

**ZERO
WASTE
LEEDS**

I will talk about....

- Zero Waste Leeds - and our plans to build a movement
- #LeedsByExample - an on-the-go recycling project for Leeds
- Some lessons we've learnt over the last twelve months

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About Social Business Brokers CIC

- We are a Leeds-based social enterprise - set up in 2010
- We aim to find collaborative solutions to complex problems
- We are best known for our Empty Homes Doctor service
- We started exploring opportunities around waste in 2017

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Background to Zero Waste Leeds

- We wanted to explore how to get involved in local approaches to tackling climate change
- Explored three issues - transport, energy, waste
- Waste looked like the one where we could do something
- We got £20k funding from Esmee Fairbairn Fdn to explore ideas
- We became a local partner on #LeedsByExample

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We want to build a movement:

- To change how we think about “waste” in Leeds
- To champion and promote all the fantastic things that are already happening
- To support new ideas to flourish
- To help people to join up with others to do more

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We will do that:

- With online resources- eg a zero waste directory
- With offline events, workshops, talks, and more
- In collaboration - with social enterprises, community groups, the Council, public sector, businesses....

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Some projects we're developing include...

- Coffee cup project with indie coffee shops
- Plastic reduction & recycling with events & festivals
- Plastic free workplaces - building on the pledges by the Council, Universities and others.

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Our next steps are....

- To secure long-term funding to build the movement
- To help the Council to engage local people in their Waste Strategy Review
- Continue working on #LeedsByExample
- Continue working with indie coffee shops

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Leeds By Example

Recycling on the go



AMBITION

1. Run a unique, high profile six month pilot to boost recycling on the go in Leeds city centre (October 18 – March 19).
1. Test the impact of behaviour change, recycling infrastructure and bold, consistent communications.
1. Create a coalition of national and local stakeholders to explore a range of solutions.
1. Independently evaluate and openly share results.
1. Create a legacy for Leeds and a replicable model for other cities to follow.



CURRENT PARTNERS

The **#LeedsByExample** initiative is backed by a unique collaboration:

Alupro, Asda, Association of Convenience Stores, Ball Beverage Packaging Europe, British Plastics Federation, Bunzl, Caffè Nero, Coca-Cola GB, Costa, Co-op, Crown Packaging, Danone, Ecosurety, Greggs, Highland Spring, Innocent, Klöckner Pentaplast (kp), Lucozade Ribena Suntory, Marks and Spencer, McDonald's, Morrisons, PepsiCo, Pret, Starbucks and Shell.

Delivered locally by a local collaboration including Leeds City Council, Zero Waste Leeds, Forge Recycling and HW Martin.



CAMPAIGN IDENTITY

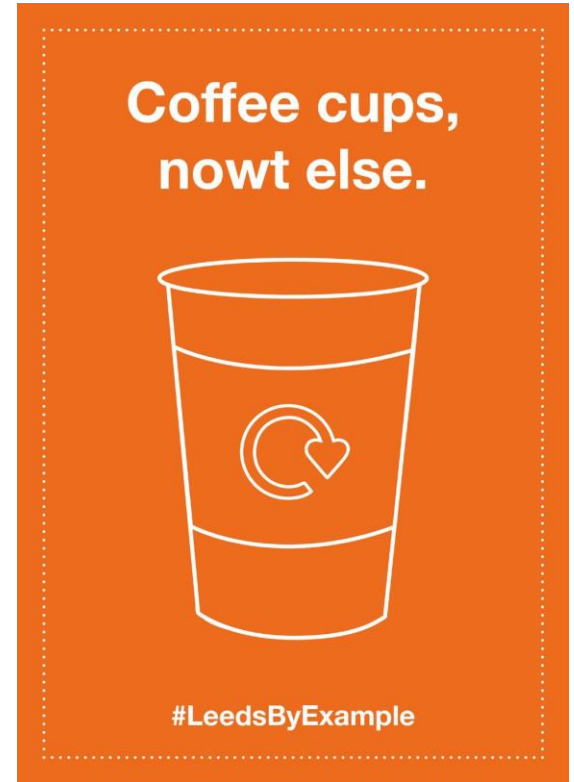
#LeedsByExample is the campaign identity, supported by the call to action to recycle your empty plastic, cans and paper cups.

We are aiming to ensure consistent branding about recycling across central Leeds, both on-street and within managed spaces.

Tone is upbeat, playful and aimed to resonate with a young audience.



EXAMPLE SIGNAGE



On the streets of Leeds city centre, we bin enough food and drink packaging to fill one of these containers every 3 days.

le when you're on-th... mple





DEBENHAMS

ZARA

On the streets of Leeds city centre, we bin enough food and drink packaging to fill one of these containers every 3 days.

Recycle when you're on-the-go in Leeds

Recycle when you're on-the-go in Leeds #LeedsByExample

Clear Channel
NEVER LOOK BACK
A better way to work
blu

CN65 BCF



The Re-Cycler

Roll up



Roll up!

Get rewards for Re-cycling on the go

- 1** Finish your drink, come say hello, we'll recycle your packaging on-the-go.
- 2** We'll reward you with a gift in a flash, forget your wallet we don't take cash.
- 3** Spread the word, just tweet & share. #LeedsByExample everywhere.

Recycle here

Empty plastic and cans, nowt else.



#LeedsByExample

LIGHT NIGHT LEEDS 2018



Recycle here

Empty plastic and cans,
nowt else.

feed me empty plastic
and cans, nowt else.

LeedsByExample

ENTERTAINMENT EXCHANGE
WEB.COM

VIDEO GAMES PHONES FILM & TV ELECTRONICS COMPUTERS

What's the issue?

UK & EU



Recycle when you're on the go

Empty plastic and cans

Coffee cups



Recycling information sign



alpha
FURN 879 2087

10.1









Transforming communication
"Our excellence
is achieved if
we are always
improving!"
Markus Persson, CEO of the
Swedish company Spotify
and founder of the
company's first
employee-owned
fund.



Recycle
coffee cups
more



Insert your empty
coffee cups, without
the lids, one at a time.
Wait for the end
of the cycle.

Recycle here

Empty coffee cups,
not nowt else.



Lids



Liquids

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Some lessons learnt

- When people are on-the-go, they are time-poor
- Contamination of recycling bins can be an issue
- You need infrastructure *and* good marketing
- Many people want to do the right thing - but you need to make it easy (but that's not easy)

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Some lessons learnt

- It's complicated! eg plastic-lined cups v compostable cups
- There's real value in talking to others exploring same issues
- Be ambitious, be impatient, but be pragmatic too

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to spread the
word on social
media!

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IN!**

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