

A Short Introduction to WRAP

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Presentation Outline

- Introduction
- Construction & Manufacturing
- ROTATE
- Home Composting
- Communications
- Retail Sector (Waste Min)
- Business Development





Our mission is to accelerate resource efficiency by:



- creating stable and efficient markets for recycled materials and products
- removing barriers to waste minimisation, re-use and recycling



WRAP Overview



- Government funded
- Defra, Scotland, Wales and Northern Ireland
- c£85m grant funding p.a.
- Based in Banbury, Oxfordshire



New Recycling Capacity Delivered by WRAP



- 3.5m tonnes of new recycling capacity delivered since 2001
- Further 1m tonnes in delivery



Construction & Manufacturing



- Construction
 - A high potential user of recycled materials
- Manufacturing
 - Large shifts
 - Maintaining high users



Completed Work 1

- Review of paper industry in UK
- Capital investment
- 3x specific R&D projects
- Barriers to recycled tissue
- MDIP feasibility study
- Island of Ireland mill feasibility
- Quality assessment
- Guidance documents





Completed Work 2

- Optimising fibre value
- Adhesives for direct mail
- Moulded pulp
- LCA work
- Recycled magazine paper*
- A new approach to sludge*
- Hard to pulp study*
- Export study summary*





The New Paper Programme

- Shotton
- Sludge
- Recycled paper advocacy
- Threats – flexo/digital-print
- Economic work
- State aids
- Standards





ROTATE



- ROTATE is a free advisory service for Local Authorities to support the development of their recycling services



Home composting



- Over 500k bins now distributed
- 42 partner organisations
- Quantifiable diversion beginning – 33,000 tonnes in 2004







The consumer view:

**"It's simple and
descriptive and says *I love
recycling*"**

Retail Sector



- On average, we visit a supermarket or a convenience store 15 times a month
- About 50% of all household waste began life in one of the top five supermarkets
- Some of the most powerful, innovative and customer focused businesses in the UK



WRAP initiatives



- An £8m Innovation Fund
- Front of Store Recycling
- Support for Recycle Now
- The Courtauld Commitment on waste minimisation

The “Courtauld Commitment”

Commit to a shared objective with WRAP:

- To design out packaging waste growth by 2008
- To deliver absolute reductions in packaging waste by March 2010
- To identify ways to tackle the problem of food waste

by working in partnership with WRAP

YOUR M&S



BRITISH RETAIL CONSORTIUM

BUDGENS

Sainsbury's
making life taste better™

TESCO

Somerfield



ASDA

WAITROSE

ICELAND

co
op



wrap



Business Development



- Leveraging Investment
- Encouraging market transparency
- Improving Business Performance

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Any Questions



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