

South Ayrshire Council and Zero Waste Scotland Food Waste Pilot

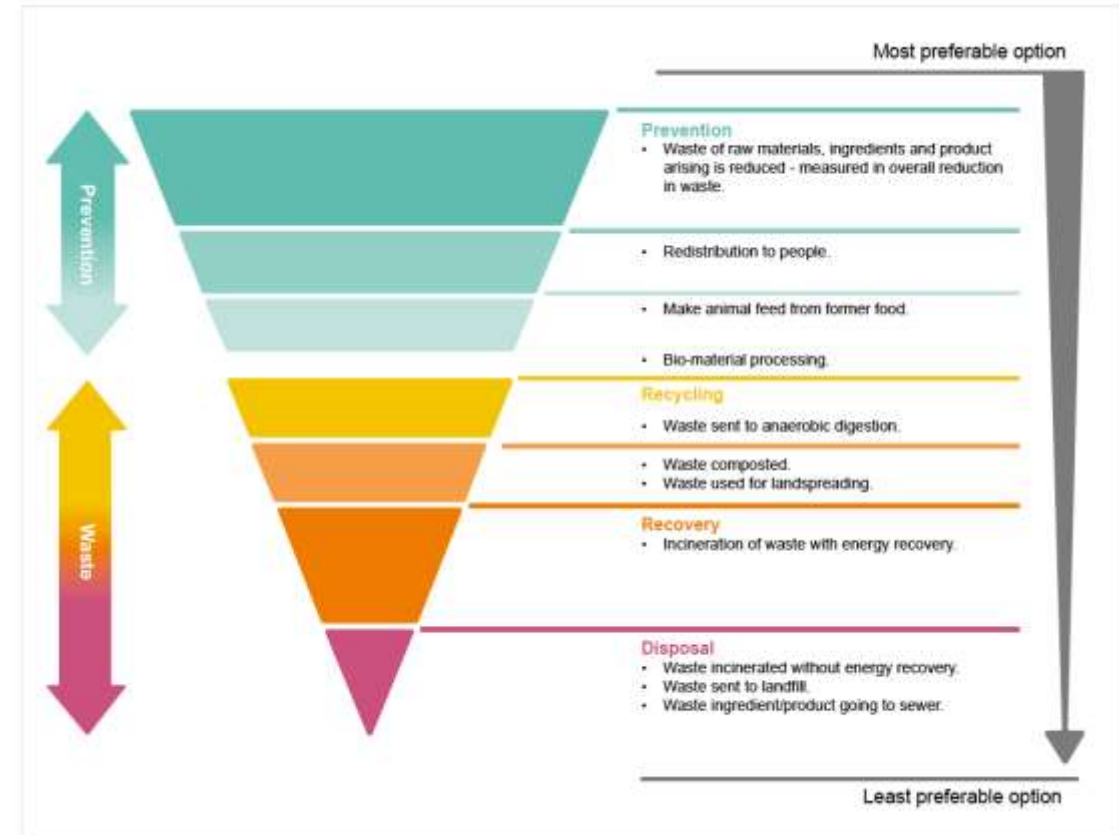
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Why focus on food waste interventions?

- 6% of global greenhouse gas emissions can be attributed to food loss and waste
- Need for dual focus on recycling and reduction to reduce these emissions
- Scottish Government target and SDG12.3
- Policy context – CE Route Map, Good Food Nation



The scale of the opportunity....



- Of the 1.1 million tonnes of household waste in the residual container per annum, food waste makes up the largest single waste type at just over 330,000 tonnes.
- Within DMR and Twin-stream collections, the most commonly occurring non-target material in both services was shown to be food waste.
- 80% of households in Scotland have access to food waste collection. But levels of food waste from the household are increasing.
- We need to work together to drive food up the hierarchy to avoid it becoming waste.
- Our focus will be to tackle consumption and reduce levels of food waste

Project Objectives

- To test behaviour change interventions
- Increase participation in food waste collections
- Reduce the volume of avoidable waste
- Work with a local authority on reduction behaviour change



Study Design

- Four Groups – three interventions, one control
- Study areas selection based on vehicle collection routes with high proportion of main door properties and comparable SIMD
- Data collection to run continuously for one year – 3 months collecting baseline data and 9 months post intervention.

Residual Bin Stickers

- Application of stickers to lid of bins as a visual prompt to put food waste in caddies rather than residual bins
- Stickers have been shown to lead to 20% increase in food waste collected
- 36p per sticker
- Low cost scalable intervention that could lead to behaviour change



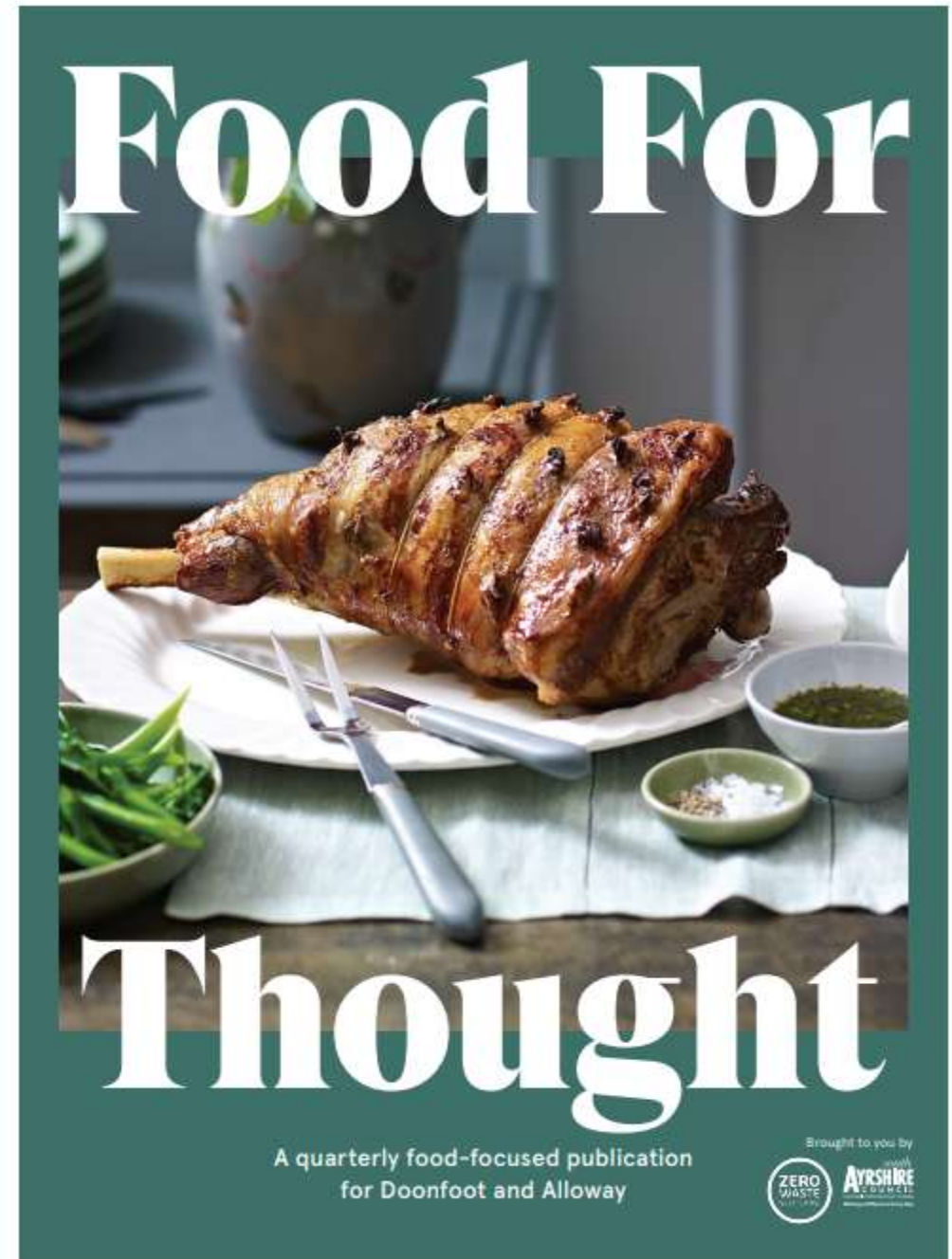
Caddy Liners

- Distribution of free caddy liners to households
- Common and accepted best practice but lack of robust data to demonstrate value of this intervention
- Need for further evidence to justify continued investment in free caddy liners



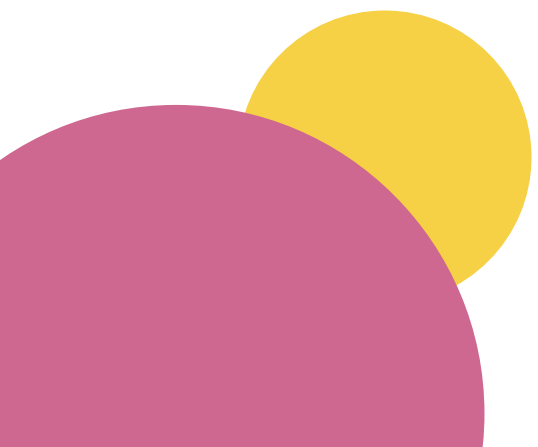
Food Waste Reduction Communications

- Intervention aimed at food waste reduction
- Targeted communications directed at this study area in a range of mediums
- Focus on food waste reduction rather than merely recycling
- Food waste reduction not as simple to measure through collection tonnages but waste compositional analysis and post project evaluation will help us understand the impact of this



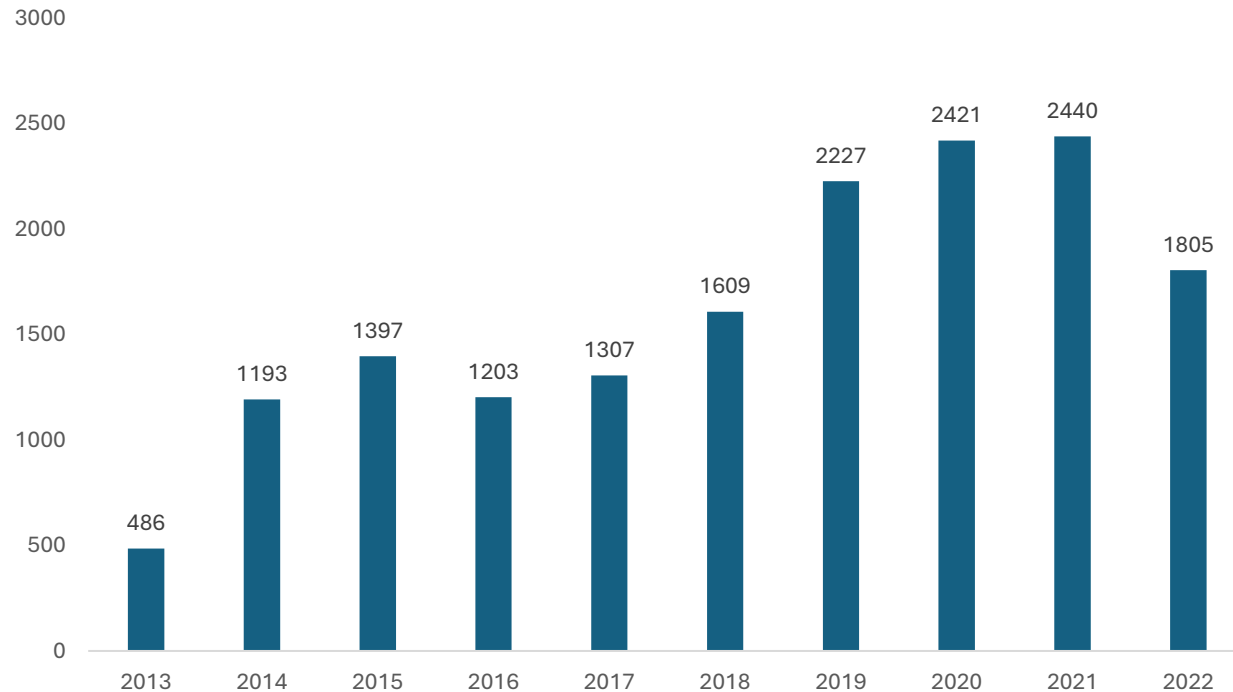
Next Steps for Zero Waste Scotland

- Cost/Benefit Analysis of each intervention
- Demonstrate scalability
- Evaluation and Monitoring
- Publish final results – 2025



History of food waste collections in South Ayrshire

Food Waste Tonnes since 2013



- Food waste collections commenced in 2013
- Route sizes
- Annual tonnage

Participation Study

- 4 phases
 - 1st prior to any intervention
 - 2nd after 3 months
 - 3rd after 6 months
 - 4th at end of interventions
- Routes were monitored over 4 weeks each phase

Methodology and Lessons Learned

- Monitoring staff in the waste collection vehicle v travelling in separate vehicle
- Recording method – electronic v manual recording
- Identification of participating households

Waste Composition Analysis

- Contract Award – Mini Tender or Direct Award
- 4 phases
 - 1st prior to any intervention
 - 2nd after 3 months
 - 3rd after 6 months
 - 4th at end of interventions

Phase 1 Project Delivery

- Introduction letters
- Dedicated automated phone line
- Food Caddy requests
- Sticker Delivery
- Food Waste Liner Delivery

Lessons Learned

- Dedicated automated phone line
- Sticker Delivery

Data Collection

- Weekly tonnage from each route from project inception to project end
- Requests from householders for Internal or Outdoor Food Waste Caddy
- Requests for additional Food Waste Liners
- Participation Monitoring data
- Waste Composition Analysis Data

Next Steps for South Ayrshire Council

- Cost/Benefit Analysis of each intervention
- Demonstrate scalability
- Evaluation and Monitoring
- Publish final results – 2025
- Assess Service delivery to the whole area following results