





What can Recycle
Week and
European Week for
Waste Reduction do
for you?

 zerowastescotland.org.uk

 [@ZeroWasteScot](https://twitter.com/ZeroWasteScot)

 [@HowToWasteLess](https://www.instagram.com/HowToWasteLess)

   [@ZeroWasteScotland](https://www.youtube.com/@ZeroWasteScotland)

**ZERO
WASTE
SCOTLAND**

Agenda



- Welcome – Miriam Adcock
- Recycle Week – Jenny Fraser
- European Week for Waste Reduction – Miriam Adcock
- Food waste – the issues and Zero Waste Scotland resources – Catherine Pendreigh
- Q&A



Don't let it go to waste
Recycle Week 2024
October 14th – 20th

Jenny Fraser
Communications
Partner



**ZERO
WASTE
SCOTLAND**

**THANK YOU
FOR RECYCLING**



 **Scotland Recycles
#RecycleWeek**

 #RecycleWeekScot

**Are you feeding
the right bin?**

Put food waste in the food caddy.

Not the big bin!



**Recycle Week 2024
October 14th – 20th**

 **recycle for Scotland**

**Recycle
Week
2017**

**25th September -
1st October**

**BE A WASTE
WARRIOR**

**IT'S TIME TO GET
RECYCLING SORTED**

recyclingsorter.scot

 **recycle for Scotland**

Consumer research

- Who we spoke to
- Why recycle?
- How do people recycle at home?
- Could they recycle more?
- Where do they get their information from?

“ ”

*If it [recycling] wasn't available,
I probably wouldn't recycle.*

“ ”

*we could definitely,
definitely do better.*

“ ”

*I would be conscious of how
much is going to landfill,
least amount of stuff going
to landfill the better.*

“ ”

*I'm kind of slightly mixed on it, I have
to say... we as human beings have
had an impact on what's known as
climate change...but there's also the
general warming of the earth that
have has gone in cycles since the
beginning of time*

“ ”

*I've never thought to go back and
check that information yearly. Or
every six months I feel like I've just
thought, okay, that's what it is*

“ ”

*To reuse materials, do the right
thing, set a good example for kids,
and minimize environmental impact.*



52%

could have
been recycled

The composition of household waste at the kerbside in 2021-23



DON'T LET IT GO TO WASTE!


Your effort in recycling plays a huge part in how we recycle in Scotland.





Recycle Week 2024 Toolkit

**DON'T LET IT
GO TO WASTE**

 **recycle for Scotland**

www.zerowastescotland.org.uk/recycle-week-2024

**WE RIP,
WE TEAR,
WE FOLD,
WE FLATTEN,
WE SCRUNCH.**




We make every effort to recycle right, yet **52%** of the items in our general waste bins could have been recycled instead.

DON'T LET IT GO TO WASTE.

Search

Q Recycling sorter

to find out what you can recycle where.

 **recycle for Scotland**

**WE SORT,
RINSE,
SQUISH,
SQUEEZE.**



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 **recycle for Scotland**

Posters



WE PICK, WE BAG, WE SCRAPE, WE EMPTY, WE PEEL, WE RINSE, WE FLATTEN, WE SORT.



**RECYCLE
WEEK
2024**

14 - 20 October

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Social
media

**DON'T LET
IT GO TO
WASTE!**

Search

Q Recycling sorter

To find out what can be recycled where.

 **recycle for Scotland**





Social media
#RecycleWeek24





Social media
#RecycleWeek24



**MAKE SURE
TO TAKE
YOUR FOOD
WASTE OUT
OF ITS
PACKAGING.**



**PACKAGING IS
HARDER TO
REMOVE AT THE
COMPOST FACILITY
AND IS AN
EXPENSIVE
PROCESS.**

**PACKAGING CAN DAMAGE
EQUIPMENT, BE
HAZARDOUS TO STAFF AND
LEAVE SMALL PLASTIC
PARTS IN THE COMPOST**



**ENSURE YOUR
PACKAGING IS
RECYCLED
PROPERLY AND
NOT WITH FOOD
WASTE.**



**Social
media
#RecycleWeek24**



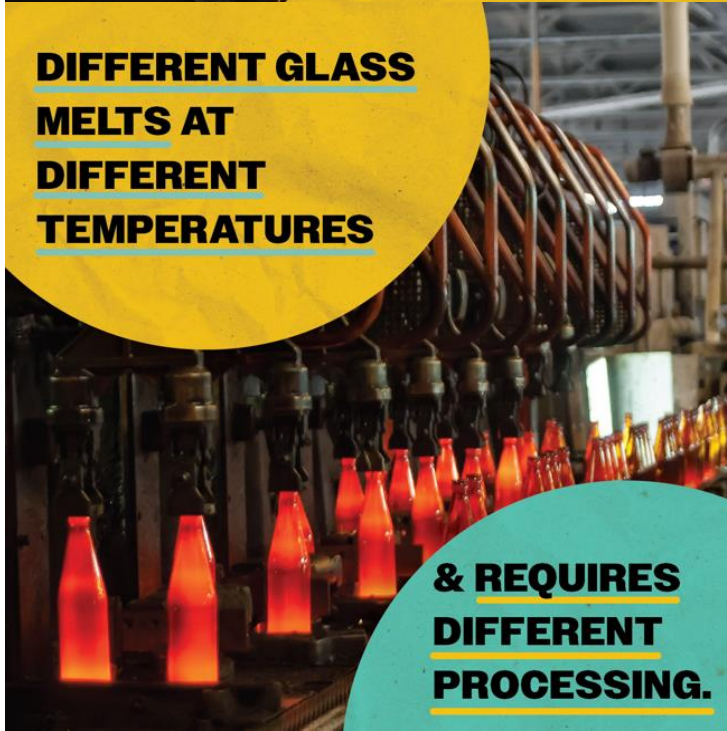
PUTTING THE WRONG RECYCLING IN THE WRONG BIN CAN RUIN ALL OF IT.



LIKE PUTTING BROKEN DRINKING GLASSES OR PYREX IN YOUR GLASS RECYCLING.

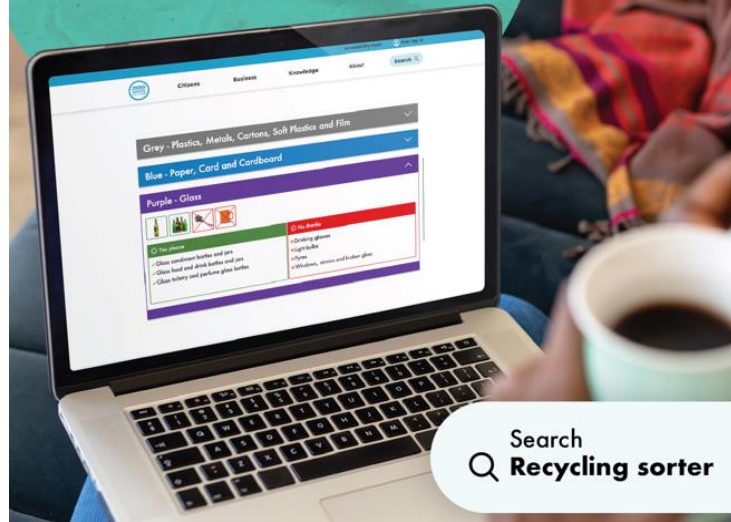


DIFFERENT GLASS MELTS AT DIFFERENT TEMPERATURES



& REQUIRES DIFFERENT PROCESSING.

CHECK WHERE YOUR RECYCLING GOES IF YOU'RE UNSURE.



Search
Q Recycling sorter

Social
media
#RecycleWeek24

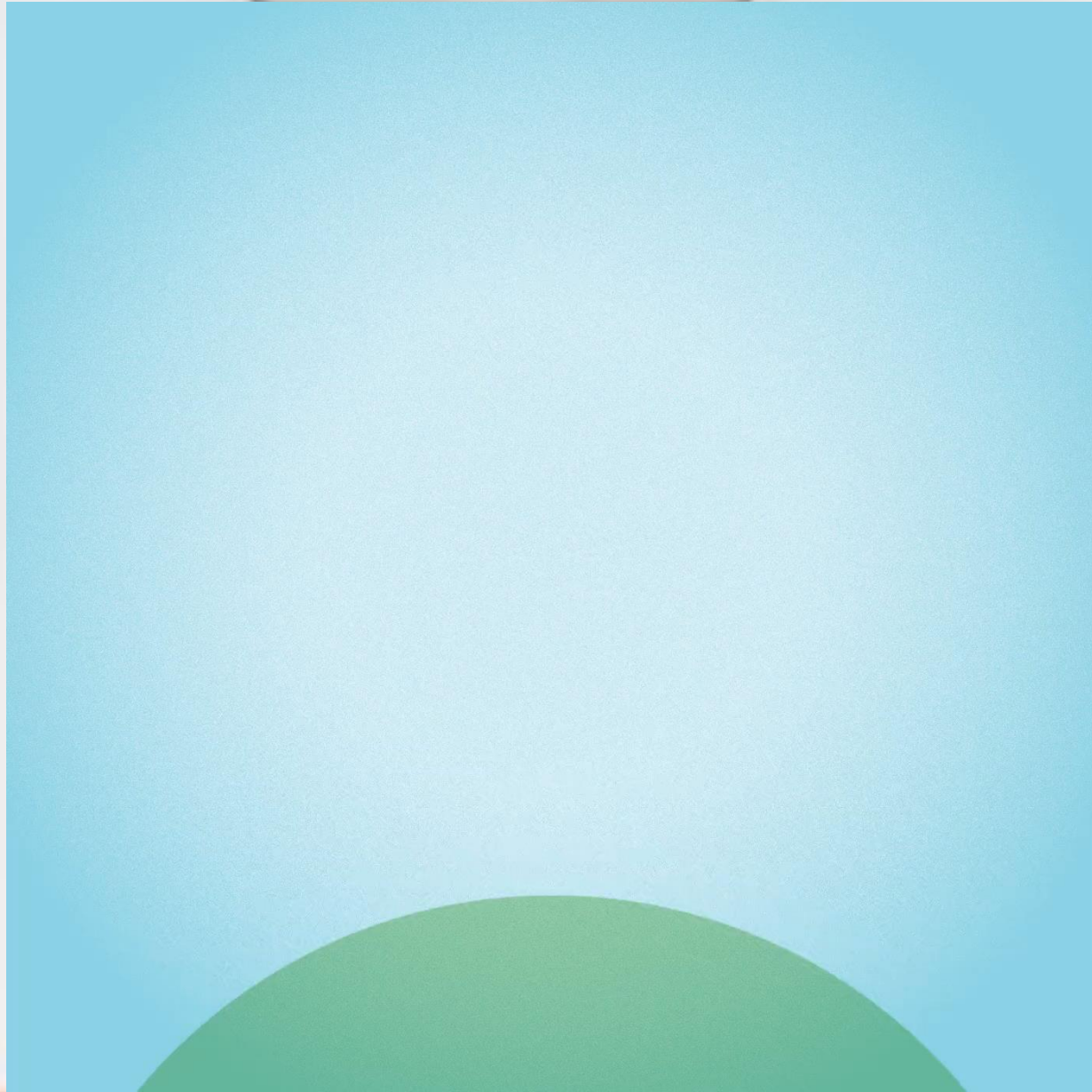


Animations



**NOT ALL PLASTICS
CAN BE RECYCLED**

Animations



DON'T LET IT GO TO WASTE

Lesson plan

 recycle for Scotland



STOP! CAN YOU RECYCLE IT?

52% of the items in our general waste bins could have been recycled. Are you recycling all you can?

Search

 **Recycling sorter**

to find out what you can recycle where.

Stop
Sticker



How can you help

- Download the toolkit and resources at the Zero Waste Partners site
- Display posters in your area
- Run a recycling event
- Hold a waste free lunch
- Use the social media
- Host videos and animations on your digital channels
- Email banner
- Make sure you follow and use the hash tag #RecycleWeek24





European Week for Waste Reduction (16-24 Nov 2024)

Miriam Adcock

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What is European Week for Waste Reduction?

- Managed by ACR+ (Association of Cities and Regions for sustainable Resource management)
- The European Week for Waste Reduction (EWWR) is the biggest campaign to raise awareness about waste prevention in Europe.
- Driven by local and regional public authorities, it brings together all sorts of other actors — citizens, schools, businesses, NGOs, associations — who organise activities to raise awareness about waste reduction.

35



coordinators

29



countries
involved

14,522



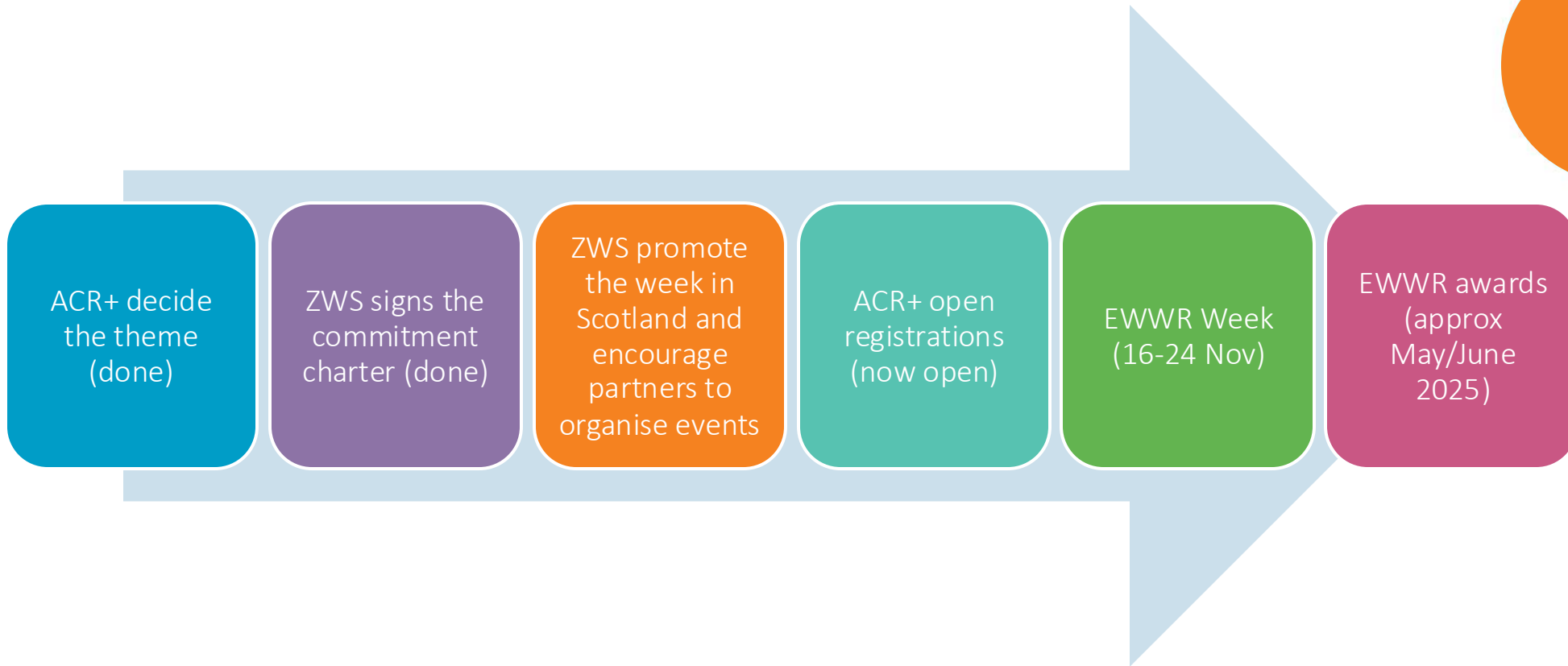
actions in 2023

15



editions So far...

How does it work?



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

How it works

- Registrations are now open
- Registrations close at midnight on 6/11/24
- Go on to www.ewwr.eu
- Create an account
- Login and click on “my action”
- Click on “add new”
- Fill in the registration form and submit!

EUROPEAN WEEK FOR WASTE REDUCTION

PROJECT TAKE PART GET INSPIRED ACTIONS TOOLS PRESS & MEDIA CONTACT US

TAKE PART

1 Register your action in 4 easy steps

1. Create your EWWR account (*)
2. Login and click on “my action”
3. Click on “add new”
4. Fill in the registration form and submit!

Having trouble? Check out our [video tutorial](#) or our [pdf guide](#).

[Register ACCOUNT](#)

Disclaimer: Your personal data will not be used or shared with third-parties for any commercial purpose. By registering an account on this website, you agree that you may be contacted by the EWWR for EWWR-related information. You are free to delete your account at any time.

* Actions taking place in

- CATALONIA
- GERMANY
- FRANCE
- HUNGARY
- MALTA
- ASTURIAS
- ITALY

need to be registered on external

2 Apply for the EWWR Awards

Did you know that you may even win an award for your EWWR action? Don't forget to apply when filling in the registration form!

There are five **awards for each action category**, plus a *European Special Prize* for the action that best shows a spirit of European cooperation.

[Find out more](#)

The rules ...

- Events must be free for participants
- Events must be within the dates 16-24 November 2024
- Events must be related to waste (not energy/transport etc)
- Ensure you hit “publish”
- Don't be late (midnight on 6th November strict cut off)



What sort of things go on?

- Talks, information stands, panel discussions, stunts, social media campaigns, film showing, site visits, competitions, workshops, media partnerships, challenges etc
- For example, in 2023 the theme was packaging
- Finalists include;
 - Public administration; LA reuse centre promotion, single-use free packaging day
 - Business; Aquarium info on packaging impact in the oceans
 - NGO; Podcast series
 - Educational establishment; Towards an almost plastic-free school
 - Citizens; Ecological gift wrapping



Transition Black Isle (HCWP)

Zero Waste Food Challenge

Zero Waste Food Challenge



Zero Waste Food Challenge, Black Isle (various locations), 25 Apr - 4 Jul

Please [sign up](#) one week before the workshops start to start measuring your food waste. You'll receive an introduction to the Zero Waste Food Challenge along with a worksheet to help you measure your food waste and a diary to monitor what you don't eat.



1. Planning, Fortrose Free Church, 25 April, 7-9pm, [Sign up](#)
2. Shopping, Fortrose Free Church, 09 May, 6-9pm, [Sign up](#)
3. Storing, Muir of Ord Community Orchard/Park, 23 May, 6:30-8:30pm, [Sign up](#)
4. Preparing, Fortrose Free Church, 06 June, 7-9pm, [Sign up](#)
5. Consuming, Fortrose Free Church, 20 June, 6-8:30pm, [Sign up](#)
6. Composting, Muir of Ord Community Orchard/Park, 04 July, 6:30-8pm, [Sign up](#)



Measure your food waste worksheet

To help monitor your food waste you can use this chart to note how much food waste you collect between each topic. You can note what you did differently and monitor if your food waste is less, more or the same after trying out the tips. We have filled out the first few as an example.

(Remember you're only collecting the food waste that would go into landfill. For the introduction week, please don't do anything differently than you did before)

Container type: Food caddy / Tupperware box / Other _____ Tupperware _____
Volume: Litre or size _____ 3 lr _____

Module topics	Date accessed module	Date of measure	Amount of food waste	What I did differently...
Introduction Week before starting the challenge	Sun 16th June	Sunday 23rd June	2 3l tupperware boxes full	I have been collecting food in a tupperware box this week. Surprised to see the amount I actually throw out!
Planning	Sun 23rd June	Sun 30th June	Less	I took a note of what was in my fridge and cupboards before going shopping. Tried online meal planner
Shopping	Sun 30th June	Sun 7th July	More	Family visited and we had more food waste than expected. Something to remember in future
Storing	Sun 7th July	Sun 14th July	Less	
Preparing				
Consuming and leftovers				
Composting				

EWWR Resources

- Themed poster & social media assets (scroll down to the bottom of the page)
- Generic EWWR logo, posters, social media assets and email signature
- Factsheets – some EU specific, but 20 recipes for leftover bread coming soon (great for community fridges etc)



The poster features a central illustration of a hand holding a globe, with various food items and people in circular frames around it. The text at the top reads 'EUROPEAN WEEK for WASTE REDUCTION 16-24 November 2024' and 'FOOD WASTE IS OUT OF TASTE!'. The bottom of the poster includes social media handles and a website link.

EUROPEAN WEEK
for **WASTE REDUCTION**
16-24 November 2024
FOOD WASTE IS OUT OF TASTE!

#EWWR2024
#FOODWASTE

#FOODWASTEISOUTOFTASTE

f ewwr.eu t @2ewwr i @2ewwr www.ewwr.eu

Supported by







European Week for Waste Reduction & Food Waste

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Why is Food Waste a Problem?

- One third of all food produced world wide is wasted
- It is a leading cause of climate change – 8-10% of global greenhouse gas emissions can be attributed to food loss or waste
- It is also a leading cause of biodiversity loss. Agriculture is identified as threat to 24,000 of 28,000 (86%) species at risk of extinction



Food Waste in Scotland

- Scotland has an ambition to reduce food waste by 33% by 2025 and to meet the Sustainable Development Goal 12.3 – to halve per capita food waste and loss by 2030 but not on track to meet these targets
- In 2021, the per capita food waste was 189 kg per person per year.
- 59% of Scotland's food waste is generated by households and 70% is estimated to be avoidable/edible waste

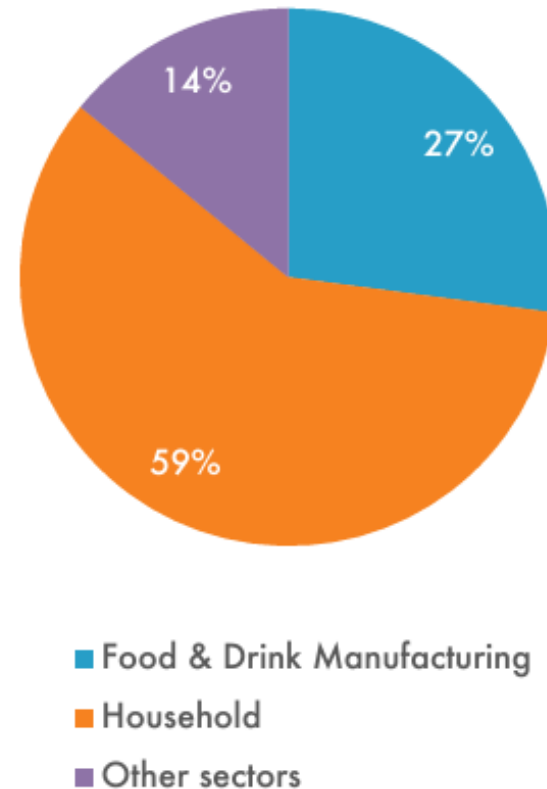
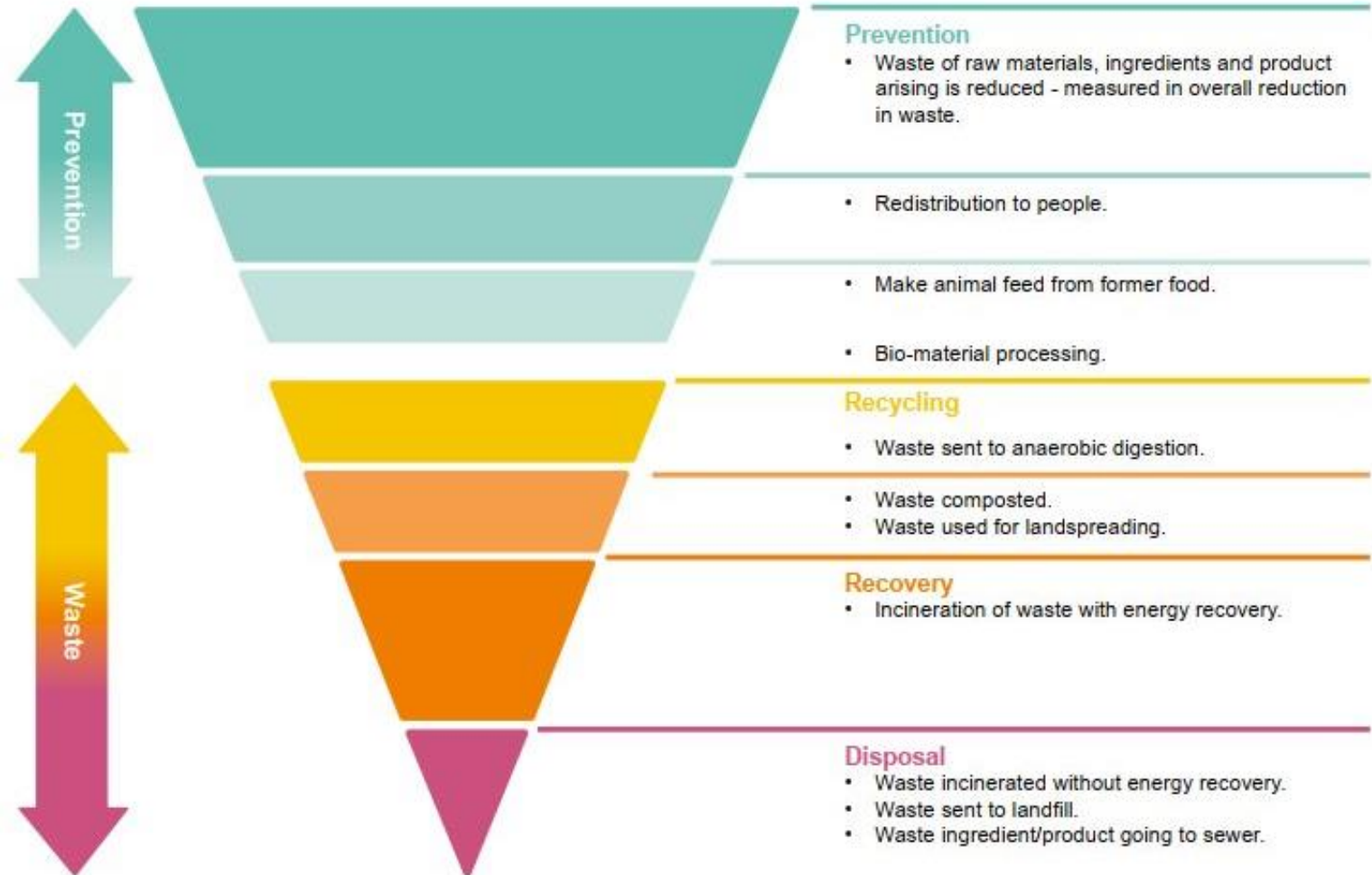


Figure 2.2: 2021 estimate by sector in tonnes



Why Reduction not just Recycling?

- Food waste recycling is very important but mitigates just a tiny proportion of the impacts of food waste
- We must focus our efforts higher up the food waste hierarchy



Reducing Food Waste at Home: A Bitesize Course

- Short online course aimed at householders on food waste reduction
- Explains the scale of the problem and why we should care
- Provides practical tips for reducing waste
- Designed to be as accessible as possible by a range of



Course Content

- The course is composed of five easy to navigate sections each focussed on an a different aspect of food waste.
- Each section has a short quiz at the end of each page to reinforce learning
- Designed to be completed in 15-20 minutes

Food waste quiz

Progress



Question 2 of 15

2. Food production and consumption accounts for approximately what portion of global greenhouse gas emissions?

- A. 1/4**
- B. 1/3** Correct
- C. 1/2**

Submit answer

Next question

One Month Challenge

Toolkit designed to support food and drink organisations to assess and measure food waste and develop action plans which will help save money and reduce climate impact



Love Food Hate Waste Cookery Class Toolkit



- This toolkit provides everything you will need to set up and run your own Love Food Hate Waste cooking classes; with easy to follow lesson plans, activities, recipes, fact sheets and guidance
- Perfect for the European Week for



How to Run a Love Food Hate Waste Day or Week

- Interactive online guide with ideas, suggested activities or resources
- Aimed at workplaces, institutions or community groups
- A great way to engage staff or



And much more....

- Primary school resources including lesson plans
- Recipe Collections
- Composting guides
- All available via our partners' resource library

