



Increasing WEEE Awareness & Collections

Perth & Kinross Council with Electrolink - 2016 National Recycling Awards Finalist

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**PERTH &
KINROSS
COUNCIL**

Securing the future... • *Improving services*
• *Enhancing quality of life* • *Making the best use of public resources*

Introduction



Perth & Kinross Council & Electrolink have worked in partnership to double collection of WEEE items:

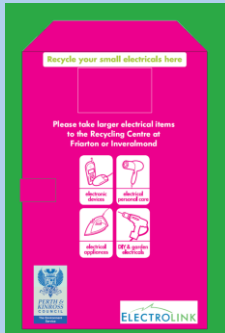
- Together, running and managing collection facilities at:
 - 9 Recycling Centres
 - 4 WEEE Recycling Points
- Together, engaging Scottish communities in reuse and recycling

The WEEE Regulations aim to reduce the amount of waste electrical & electronic equipment ending up in landfill – preventing hazardous substances harming the environment and valuable resources from being lost forever.

Innovative Working

PKC and Electrolink have introduced:

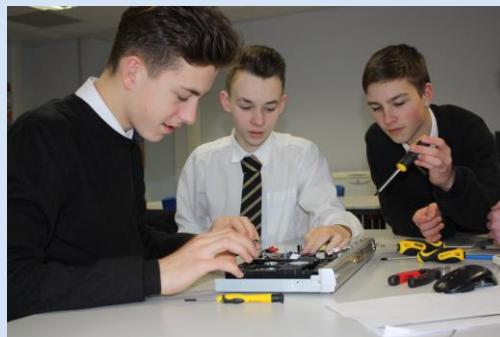
WEEE Roadshows



WEEE Term at schools



Teardown Lab Sessions at schools

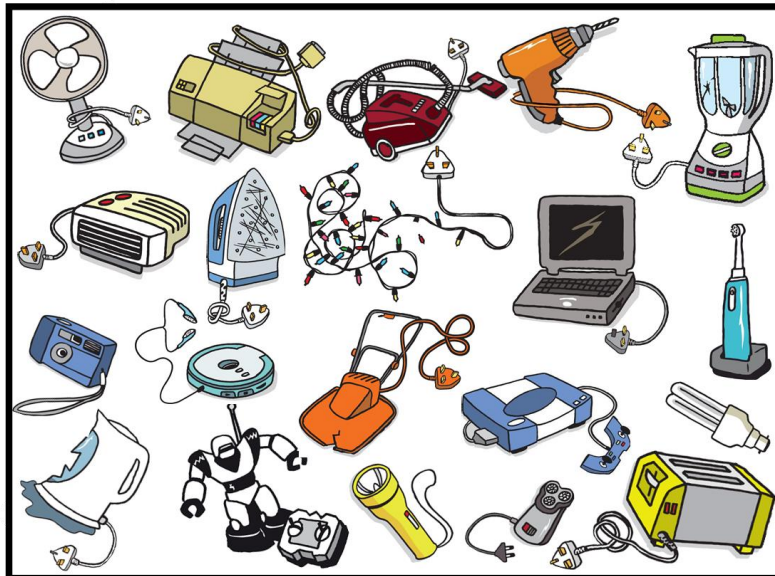


Kelly the Kettle WEEE Mascot



Pink Small-WEEE Banks

- Located at 4 Recycling Points across Perth and Kinross.
- Enables householders to recycle their Small-WEEE without needing a car to drive to a Recycling Centre.



...Promoted via WEEE Roadshows



To promote the Small-WEEE Banks, each village or suburb hosted a 3-month-long WEEE Roadshow.



Results of WEEE Roadshow



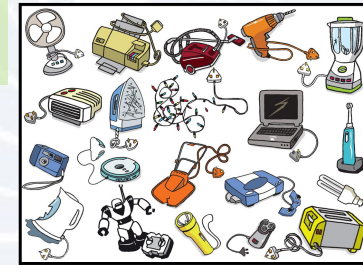
- Homeowners collected 1,560kg of Small-WEEE in 6 months – equivalent weight of a large black rhino.
- Doubling collection at Scone WEEE Bank with 4,430 residents collecting WEEE equivalent to the weight of a small car in just 3 months.
- WEEE Roadshows help Perth & Kinross to reach the 60% Household Recycling Rate by 2020 (currently 57.4%).

The Waste Hierarchy is incorporated in each of these Campaigns. Via leaflets included in the WEEE Roadshows, social media and press releases, householders are informed about reuse opportunities for unwanted (working) WEEE, and recycling opportunities for unwanted (non-working) WEEE.

WEEE Term

WEEE Term provides a temporary recycling collection for Small-WEEE, for one term, at school.

- WEEE Term collections are in addition to the permanent WEEE recycling facilities.
- Pupils, parents and the whole community is encouraged to take part in WEEE Term.
- The whole community is asked to separate their Small-WEEE for recycling (instead of putting it into the general waste bin).
- By the end of WEEE Term, although the collection container is removed, the recycling behaviour has become a habit.



Results of WEEE Term

- 5 schools diverted 140kg of Small-WEEE – the equivalent of two washing machines – in under 8 weeks.
- WEEE Term helps Perth & Kinross to reach the 60% Household Recycling Rate by 2020 (currently 57.4%).
- The next generation has been inspired.



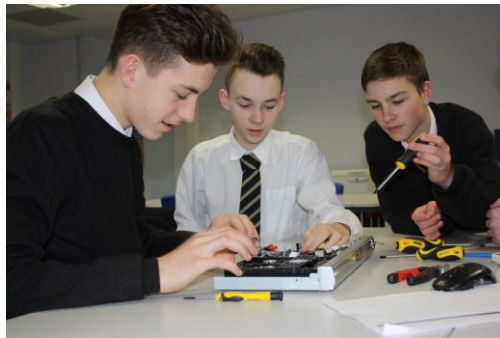
Teardown Lab Sessions...

The Teardown Lab Sessions have been introduced at PKC secondary schools to inspire the harder-to-engage age group (ages 13 to 15 years). Although the session has also been used in a College environment for students aged 16+ years.

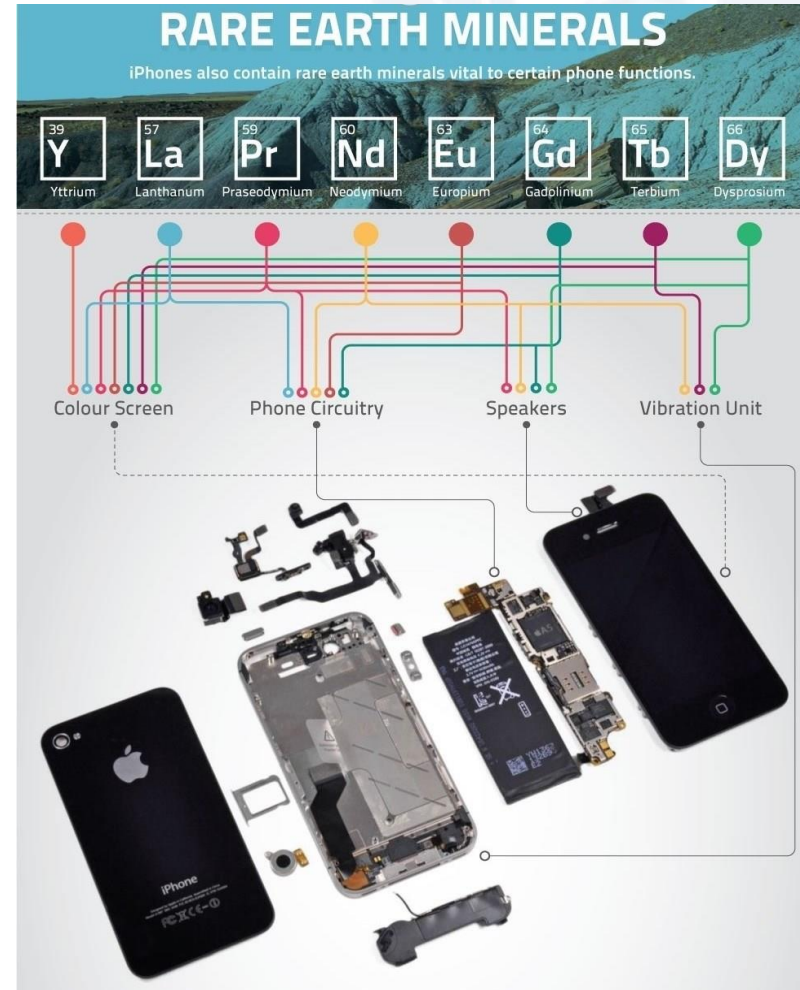
- The Ellen MacArthur Foundation has pioneered this teaching method in the classroom.
- The Scottish Government has a vision of a Circular Economy (closed-loop system) for Scotland so the topic is being woven into the school curriculum. There's a Government Commitment to repairing and reprocessing industries.
- Reducing, Reusing and Recycling is key to the future Scottish Economy, so the Teardown Lab Sessions link directly with future employment opportunities.

...inspire the next generation...

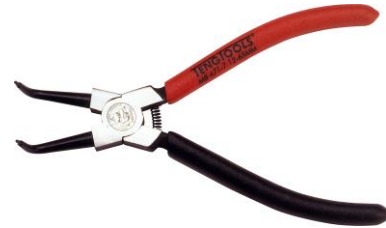
Pupils at Perth Grammar (*pictured*) took part in the Teardown Lab Session. At Perth Academy, the Sessions were held as part of an **Environmental Citizenship Course**.



Each Teardown Lab experience was **positive and hands-on** and an example of **interdisciplinary learning** focussing on the circular economy but tying in with technological studies and design, environmental science and business.



...and inspire the future workforce



- During the Teardown Lab Session, pupils are encouraged to think about the components inside WEEE and how to potentially 'design out waste' (which is a core philosophy in the Circular Economy).
- Pupils disassemble WEEE, looking at the fixings and adhesives used, so that they can consider each item's potential for repair or upgrade.
- Hence, the Teardown Lab Sessions Inspire the next generation to value resources and reuse electrical resources.

Kelly the Kettle – WEEE Mascot



Kelly the Kettle inspires younger pupils plus the Perth & Kinross community via social media and local newspapers.

RECYCLING

Communities urged to cut metal waste

Residents in south-west Perthshire and Letham are being urged to show their 'metal' when it comes to electrical recycling.

Perth and Kinross Council wants people to stop chucking away metal products which could be repaired, reused or salvaged to prevent them adding to growing landfill heaps.

Auchterarder, Aberuthven, Blackford and Perth district are being targeted with recycling roadshows until Friday, December 18, to encourage householders to think twice before throwing away small electrical items that could be recycled.

And to press home the message mascot Kelly the Kettle visited Blackford Primary School with environment convener Alan Grant.

Councillor Grant said:

"All councils in Scotland are working towards the national recycling target of 60 per cent by 2020 and the wider vision of a zero-waste Scotland."

"Small electricals contain lots of resources and raw materials that are too useful to dump into a landfill site."

"Copper, steel, aluminium, circuit boards and precious metals can all be recovered in Perth for remanufacturing. This saves the resources and minimises the waste that ends up in landfill."

Domestic items including kettles, toasters, telephones, hairdryers, radios, lamps, toys and IT equipment can be saved from landfill at recycling points.

Residents in Scone pioneered the effort between July and September and more than doubled electrical recycling, with 1.08 tonnes collected during and since the campaign period.

Find out more about what electricals can be recycled and where at www.pkc.gov.uk/weee.

Bring in kettle Alan Grant with Blackford pupil council members and headteacher Margaret McMillan 24111selectricrecycling_02

Perth&KinrossCouncil @PerthandKinross

Kelly the Kettle spreads the word about electricals recycling at Blackford Primary: Auchterarder, Aberuthven a... bit.ly/1P6pWpg

RETWEET 1 LIKE 1

5:22 PM - 24 Nov 2015

Perth&KinrossCouncil @PerthandKinross

Small Electrical Items can be recycled at selected Recycling Points and at all Recycling Centres pkc.gov.uk/weee

RETWEET 1 LIKE 1

5:51 PM - 19 Nov 2015

Perth&KinrossCouncil @PerthandKinross

Recycle kettles, cables, gadgets in pink WEEE Banks in Auchterarder #weeebitsofinfo pkc.gov.uk/weee

RETWEET 1 LIKE 1

10:31 AM - 19 Oct 2015

Perth&KinrossCouncil @PerthandKinross

Local schools support household electricals recycling: During the 2015 autumn term, five primary schools around... bit.ly/1XfQcPT

2:05 PM - 2 Sep 2015

Perth&KinrossCouncil @PerthandKinross

Five Perthshire schools recycled small electrical items equivalent to the weight of a gorilla pkc.gov.uk/weee #weeebitsofinfo

RETWEET 1 LIVES 2

11:17 AM - 30 Oct 2015

Best Practice

These Campaigns have helped PKC and Electrolink to:

- **Manage waste and resources innovatively**

- Less WEEE is being disposed of in landfill.
- More resources are recovered for remanufacturing.

- **Manage waste and resources sustainably**

- During the WEEE Roadshows and through social media, awareness is raised of the valuable components found inside WEEE, which can be recovered for remanufacturing.

- **Manage waste and resources efficiently**

- Reuse and Recycling saves raw materials and the energy needed to mine, transport and create materials into new products.
- The Campaigns are all delivered efficiently, with reusable materials and un-manned stalls to minimise staff time on-site.

2016 National Recycling Awards



Perth & Kinross Council with Electrolink was shortlisted in two categories at the 2016 National Recycling Awards:

- Private-Public Sector Partnership
- Waste Electrical & Electronic Equipment (WEEE) Innovation



FINALIST




recycle for Perth and Kinross

Recycling unwanted electrical items

Lost their spark?

Don't bin it, bring it to your nearest recycling centre.

If you would like more information on waste and recycling services in Perth and Kinross, please contact Perth & Kinross Council.

www.pkc.gov.uk/recycle | recycle@pkc.gov.uk | 01738 476476

ELECTROLINK

www.electrolink.co.uk | info@electrolink.co.uk



Thank you.

Any Questions?



Tune in to electrical recycling

Waste electrical equipment is one of the fastest growing waste streams in Europe. Recent studies have shown that on average a UK resident throws away 3.3 tonnes of waste electrical equipment in their lifetime. Recycling unwanted electrical items at your local Household Recycling Centre stops valuable resources like metals and circuit boards going to landfill, and gives this equipment a new life.

Do the positive thing, recycle your batteries and unwanted waste electrical equipment at your local Household Recycling Centre.

ELECTROLINK

recycle for Perth and Kinross



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- www.pkc.gov.uk/weee
- Twitter: #weeebitsofinfo