



# ACCELERATING TOWARDS ZERO WASTE

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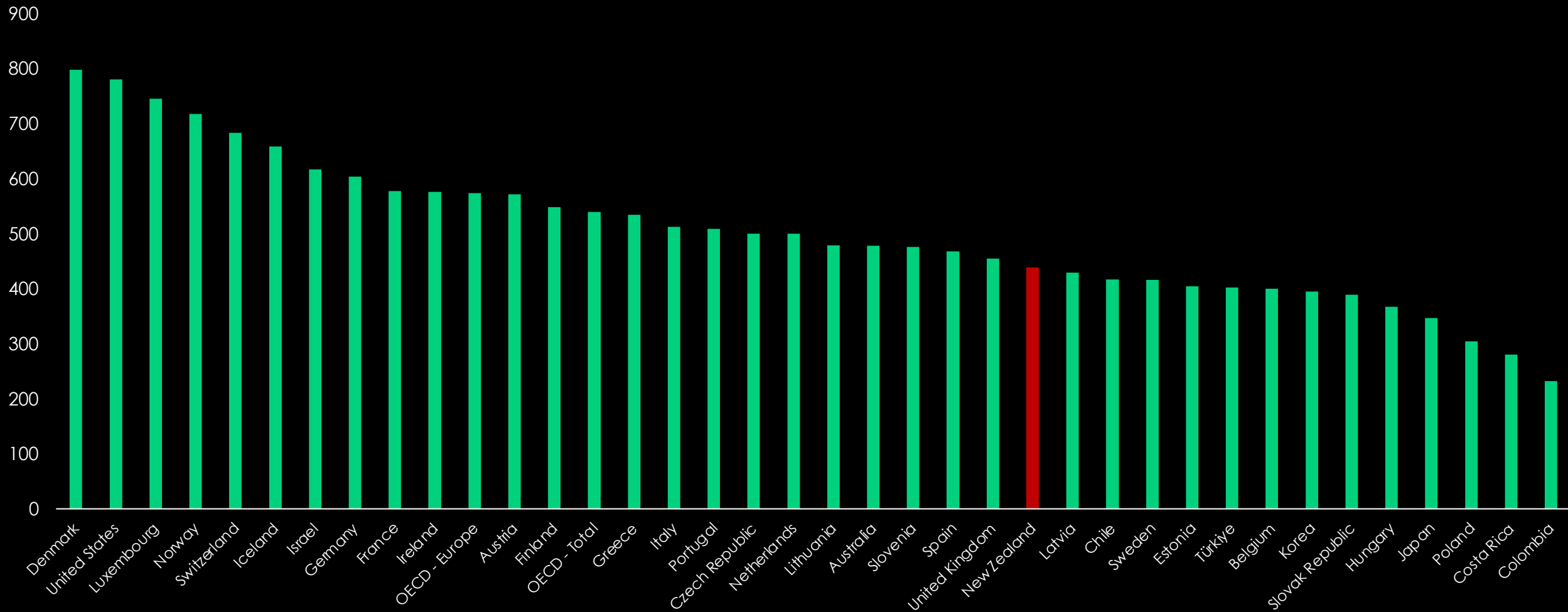
Seadon Consulting



# CASE STUDY

# WASTE TO LANDFILL

kg/cap



# TOWARDS ZERO WASTE – ENABLING FACTORS

Centre-Left  
Government

Trading  
Partners

Name and  
Shame

Never waste  
a good crisis

Government  
technical  
expertise

Engagement

NGOs

# HIGHLIGHTS

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16 EPR schemes

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Nationwide common kerbside plastics recycling

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Single Use plastic packaging ban

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Nationwide Kerbside organics collection

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90% landfill gas capture

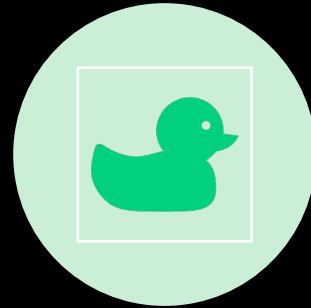
# WORKING



LOCAL GOVERNMENT  
MOVING IN UNISON



GOOD WASTE  
COLLECTION RATES



EARLY FOCUS ON  
SMALL STREAMS (SUPP)



LONG LEAD IN TIME

NOT WORKING

Data Gaps

Waste still  
increasing

Contaminated  
recycling

Litter  
enforcement

# REPLICATION



Piggyback on a crisis



Culturally appropriate



Engagement



Voluntary



Comprehensive legislation



Assemble any available data



