

Made today, gone tomorrow?

Symposium series on future trends in resource use and management

Session 2: Future Waste Composition

Thursday 16th September 2010

Holiday Inn Liverpool City Centre, Lime Street, Liverpool, L1 1NQ (directions attached)

Programme

0915 – 1000 Registration and coffee

1000 – 1010 **Introduction and setting the context**

Dr Barbara Leach, Head of Evaluation, WRAP (Chair for the day)

1010 - 1035 **War on Waste**

Michael Tully, Future Foundation

In certain critical aspects, the consumer-citizen has recently begun to identify economic parsimony with environmental sensitivity. This presentation will discuss those aspects and explore what and how they ramify.

1035 – 1100 **Taking a Lifestyle Approach to Waste Prevention**

Paul White, Director, Social Marketing Practice

Reflecting on recent consumer lifestyle and business trends, the presentation seeks to stimulate thinking on how we can harness consequent motivations to influence waste prevention behaviour. How waste composition data might be repackaged to reflect a consumer behaviour perspective is also considered.

1100 – 1115 **Q&A session**

1115 – 1130 Refreshment break

1130 – 1230 **Roundtable discussions**

Following the morning presentations, delegates will examine the information presented on consumer behaviour, economic trends, environmental awareness and the emergence of the 'new austerity' and ask whether there are opportunities emerging for more effective waste prevention. Looking at present consumer behaviour and the impact this has on waste composition, delegates will also explore the relationship between behaviour change activity, composition and waste generation and ask whether enough has been done to exploit this relationship in favour of resource efficiency.

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1230 – 1250 Feedback – headline points from each roundtable

1250 – 1305 **Speakers' response and questions**

1305 – 1310 Chair's summing up of the morning

1310 – 1400 *Lunch and networking*

1400 – 1425 **Composition, capacity and collection – an exploration of the dynamics**

Dr Julian Parfitt, Research and Technical Director, Resource Futures

Predicting future waste composition is inherently difficult and uncertain, yet rapid changes in waste composition can have major implications for waste management. This presentation explores the dynamics of municipal waste composition and arisings in relation to key drivers at both local and national levels. Current and historical composition will be reviewed in relation to key influences, which include socio-economic, demographic and material use trends, as well as local waste policies (collection system design, HWRC management) and interaction with waste prevention activities. The latest research findings in relation to these key influences will be summarised and then discussion will be opened on the likely changes and challenges in future composition and the limits to future material capture rates.

1425 – 1450 **Municipal waste composition – looking ahead and anticipating needs**

Andrew Hanratty, Veolia Environmental Services

Focusing on the WEEE streams within waste, this presentation considers the future composition of municipal waste and the change in collection trends at the CA Site level. In addition the presentation focuses on the challenges faced in anticipating the redrafted EU WEEE Regulations.

1450 – 1500 **Q & A Session**

1500 – 1550 **Roundtable discussions**

Following the afternoon presentations, delegates will turn attention to the dynamics of composition, capacity and collection systems and a look ahead at municipal waste composition with some spotlight on WEEE. Delegates will be asked to consider whether historical information on composition and the influences upon it offer any lessons or pointers for what might happen in the future. In addition the extent to which the composition and volume of waste can be influenced by collection systems, and what priority should this have in future waste and resource management planning should also be addressed.

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1550 – 1610 Feedback – headline points from each roundtable

1610 – 1625 **Speakers' response and questions**

1625 – 1630 Chair's final summing up

1630 Event closes

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Speakers Biographies

Michael Tully, Future Foundation

Michael is the Future Foundation's Account Director responsible for the Public Sector and Energy. Michael joined from the media agency OMD UK in July 2008, having set up and run the agency's first trend forecasting unit. While at OMD Michael worked with clients as diverse as Bauer, the Home Office and Reckitt Benckiser on a broad range of subjects, from corporate ethics to crisis confusion to secularity in modern Britain. At the Future Foundation, Michael has consulted for the likes of the Energy Saving Trust, BP, NS&I and the Equalities and Human Rights Commission, concentrating on strategy, scenario-planning and, in recent times, the effects of recession on various aspects of Future Foundation's clients' businesses.

Paul White, Director, Social Marketing Practice

Paul is Director of The Social Marketing Practice, with over 15 years experience in environmental consultancy, and a Chartered Institute of Marketing Faculty course director for corporate responsibility.

Paul has led many evidence-based reviews in relation to energy, waste, water and food-related consumer behaviour, and develops marketing strategies to influence sustainable behaviour. Most recently, Paul has been engaged in work examining the role of habit in pro-environmental behaviour, and led research on consumer food-related attitudes and behaviour. Paul is well-versed in behaviour impact analysis – amongst others, this includes prioritisation for waste prevention programmes in Kent and Yorkshire, and currently as part of a review of Defra's Headline Behaviour Goals

Dr Julian Parfitt, Research and Technical Director, Resource Futures

Dr Julian Parfitt was appointed Research and Technical Director at Resource Futures in 2008. He has considerable experience in the waste and resource management field and has held a number of senior strategic positions. Julian has worked in university, consultancy and market research industry posts and has conducted waste management research for over 25 years across a broad range of topics: waste statistics and trends, waste strategy, analysis of collection system performance, behavioural/ attitudinal surveys and market development issues.

At WRAP he worked on monitoring and evaluation issues and contributed technical and statistical advice in the development of Defra's 2007 Waste Strategy. Key achievements at WRAP included the development of home composting diversion models, management and interpretation of WRAP's original international review of the environmental benefits of recycling and the development of key monitoring metrics, such as the 'committed recycler' indicator for the Recycle Now campaign.

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Andrew Hanratty, Veolia Environmental Services

Andrew Hanratty is a compliance manager with over 19 years experience in the waste and recycling sectors. Initially working in Hazardous Wastes Disposal for Waste Management Ltd and UK Waste Ltd he has also recycled waste solvents for four years. After this he moved to the sustainable manufacturing sector and joined Sonae UK Ltd as recycling manager assisting in the production of chipboard and gaining accreditation for the manufacturing processes.

In 2003 Andrew joined Cleanaway Ltd to manage the packaging scheme for four years and set up two accredited operations before launching the Veolia ES WEEE Compliance Scheme in 2007 where he is the Scheme Manager. He was a member of the Government's WEEE Advisory Board. He is also the Compliance Director of the BatteryBack compliance scheme, the UK's largest collector of household batteries.