LWARB

Wayne Hubbard
CEO,
London Waste and Recycling Board

LWARB

NATIONAL PERSPECTIVE

The Strategic Direction

- Moving towards a regenerative circular economy
- Enhancing the benefits and value of our natural resources
- Using resources from nature more sustainably and efficiently and minimising waste
- Double resource productivity and zero avoidable waste by 2050

NOT GOVERNMENT POLICY

25 Year Environment Plan

- Ambition to **leave our environment in a better state than we found it**
- Setting out our **direction of travel** – increasing resource efficiency and reducing waste
- Work towards eliminating **all avoidable waste by 2050** and **all avoidable plastic waste by end of 2042**

NOT GOVERNMENT POLICY

Priority material streams

- **Plastic**
  - Zero avoidable plastic waste by 2042
  - 4 point plan set out in 25 Year Env Plan

- **Food Waste Prevention**
  - No food waste entering landfill by 2030
  - Approach from farm to fork to prevent waste
  - Ongoing discussions with stakeholders

- **Strategic approach to waste crime**
  - Prevent
  - Detect
  - Deter

NOT GOVERNMENT POLICY

Cross cutting interventions

- **Extended Producer Responsibility**
  - 25 YEP commitment to extend producer responsibility for packaging and to look at extending EPR to other products.
  - Seeking initial broad sector input through WRAP/Incpen/ACP workshops.

- **Data**
  - Waste and materials tracking

- **Circular/resource efficient business models**
  - Servitization and rental
  - Collaborative Consumption

NOT GOVERNMENT POLICY

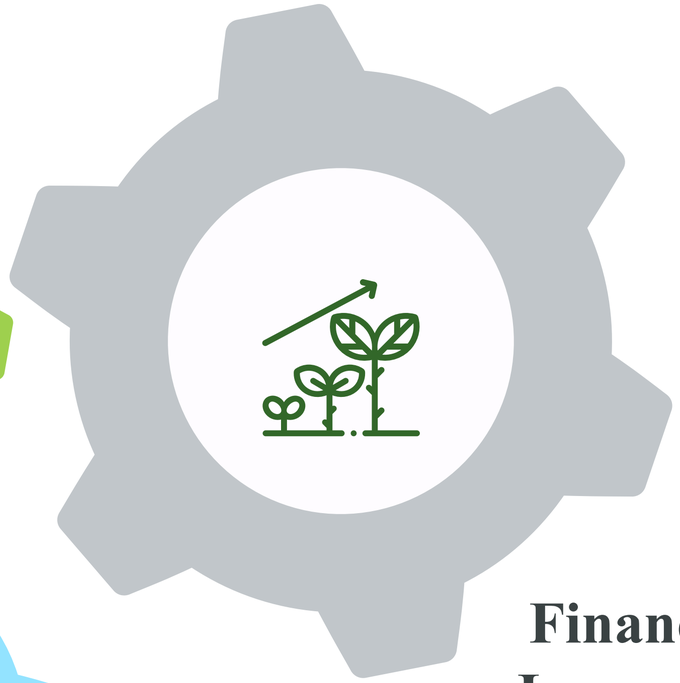
LONDON

London

- London is growing fast – population is predicted to reach **11m by 2050** which means our attitude to waste needs to change
- The circular economy provides a sustainable and profitable solution to the challenges of this dramatic growth
- **By 2041 could reduce waste by 60%**
- By 2036, the circular economy could provide London with net benefits of at least **£7bn every year** and **40,000 new jobs (12,000 net additional jobs)** in the capital by 2030
- Embedding circular economy in Mayoral strategies

Using Drivers of Change

Demonstration & Communications



Finance & Innovation

Collaboration

Policy & Procurement

LWARB’s programmes

Resource London: Partnership with WRAP - Supporting London’s local authorities

- Minimising the amount of waste produced and maximising re-use
- Increasing and improving the capture of unavoidable food waste
- Improving the yield and quality of dry recycling
- Restricting residual waste

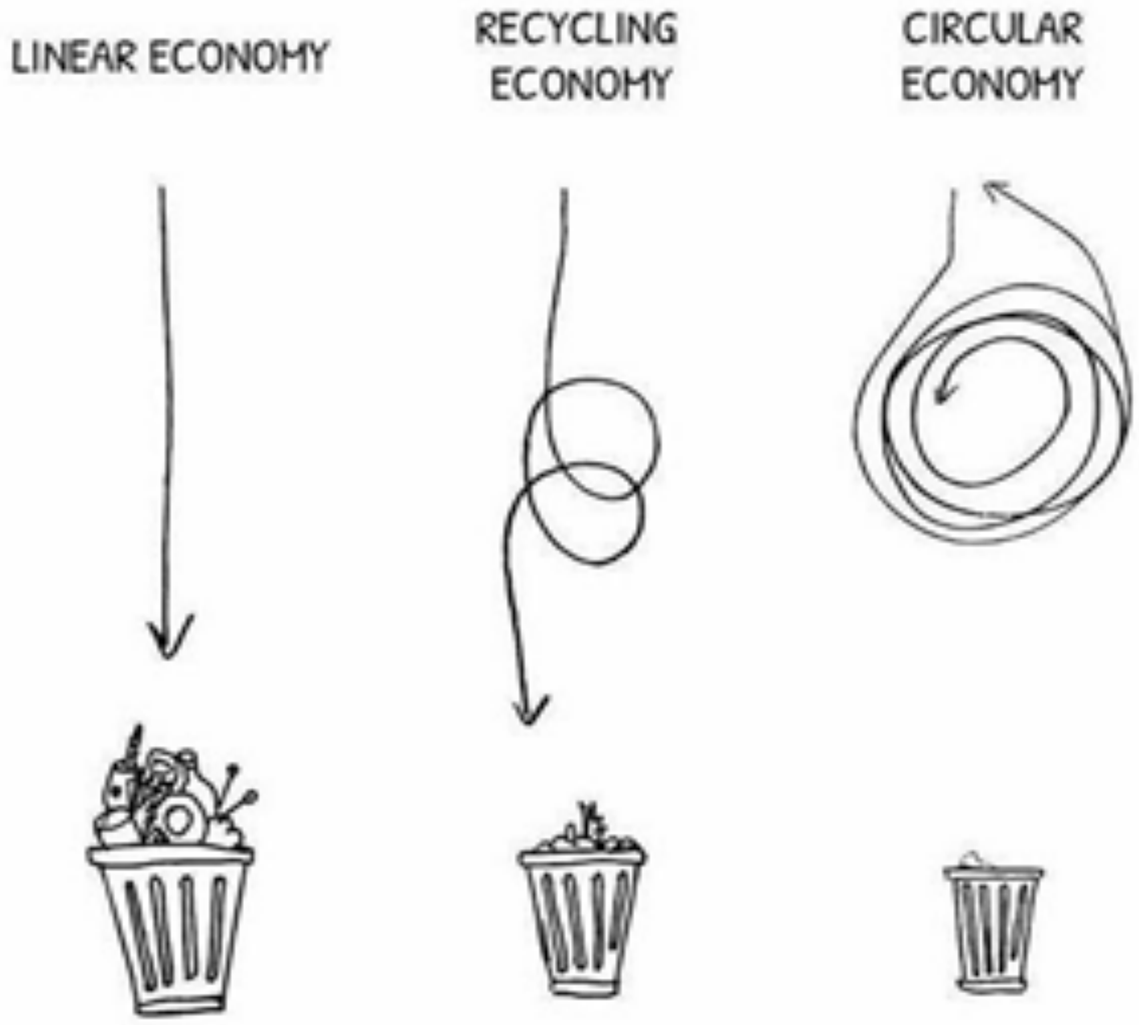
Advance London: Investment and business support

- Portfolio management
- New investment activity
- Collaboration
- Business support

Circular London: Driving the circular economy agenda in London

- Communication
- Collaboration
- Demonstration
- Funding

‘a circular economy keeps products and materials circulating within the economy at their highest value for as long as possible, through re-use, recycling, remanufacturing, delivering products as services and sharing’



A circular economy and your role as the consumer: the talking thread

Products as services
Sell access to products while retaining ownership of assets or dematerialisation
Renewable inputs
Shift to using secondary materials as the inputs for products.
Recover value at end of life
Through effective recycling and composting/AD.
Prolong product life
Through maintenance, designing for durability, re-use and remanufacture of products and components.
Sharing economy
Share assets (for example cars, rooms, appliances) via sharing platforms.

London’s circular economy route map - outlines 100 practical actions to transition London to a circular economy whilst providing jobs, growth and impact.

Focus areas:

- built environment
- food
- textiles
- electricals
- plastics

LWARB Circular London #CEweekLDN

Built environment

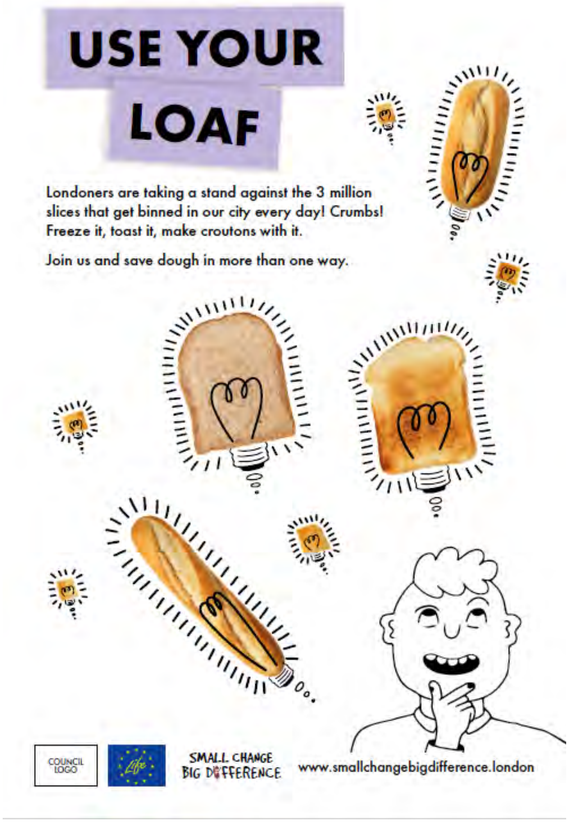
The circular economy opportunities in the built environment will add £3-5bn to GDP by 2036.

Example interventions include:

- innovations like modular construction.
- more effective utilisation of buildings.
- design for building disassembly, material management and re-use.

LWARB

OLIO



The circular economy opportunities in the food sector will add £2-4bn to GDP by 2036.

Example interventions include:

- raising consumer awareness and knowledge.
- reducing avoidable food waste.
- using unavoidable food waste to create energy/compost.

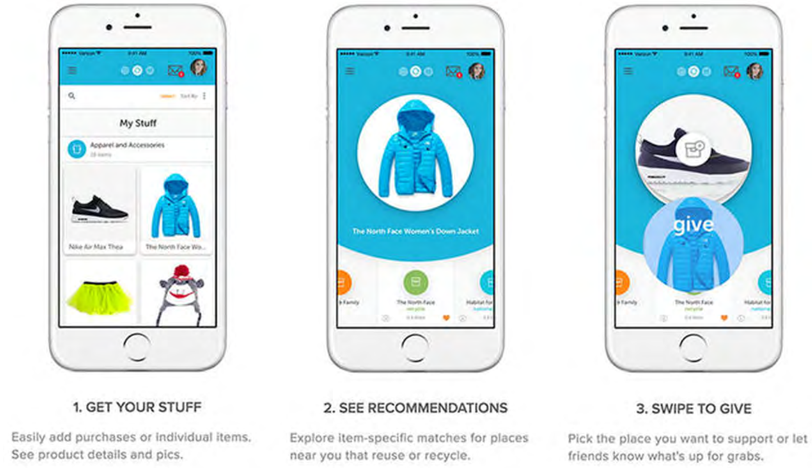
LWARB

The circular economy opportunities in the textiles sector are over £1bn by 2036.

Example interventions include:

- increasing the lifetime of clothes through design and innovative technologies.
- increasing the usage of clothes through renting or leasing.
- increasing the re-use, repair and recycling of clothes via incentivised return schemes.

LWARB



The circular economy opportunities in the electrical and electronic equipment sector will be at least £900m by 2036.

Example interventions include:

- sharing, renting and product as service business models.
- increased re-use/effective recycling rate.
- designing better products that enable longer product life.

LWARB

THE PLASTICS PACT

The circular economy opportunities in the plastics sector will be at least £200m by 2036.

Examples interventions include:

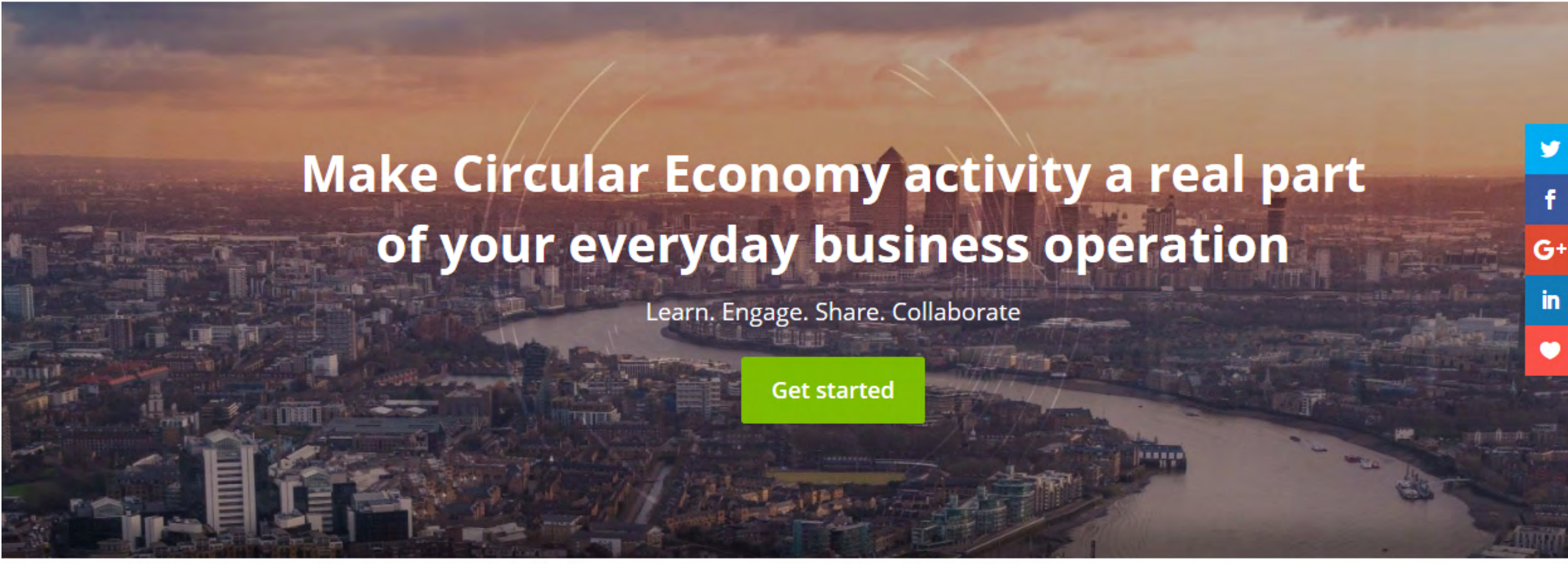
- activities to reduce plastic use.
- increasing the recycling rate.
- innovative recycling technologies.

LWARB

Circular London

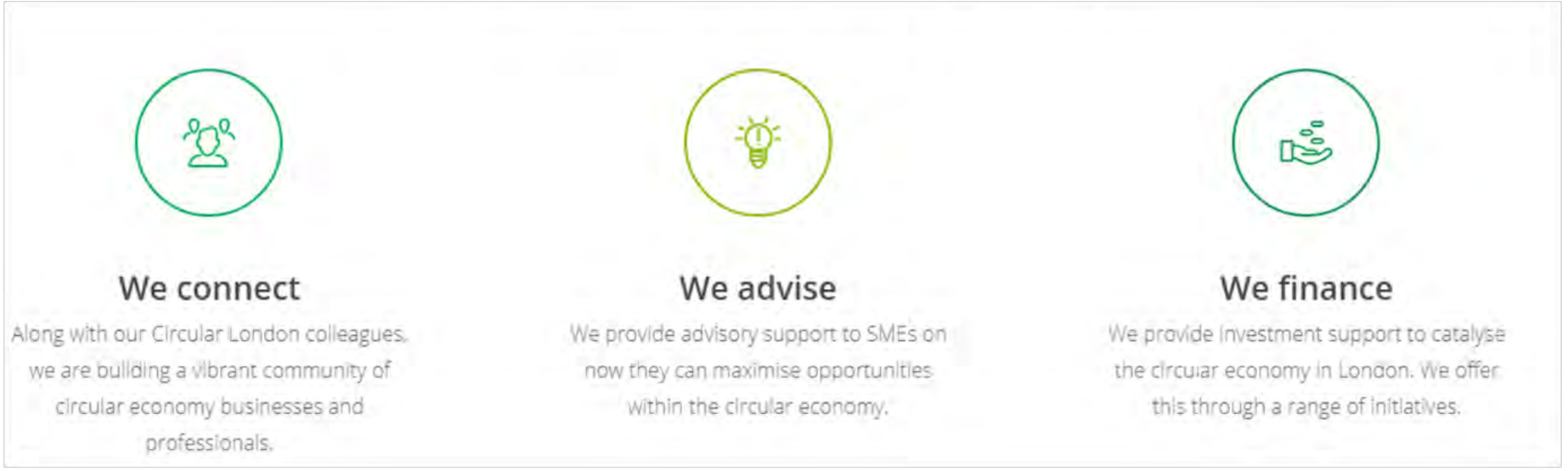
LWARB
London Waste and Recycling Board

MENU



Advance London Programme

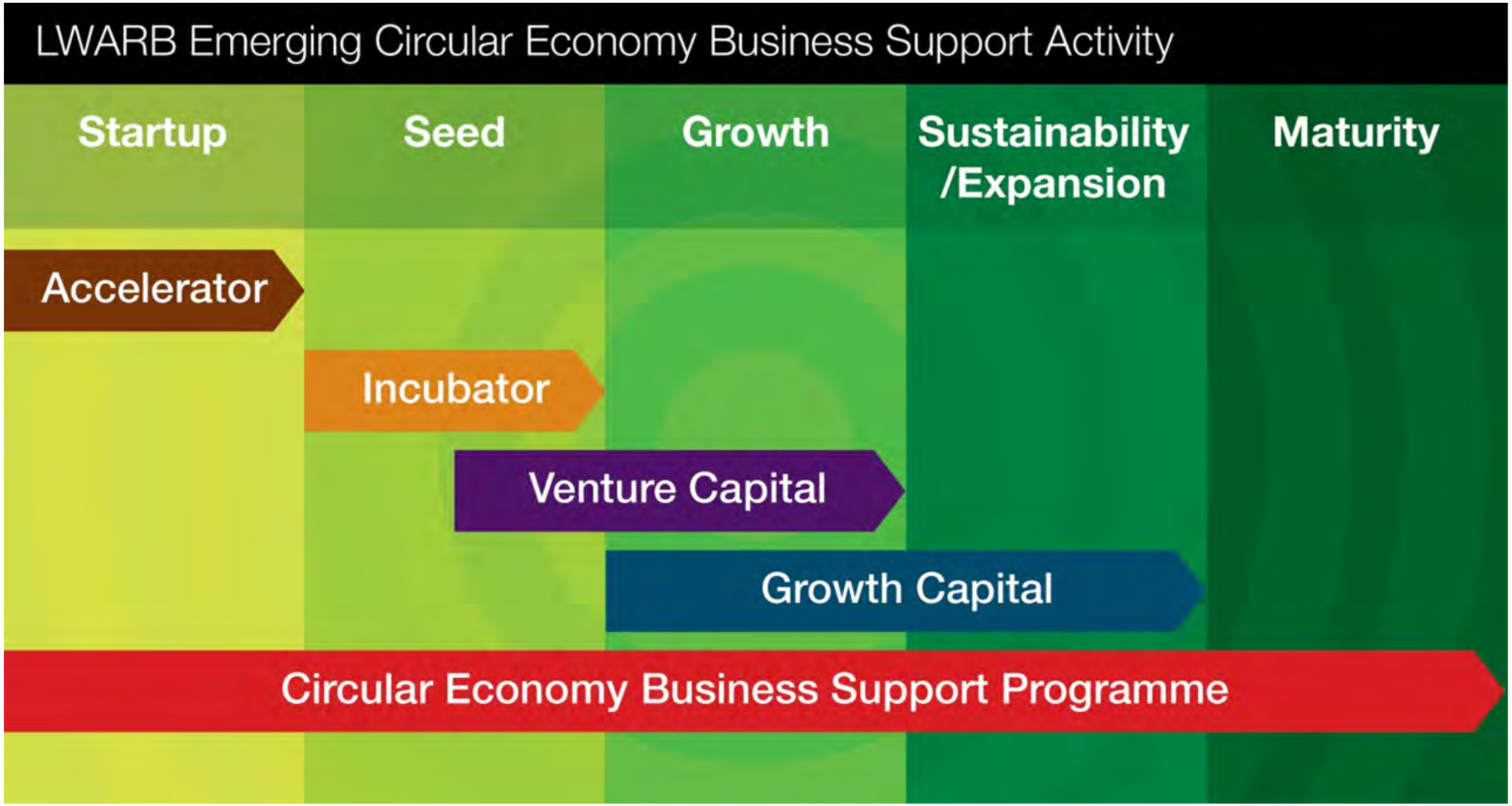
Advance London is a three-year SME programme jointly funded by ERDF and LWARB. We provide free advisory support to SMEs in London to transition to circular business models. Our services cover all following topics and are provided in one-to-one interactions or in workshops.



LWARB

www.advancelondon.org

Advance London



LWARB

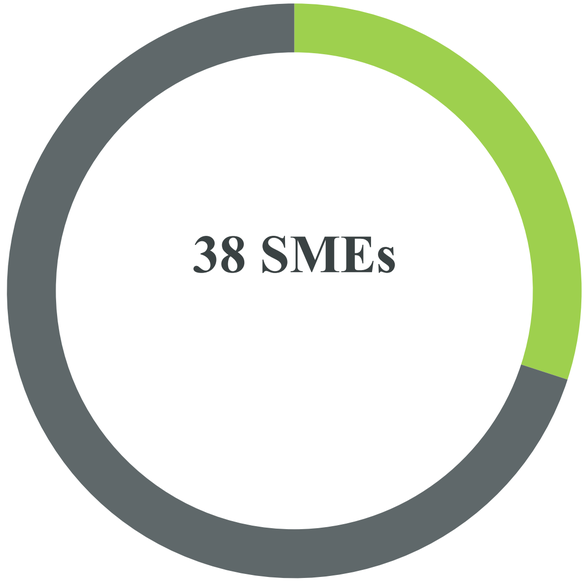
Advance London – Business Support

Advance London is a three-year SME programme jointly funded by ERDF and LWARB. We provide free advisory support to SMEs in London to transition to circular business models. Our services are provided in one-to-one direct support to businesses or in workshops.

Advance London
Circular Economy SME Business Support Programme for London

Advance London

Circular Economy SME Business Support Programme for London



Year 1: Target

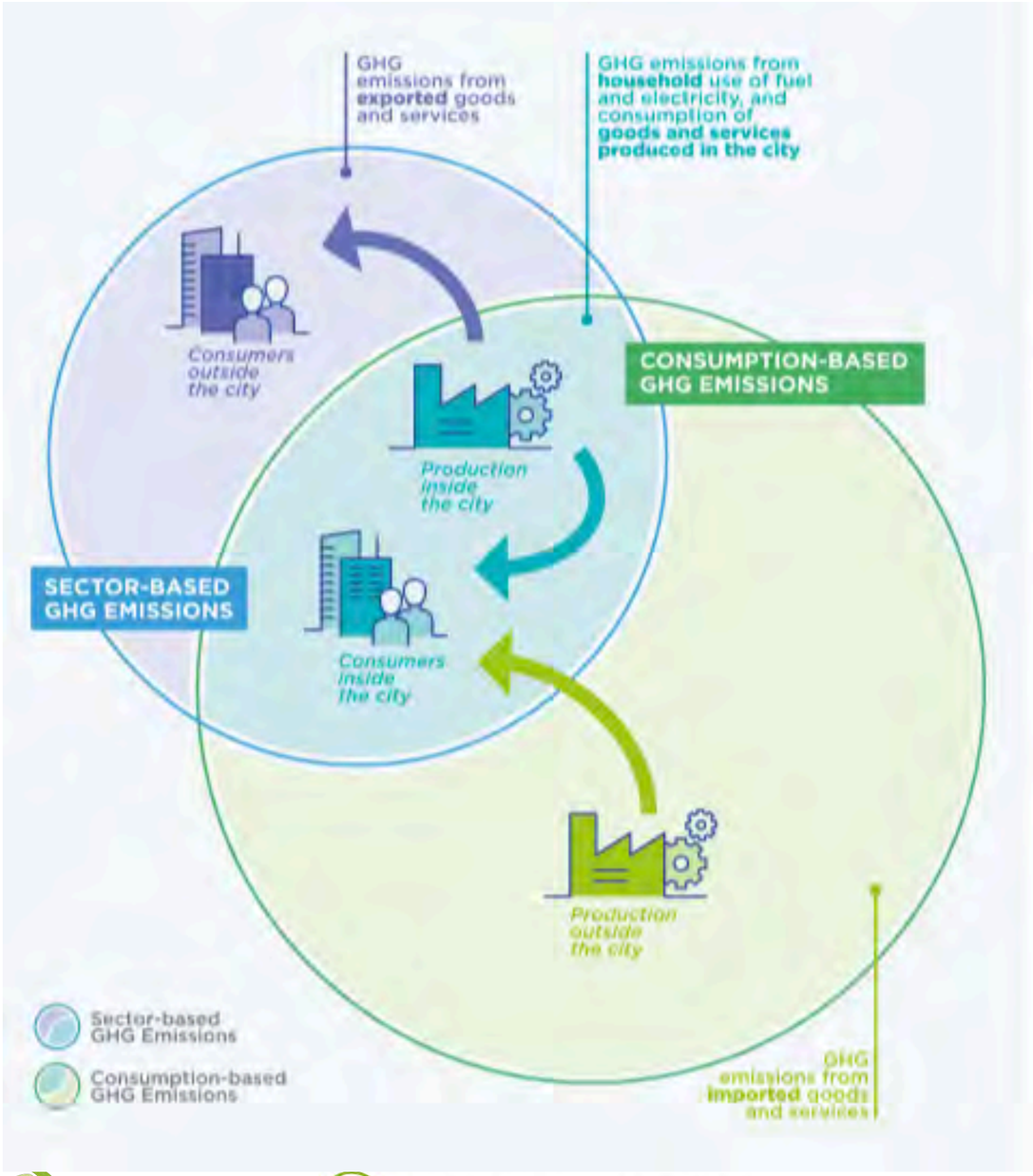
Year 1: Achieved

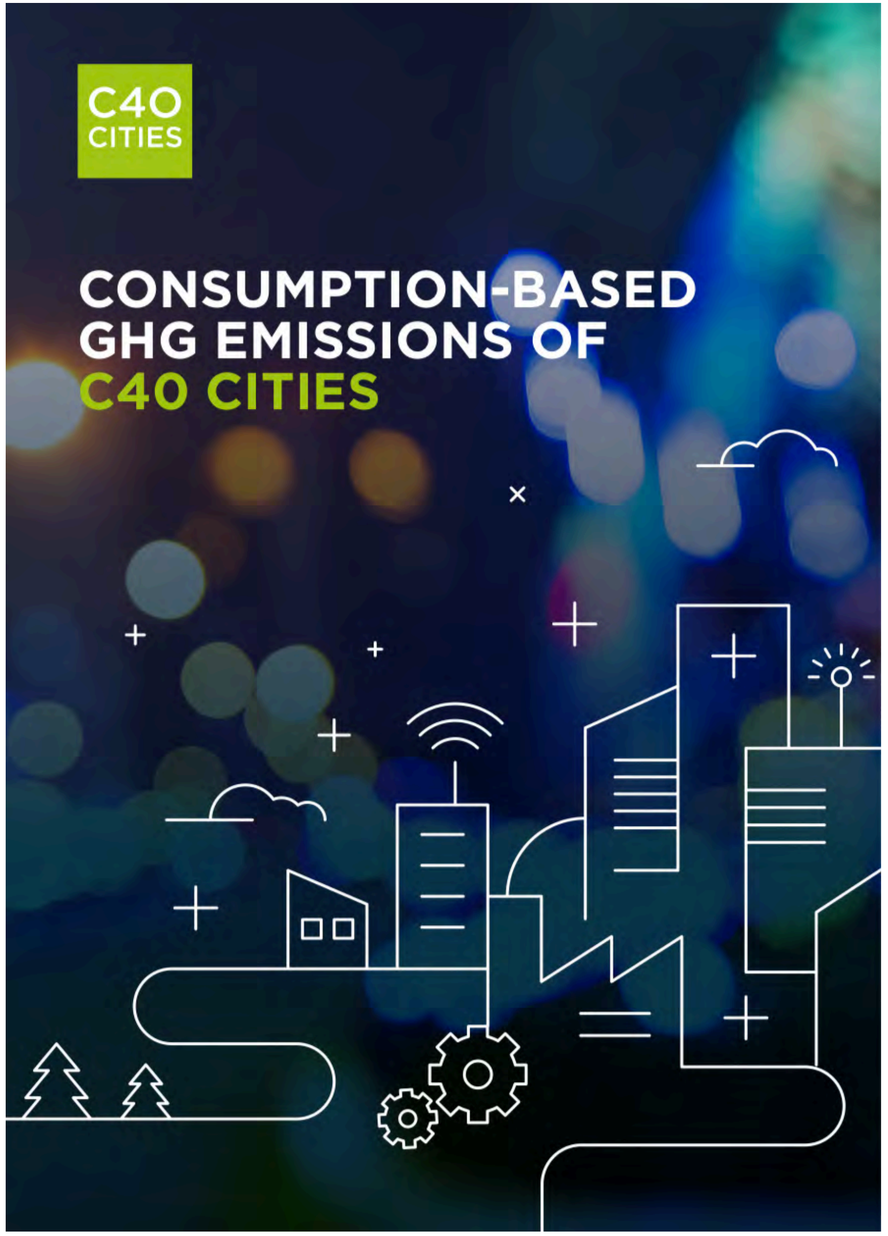
Our business support Portfolio

ENSO
AEROPOWDER
BIOHM
LOOP
Globechain
Twipes
Smile Plastics
CUP CLUB
WEBUY Your Buggy
SKIPPING ROCKS LAB
CRATE BREWERY
tala
TRYATEC
LIBRARY OF THINGS
Reuse Technology Group
Integrated IT Lifecycle Services
bio-bean
I ♥ OLIO
Too Good To Go
KITTY FERREIRA
MADE IN LONDON
zigzag GLOBAL
FRUU..
STRIPEY SQUIRREL .COM

LWARB

European Union
European Regional Development Fund





LWARB Circular London #CEweekLDN

Re-used carpet tile from existing office space	Made with 98% natural materials and can be fully broken down and recycled Marmoleum flooring	New tile - made with ully regenerated yarn and recycled backing	New tile - made recycled fishing nets for the yarn and recycled content backing	New tile - made with cradle to cradle backing and recycled yarns. Ecobase backing	New tile - made recycled fishing nets for the yarn and recycled content backing	New tile - made with the most recycled content backing and fully reenerated yarn	RECLAIMED - from London Royal College of Surgeons - on top of 6mm plywood

LWARB

LWARB

Wayne Hubbard

Chief Executive

Officer

Wayne.hubbard@lwarb.gov.uk

@LWARB

www.lwarb.gov.uk

ECAP european clothing action plan

Life Project supported by LIFE funding

TRiFOCAL

LWARB Circular London #CEweekLDN Advance London Resource London