



# APSE Waste, Recycling And Street Cleansing Advisory Group

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## ENCOURAGING RESIDENTS TO REDUCE, REUSE AND RECYCLE WEEE



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**SOUTH TYNE & WEAR WASTE MANAGEMENT PARTNERSHIP**

involving Sunderland, Gateshead and South Tyneside Local Authorities

# PROJECT OVERVIEW



- £173,000 WEEE Improvement Funding supported by the Distributor Takeback Scheme (DTS) over 2 years
- Partners involved:



South Tyneside Council





## Project Targets

- **Two year long education and awareness projects:**
  - Encourage reuse
  - Increase recycling activity by 2%
  - Reduce volumes of WEEE in the waste stream by 0.5% & 1%
  - Improve public attitudes towards WEEE reuse and recycling

**In 2018 we added a further objective:**

- Increase battery recycling tonnages by 10%

# PROJECT OVERVIEW



- **Education and awareness project:**
  - **Employment of a dedicated educational resource to:-**
    - **Improve public education and behaviours towards WEEE and battery reuse and recycling**
    - **Encourage reduction, reuse and recycling**
    - **Reduce volumes of WEEE & batteries in the waste stream**
    - **Increase recycling activity**
    - **Minimise the risks to the infrastructure**

# PROJECT ACTIVITIES



- Roadshows
- Presentations & workshops
- Games, competitions and rewards for recycling batteries
- Interactive educational work
- SWAP shops
- Doorstep engagement
- Small WEEE amnesty events
- Distribution of battery recycling tubes

# PROJECT ACTIVITIES





# COMMUNICATIONS



## Recycle your batteries!

When using batteries, aim to use rechargeables wherever possible.

If you have waste batteries they can be taken to your local Household Waste and Recycling Centre or battery recycling points in shops, community centres or schools.

**TIP** Recycle your batteries at school for a chance to win a £100 prize for your school!

To find out more, check out your council's website.



## Do you 'weee' responsibly?

No, not that! We're talking about Waste Electrical and Electronic Equipment...

Take our WEEE pledge:  
"I pledge to WEEE responsibly, wasting as little electrical equipment as possible, reusing what I can and recycling as much as possible."

Don't forget to enter our monthly £100 prize draw!



mixed light bulbs   large appliances   small appliances   TVs & monitors   fridges & freezers

Check your council's website for details



## What can I do with my old electrical appliances?

**Reduce:**  
Do you really need the latest product?  
Does the old one still work?

**Reuse:**  
Could you give it to a charity or a friend?  
Can it be repaired? If you must dispose of items then recycle the correct way.

**Recycle:**  
Some small appliances can be recycled in your blue bin. You can recycle ALL electronic waste at your Household Waste and Recycling Centre.

To find out more, check out your council's website.



## 2016 OUTCOMES



- WEEE recycling increased 9.6%
- 211 events were delivered
- 11,000 engagements took place
- 26% rise in battery recycling
- 1.6% overall reduction in residual waste:-
  - Gateshead                    ↓ 0.1%
  - South Tyneside            ↓ 5.1%
  - Sunderland                ↑ 6.2%
- WEEE collections increased by 293 tonnes
- Reuse doubled
- £100,000 was saved



# SUSTAINABILITY



- Hopefully more funding
- Visitor and Education Centre Programme
- Phased cultural change



**THANK YOU**

**Any Questions ?**

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