed as they move forward with their zero-waste journey²⁹. For Lush, zero-waste means pushing for solutions that generate no waste to landfill or waste to energy, prioritising reusable materials and recycling as a last resort. Their Naked products received further recognition this year, with their Netherlands business receiving the most sustainable retailer award.

For the packaging used, 84% is reusable, recyclable or compostable and 72% is made from recycled, organic or regenerative sources. Digital fulfilment boxes are also now being sourced from a carbon-neutral company in the UK, drastically reducing the footprint of more than 637,000 boxes sent across Europe. They have also made great

²⁴ <https://plasticfree.org.uk/get-involved/lead-a-community/>

²⁵ <https://www.facebook.com/WimborneWaronWaste/videos/2100202116799015/>

²⁶ <https://www.wimborne.info/war-on-waste>

²⁷ <https://weare.lush.com/lush-life/our-impact-reports/>

²⁸ <https://weare.lush.com/lush-life/our-ethics/naked/>

²⁹ <https://weare.lush.com/lush-life/our-impact-reports/carbon-impact/>

strides with their black pot take-back scheme, with a closed loop solution being set up at their manufacturing site in Croatia and more than 257,000 black pots being returned to stores in Korea.

Pack a Range - Producing more sustainable toys

Handcrafted in Dorset, the **Pack a Range**³⁰ collection is created using carefully selected materials and processes, right from the design stage, to ensure they create a positive impact on the environment through their products, employees and wider community. Like when they plant one tree for every Pack a Desk Jr sold! The majority of their products are plastic-free and made from recycled materials that are easily recycled at the end of their life. They continuously strive to become fully plastic-free and always seek ways in which achieve this!

Managing Director, James Martin, says, *“After observing our own consumption of plastic through toys I did a bit of research to understand the issue better. The toy market is \$20bn a year industry, of which 90% contains plastic. Unlike single use plastics, such as drink bottles, the toy market is not geared towards recycling with most ending up in oceans or landfill. Also, a recent study of 2000 parents found that 25% admitted to throwing away plastic toys that were in perfect working order. These alarming figures compelled me to take urgent action, which would enable a way for playtime to not only be fun, but also eco-friendly”*.

Zero Waste Shops

Zero waste shops³¹ have started to pop up in the high street to help consumers reduce the amount of waste they produce. Lydia is the founder of **‘Waste Not Want Not’**, based in Bridport, which was the first Zero Waste shop in Dorset³². She invites all of us to join her in becoming a pioneer to alleviate plastic production and live in harmony with nature and society.



We are all aware of the plastic epidemic that we face, and are waking up to one of the biggest decisions that we are confronted with every day; *“Do I give into convenience?”*

At ‘Waste Not Want Not’ you can support a circular economy by purchasing packaging-free and refilling your existing containers. We can all follow steps in our day-to-day life that would

make an instant difference. By creating less demand for packaging and single use production, we can set the example and change consumer perception. With a change of habit, we can all be on a journey to Zero Waste and support each other along the way. Be a pioneer and turn the tide on plastic and packaging pollution. Be a part of the solution.

³⁰ <https://packarange.co.uk/>

³¹ <https://www.thezerowastenetwork.com>

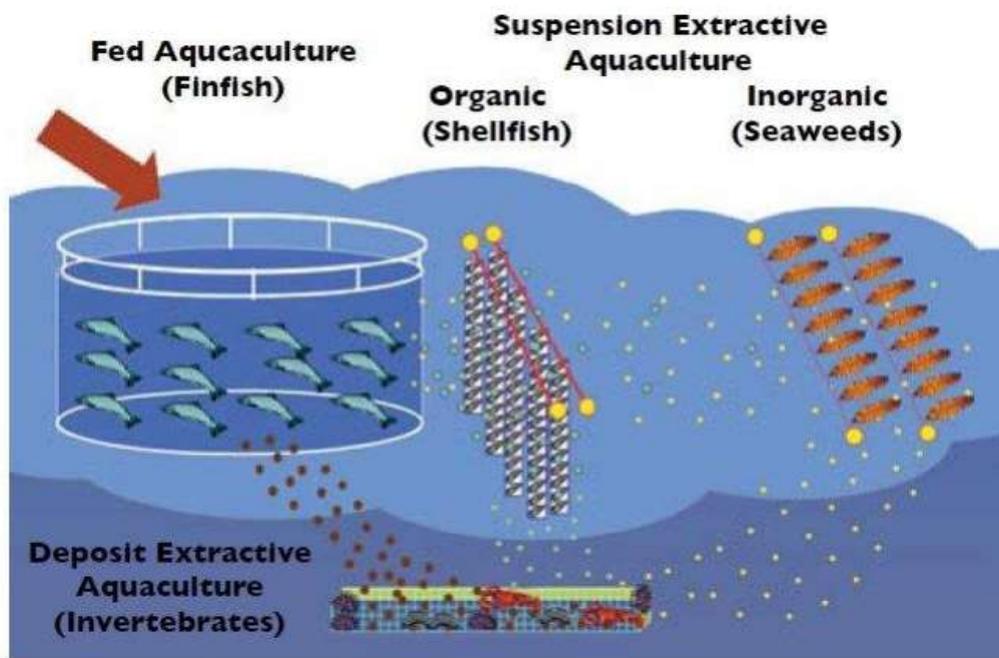
³² <https://wastenotwantnotbridport.co.uk/>

Industrial Symbiosis case study: Smart Ecosystems for Seaweed and Oysters, Portland Harbour

Covering the 100-mile stretch of coastline from Beer in the West to Swanage in the East the **Dorset & East Devon FLAG³³** was launched in March 2017 with an award of £800,000 to deliver **Community Led Local Development (CLLD)** in the area's fisheries, aquaculture, and seafood sectors. One of the key aims in the FLAG's **Local Development Strategy (LDS)** is to "enable innovation to increase the value of catch and products". The study area covers 8 main landing sites recognised by the Marine Management Organisation (MMO). These are: Axmouth, Beer, Lyme Regis, Lulworth, Portland, Swanage, West Bay and Weymouth.

The Dorset and East Devon FLAG has supported a local aquaculture company in plans to integrate oysters and algae production. The production of specific types of algae on longlines involves removing unwanted species that

Fed Aquaculture



Improving Urban Resilience in Coastal Eco-Cities: System Integration - Scientific Figure on ResearchGate.
Available from: https://www.researchgate.net/integrated-multi-trophic-aquaculture-chopin-2010_fig22_260930327 [accessed 15 Nov, 2018]

also grow on the lines. From the outset, the FLAG put the aquaculture company in contact with other local companies with a view to redirecting these unwanted species of seaweed for cosmetics or food additives.

³³ <https://webgate.ec.europa.eu/fpfis/cms/farnet2/sites/default/files/7-2-oystersseaweed-imta.pdf>

RNLI

Headquartered in Poole the RNLI are very clear about their commitment to eliminating and reducing waste³⁴ and have set an ambition to become a 'zero waste to landfill' organisation by 2030. The scope of this ambition includes all waste produced by RNLI people at all RNLI locations of operation.

“To help achieve our ambition, we apply waste hierarchy thinking at the earliest stage possible in our planning, projects and decision making (for example with) lifejacket recycling - when they reach the end of their service lives, RNLI lifejackets are decommissioned. But to save them from going to landfill, we upcycled them into a hard-wearing and water-resistant product range, complete with many original lifejacket features. This pilot sustainability initiative saved the RNLI £17,000 in disposal costs and has generated tens of thousands of pounds’ income over the last 5 years – with 100% of the profits going directly back into our lifesaving service”.



RNLI products made from upcycled lifejackets

Other local projects

As well as the proposals for cycle repairs noted above, Myrtle and Marigold³⁵ are a liquid soap refill service for Shaftesbury and surrounding areas, selling environmentally friendly cleaning products such as shampoos, conditioners, laundry liquids, hand soaps, home sanitisers and lots more!

There are community fridges in Sturminster Newton and Shaftesbury which save food from waste.

Terracycling is collected in Shaftesbury, Stalbridge, Marnhull and Gillingham.

Men’s clothing, which is often unwanted by charity shops, can be donated for refugees via Blandford Cares and donated to Friends of Guys Marsh for ex- offenders.

Slow Fashion

REPEAT – Poole

Sustainable fashion is taking the world by storm, with more people than ever shopping consciously and avoiding fast fashion. **REPEAT**³⁶ is a clothes shop in Poole that offers funky, recycled fashion and encourages people to 'Buy. Wear. Swap. Repeat.' The shop is run by Anna-Maria and Jemma, two enthusiastic friends who are keen to change people's approach to fashion. The shop offers second hand rails full of unique and vintage clothes and shoes, as well as items that can be hired and returned. The pair noticed that people were getting rid of amazing items, so were keen to open somewhere clothes would be sold and not thrown away. Jemma said: "People are

³⁴ <https://rnli.org/about-us/sustainability/environmental/eliminating-waste>

³⁵ www.myrtleandmarigold.co.uk

³⁶ buywearswaprepeat.com

now realising that they need to be more sustainable and shop second-hand. We can't continue with the throwaway society that we're in."

Jolly Elephant – Shaftesbury

Jolly Elephant³⁷ is a carbon-negative clothing brand that will make you look good, raise awareness of the ivory crisis, and directly support wildlife conservation charities throughout the world. *"Channeling our love for elephants and wildlife, we design and print an array of premium clothes and donate 10% of profit to the David Shepherd Wildlife Foundation*³⁸. However, we also plant trees, use zero plastic packaging and more. By purchasing and wearing Jolly Elephant products, you are joining us in the fight to rescue the biodiversity of endangered habitats by preventing the effects of the ivory trade and the loss of habitats, while supporting ethical and sustainable manufacturing³⁹."

Hawkers Re-Creatives

Hawkers Re-Creatives⁴⁰ is a sustainable sewing hub in North Dorset, near to Gillingham Station. It's aims are to:

- save clothing from landfill by re-designing and upcycling garments (waste textiles are purchased from charity shops)
- teach people to mend clothes
- provide a range of second hand and vintage clothing for sale
- provide a library of clothes and hats for borrowing.

Litter

Love Your Verge

Dorset Council's **Love Your Verge** campaign which is a collaboration between the Council's **Greenspace Service** and **Litter Free Dorset**. The verges in Dorset host a wide range of wildlife and need protecting. The campaign aims to promote the Dorset Council verge management techniques used to encourage roadside biodiversity while reducing incidents of littering in our county. The greenspace team are embedding a 'cut and collect' system across Dorset to reduce cutting schedules and fertility of the soil. This in turn saves money as well as increases the number of wildflowers and pollinators in Dorset.



Neat Streets: tackling littering with tech

In summer 2021, following the huge amounts of rubbish left on BCPs beaches in 2020 when lockdown lifted, **Hubbub**⁴¹ and **Ellipsis Earth**, who use cutting edge drone and AI technology to accurately identify up to 47 kinds of litter, collaborated with BCP Council to introduce targeted litter-busting interventions where they were most needed thanks to funding from McDonald's and their suppliers. Ellipsis Earth conducted test measurement during

³⁷ <https://www.jollyelephant.com/our-story>

³⁸ <https://davidsshepherd.org/>

³⁹ <https://www.jollyelephant.com/sustainability-and-responsibility/>

⁴⁰ www.hawkersfarm.org

⁴¹ <https://www.hubbub.org.uk/neat-streets-bcp>

lockdown in March to get an initial idea of litter patterns. They then created their first full litter map based on data from a week period covering the late May bank holiday when lockdown restrictions were largely lifted. The results showed a whopping 454% increase in the total quantity of litter! Even accounting for a doubling in footfall, this still showed a big relative increase in litter.

Hubbub introduced proven behaviour change interventions to strategic locations across BCP Council and tested new experimental ideas with the aim of reducing litter across town centres, beaches and green spaces. They aimed to shift littering behaviours through a targeted campaign including a series of exciting bin-novations: glow in the dark bin vinyls to remind night time revellers where to bring their litter ('lucky bin - use me to make a wish'), voting bins and ballot bins featuring topical questions (is it coming home?) as well as the world's first disco bin which lit up and played music when used!⁴²

They also ran a 'Catch of the Day' spoof fishmongers stall at weekends throughout the summer to raise awareness of litter's impact on our oceans in a fun way. The brilliant local litter picking group, the Dorset Devils provided us with a tasty banquet of freshly caught local litter including Masked Rollmops (PPE fresh from the sea) and Atlantic Spadefish (children's toys left behind by families).



Data-driven interventions reduce litter by 75%!

Ellipsis Earth conducted a final litter mapping survey at the end of August, to measure the impact of Hubbub's interventions. The findings of this independent scientific measurement were striking:

- Where Hubbub interventions were positioned according to Ellipsis Earth data, litter reduced by 75% on average in surrounding areas.
- When Hubbub's Ballot Bins were placed in data-driven cigarette litter hotspots, cigarette litter reduced by 73%.
- Hubbub ran an A/B test at the comparable East and West sides Bournemouth Pier. The West side had no interventions and there was a 0% reduction in litter. The East side featured colourful bins and cheeky glow in the dark messages for evening beachgoers and generated a 79% reduction in litter.
- The world's first Disco Bin led to a 42% reduction in litter in the surrounding area.
- A parallel communications campaign that Hubbub was not involved with used negative, finger wagging messaging to try and discourage littering. Surveying showed this increased litter in the vicinity by 10%, highlighting again the effectiveness of positive messages.

Hubbub and Ellipsis Earth plan to build on what they have learnt and create a successful template for tackling litter that can be scaled and repeated across the UK.

⁴² <https://www.youtube.com/watch?v=THmPsiBkoRo>

Litter Picking

Dorset Devils⁴³ are like-minded residents who volunteer their free time to clear litter from where they live as well as nearby parks and our beautiful beaches, when it suits. *“We are each fully kitted out as we look after our own patch and hope to encourage others to manage their own litter and raise awareness. We do it for ourselves, our community, our neighbourhood and our environment. We want our local areas to be as litter free as possible but that means everyone needs to play their part for this to happen.”*

Active member range in ages from 4-84 with the **junior devils** section growing thanks to the support of Bournemouth University enabling them to be kitted out like their parents. Projects have been started with local primary schools and scout packs with activities on the beach and indoors. They also help youngsters with the voluntary element towards their Duke of Edinburgh Awards, and are linked to **LitterAction**, an online organisation which helps and supports volunteers within the UK who are prepared to pick up other people’s litter.

Litter Free Dorset⁴⁴ aims to reduce the social, economic, and environmental impacts of litter as well as improve and maintain bathing water quality in Dorset, focusing on reducing litter and pollution from getting to our countryside and coast in the first place.

Litter Free Dorset is a community campaign made up of a core team of two, a full-time coordinator Sophie, and part-time support officer Carla, plus a working group, consisting of enthusiastic, motivated local organisations, charities and community groups.

You can find a list of local litter picking groups here: https://www.litterfreedorset.co.uk/get-involved/litter_picking_groups/

Hope to Cycle in Bournemouth and Shaftesbury

Hope2Cycle⁴⁵ is a charitable community partnership promoting cycling, recycling, health and wellbeing. They have a fantastically dedicated team of skilled, trained volunteers and paid staff who offer a comprehensive and personal service. They service and repair unwanted bikes and put them back on the road. They also offer service, repairs to customers bikes in addition to new and recycled parts, cycle hire and maintenance training.

The charity has extensive experience in supporting people who are socially excluded or recovering from health-related problems in a work setting and are able to offer work experience and volunteering opportunities.

Further Information

Ellen Macarthur Foundation

The **Ellen Macarthur Foundation’s**⁴⁶ mission is to accelerate the transition to a **circular economy**, developing and promoting the idea of a circular economy. Inspiring and working with business, academia, policymakers, and institutions across the globe. Their vision is *“a new economic system that’s better for people and the environment”*.

⁴³ <https://dorsetdevils.org/>

⁴⁴ https://www.litterfreedorset.co.uk/get-involved/litter_picking_groups/

⁴⁵ <https://www.facebook.com/Hope2Cycle/about/>

⁴⁶ <https://ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview>

The Foundation works with businesses, international institutions, governments, cities, universities, non-governmental organisations, innovators, and many others to achieve the transition to a regenerative circular economy. They create resources, publications and tools to help stakeholders set effective policies, find new ways to do business and design better products. Their Network brings together industry leading corporations, emerging innovators, affiliate networks, government authorities, regions and cities and more. The goal is to build circular capacity, address common barriers to progress, understand the necessary enabling conditions, and pilot circular practices.

Guides on how to buy better

Various publications and websites provide advice and guidance on buying goods and services, such as **Which** (<https://www.which.co.uk/>), **Ethical Consumer** (<https://www.ethicalconsumer.org/>) and the **Good Shopper Guide** (<https://thegoodshoppingguide.com>).

Industrial Symbiosis: International Synergies Ltd

ISL⁴⁷ is the world's leading expert on **industrial symbiosis**, recognised by the UN, G7, EU, Global Green Growth Forum and the OECD through its award-winning flagship programme and international brand NISP®. The European Commission cites industrial symbiosis as an innovative means to achieve resource efficiency: calling for Europe-wide implementation of industrial symbiosis as part of its '**roadmap to a resource efficient Europe**', the high-level '**European Resource Efficiency Platform**' (EREP) and the 2020 circular economy action plan.

In 2018 industrial symbiosis was entered into European law via amendments to the waste framework directive. In addition, industrial symbiosis is acknowledged by the UN's International Resource Panel (IRP) to support all SDGs through resource efficiency. In the UK industrial symbiosis is a key pillar of the industrial decarbonisation strategy published by BEIS in March 2021 and also is part of the Defra waste prevention programme as identified in its March 2021 consultation.

Eco-labels

Eco-labelling enables shoppers to select products and services according to specific environmental and social criteria. Consumers can use eco-labels to guide purchasing decisions by providing information about the 'world' behind the product. For businesses, eco-labels are a means of measuring performance and also communicating and marketing the environmental credentials of a given product. And for governments, crucially these tools encourage the behavioural change of producers and consumers towards long-term sustainability.

The **Ecolabel Index**⁴⁸ is an example of where you can review a global directory of ecolabels.

ChangeNOW Resource Hub

ChangeNOW, held in Paris, claims to have been the "*World's Largest Event for the Planet*" with more than 1,000 sustainability solutions and 500 speakers at their 2020 event⁴⁹. With subsequent activity being taken on-line there is now a wealth of information available to view on their website and virtual exhibition⁵⁰. Registration is required to participate but is available free of charge if only viewing material.

⁴⁷ <https://www.international-synergies.com/>

⁴⁸ <http://www.ecolabelindex.com/>

⁴⁹ <https://event.changenow.world/en>

⁵⁰ <https://event.changenow.world/en/content/map>

The following video explores the opportunities the circular economy presents for construction materials.



CIRCULAR CONSTRUCTION MATERIALS

Learning how circular economy can be applied to urban construction with Sébastien Duprat (Cycle-up), Pascal Eveillard (Saint-Gobain), Nicolas Cruaud (Néolithe), Carmen Santana (Archikubik), and Sophie Rosso (Redman)

Available via <https://event.changenow.world/en/session/56efdd26-2fa8-eb11-94b3-501ac5921410>