



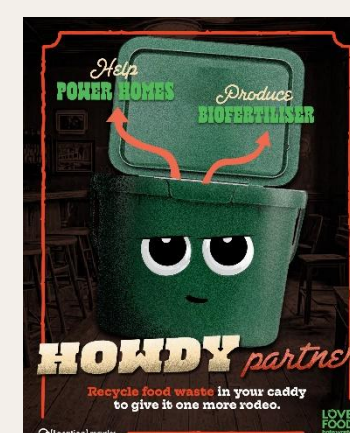
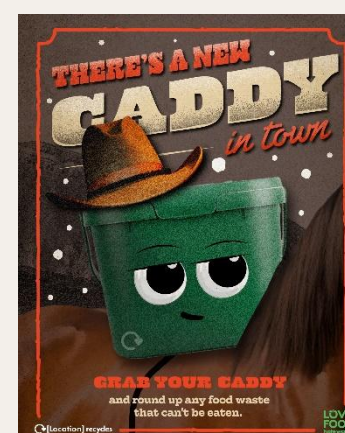
APSE Waste Network Webinar

16 December 2025

Most Wasted Gang: Feast smart, waste less

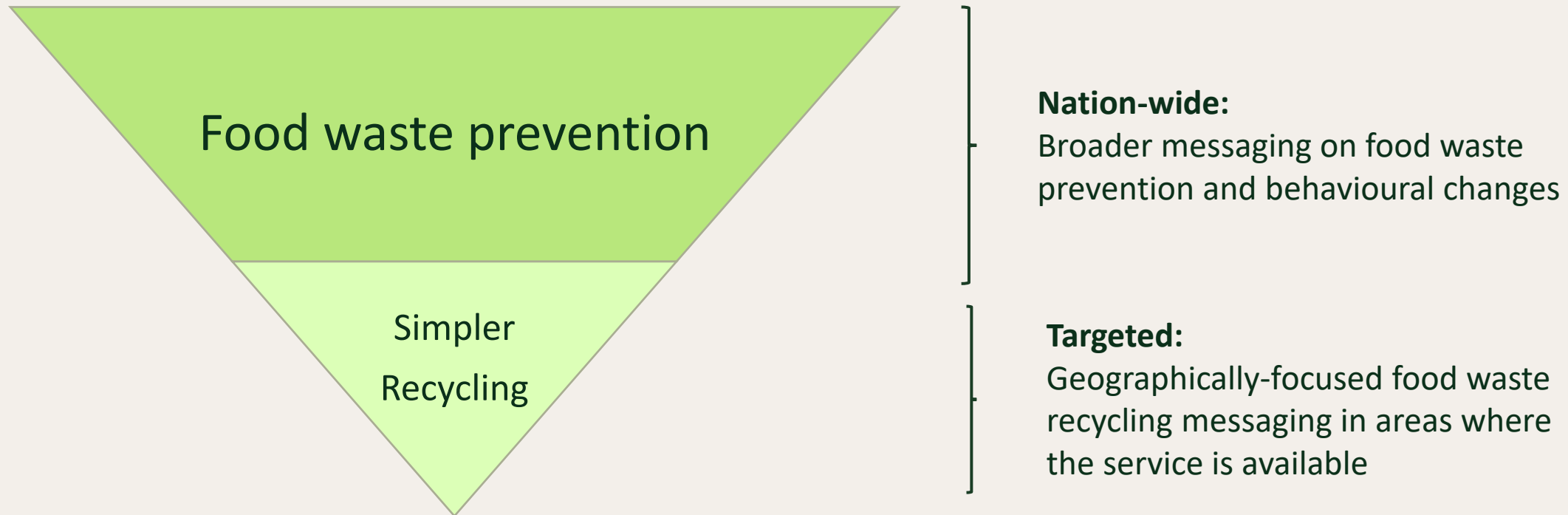


Download the toolkit here.



Food Waste Action Week: 9 - 13 March 2026

In 2026, Food Waste Action Week will coincide with the roll-out of Simpler Recycling in England, increasing access to household food waste recycling and the benefits it brings. Therefore, this moment of national focus on food waste is a prime opportunity to highlight the change.



Priorities in 2026

60%

Of all UK food waste is wasted by citizens in their own homes

78%

Of people think they waste less food than average

Less than **3/4**

Agree that personal recycling is worthwhile

45%

Of households with a FW collection are not regularly recycling or at all

Help citizens **recognise** the amount of food they waste and create the **motivation** to adopt prevention behaviours

Break down the barriers to food waste recycling and build a greater sense that it's **worthwhile**

DEFRA food waste campaign

This festive season, Defra will be encouraging households to ***‘put food waste in the little bin – so we all win’***.

Working with WRAP, Defra will be sharing informative new public-facing content to highlight the benefits of food waste recycling and highlight the journey taken by food scraps after they go into kitchen caddies.

Content will be going out on Defra’s social media channels (including [Instagram](#), [X](#), [Facebook](#) and [LinkedIn](#)).

Citizens will be invited to check local authority websites to find out about food waste collections where they live.

Simpler Recycling communications

Toolkit to help with the implementation of the collection requirements under Simpler Recycling.

A suite of editable assets that relate to the **core dry recyclable materials**, similar to what has already been provided to support food waste recycling.

Recognising a number of local authorities will be making **wider service changes**, for example a change in collection frequency.

Template assets will encourage **consistent communication messages** across England, building on the Recycle Now brand and working towards normalising recycling behaviours.



Resources available

Simpler Recycling Toolkit contains all the assets/templates, with clear instructions on how to download, edit and localise

Downloadable support packs providing editable content e.g. web page copy, FAQs, social media posts, press release

Editable template assets for kerbside and flats - pre-launch leaflet, instructional leaflet, vehicle livery, container stickers/tags, contamination stickers/tags, posters, signage, posters

Downloadable images of collection containers, recyclable materials

[Webinar](#) showing how you can easily edit and tailor the resources to support your LA requirements



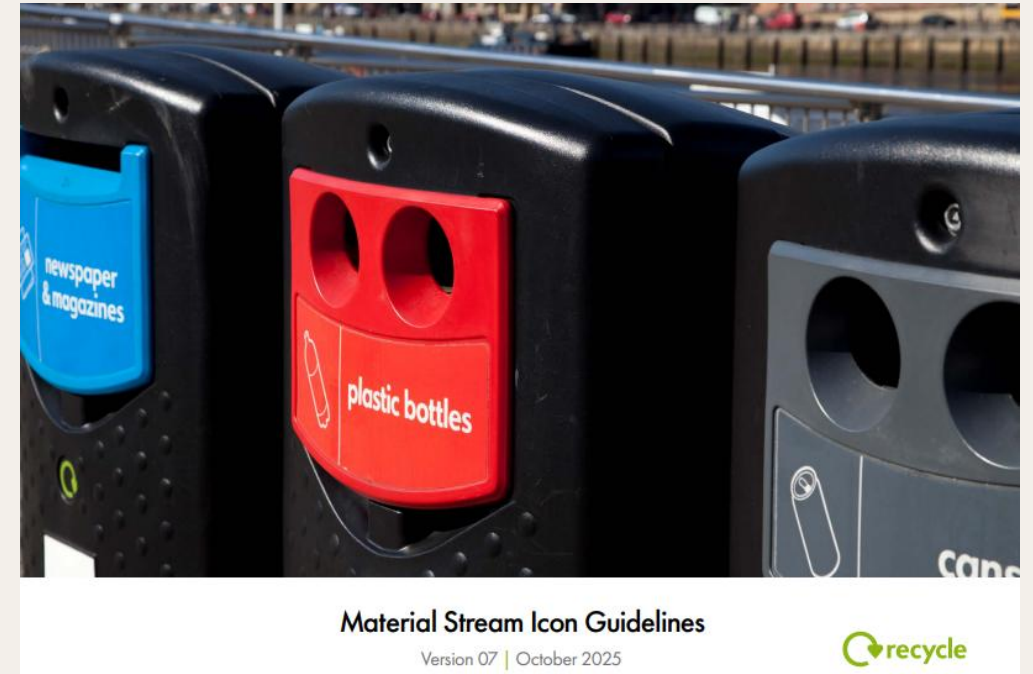
Material Stream Icons

Updated in October to include new icons for:

- 'mixed containers' stream
- toothpaste tubes
- pet food that can be collected with food waste

Further icons to be developed early 2026 to incorporate images of plastic bags and wrappings into mixed material icons, ahead of their collection under Simpler Recycling.

Any other icons needed....?



Local authority training

We have now delivered our introductory training sessions to several groups of authorities and are booked up until March.

The training covers two days and includes:

- policy and legislation overview
- collections systems
- data - an invaluable tool, including monitoring and evaluation
- introduction to communications
- networking opportunity for new officers

Expressions of interest for 2026/27 to be emailed to

la.support@wrap.ngo



Local authority resources launched in 2025



- [Simpler Recycling Toolkit & Assets](#)
- [Household Food Waste Collections: Communications Guidance and Templates](#)
- [Kerbside Plastics Bag Collection Guidance and Templates](#)
- [Rescue Me - Recycle Campaign Assets](#)
- [Household Waste Recycling Centre \(HWRC\) Guide](#)
- [North Yorkshire Council: New Dry Recycling Service Case Study](#)
- [Essex County Council: Increasing Household Food Waste Case Study](#)
- [Introduction to the Power and Potential of the eTEEP tool](#)
- [Support with procurement for food waste vehicles and containers webinar](#)
- [Can you recycle toothpaste tubes webinar](#)
- [Recycling Tracker survey in the UK: Spring 2025](#)
- [Understanding household food waste in the UK: the Household Food Management Survey](#)

View all our local authority key resources, case studies, webinars and market insights [here](#)



Thank you.

For any queries you can contact us at:

LA.Support@wrap.ngo or LFHW@wrap.ngo