

**ADOPTING
A CIRCULAR
SOLUTION ...**



Our growing population is putting increasing strain on the earth's raw materials and its ability to absorb waste. Governments, businesses and consumers alike are finding themselves under pressure to change their behaviour in order to secure a more sustainable future for us all.

WRAP works with governments, businesses and other organisations to help reduce waste, save costs and achieve sustainability targets. We have a proven track record of catalysing change across entire sectors and delivering measurable results.

We can develop lasting solutions to your sustainability challenges, whether you need to reduce food waste, save water or maximise resources' potential.

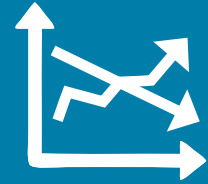
This is not about short term solutions; our support will deliver year-on-year benefits.

Sustainability challenges

The world's population is expected to increase by one billion people by 2025, putting an intolerable strain on the earth's ability to produce resources and absorb waste. This has significant cost implications; governments and businesses simply cannot afford not to act.

Economic growth does not have to mean an increase in waste. By moving towards a circular economy, you can decouple growth from waste, mitigating the problems of:

- rising landfill costs;
- stringent recycling targets;
- unfeasible demands on natural resources; and
- rising costs for raw materials.



Working together, we can affect real, positive changes, including:

- substantial cost savings;
- creation of new jobs;
- realisation of sustainability targets;
- increased efficiency; and
- new business opportunities.



"We believe that WRAP provides three important levels of co-ordination; across UK national governments, EU and internationally."

Rowland Hill, Marks & Spencer

Whether you're looking to empower consumers to take charge of their household waste, motivate teams to work together to lower their environmental impact, or simply achieve your own sustainability targets, we can offer effective, targeted support.

By partnering with WRAP, you're accessing a highly skilled, experienced team of consultants. We use our passion for what we do to achieve measurable results.

The UK government tasked us with increasing the level of recycling. Since then, recycling rates have grown faster in the United Kingdom than in any other European country, and we are continuing with our mission to improve them even further.

With WRAP's involvement, the UK recycling and reprocessing sector **trebled** in size **between 2000 and 2012**

We focus on the areas where we can have the greatest impact, including:



FOOD & DRINK

Around 15 million tonnes of food is wasted in the UK every year, almost half of which comes from households.



MANUFACTURED GOODS (particularly textiles and electricals)

An estimated £140 million worth of used clothing goes to landfill in the UK every year.



THE BUILT ENVIRONMENT

The UK construction sector uses more than 400 million tonnes of materials per year. Managing and disposing of waste can cost 30% of the industry's pre-tax profit.



RESOURCE MANAGEMENT (including reprocessing materials)



Disposing of waste can be a costly business, so maximising the potential of resources is vital. By improving recycling collections and supporting the development of new reprocessing services, WRAP has helped to develop a £3 billion industry that supports 40,000 jobs.

We have worked with a host of internationally recognised brands, including Unilever, Marks & Spencer and ASDA (Walmart); helping them to achieve their sustainability objectives, while realising significant cost savings.

Working towards a circular economy across Europe and beyond

Shifting from a 'make → use → throw away → make another' model, towards a circular economy, could increase the UK's trade balance by up to £23 billion per year. Maximising the potential of existing resources not only minimises the need for new materials and vastly reduces waste, it can improve competitiveness by reducing costs, and creating thousands of new jobs.



There is huge potential for European Union (EU) member countries who adopt this approach. By working together they could achieve the following by 2020:

- improve their trade balance by €110 billion;
- save €400 billion per year;
- increase the recycling sector's annual turnover by €11 billion;
- create 160,000 new jobs in recycling; and
- reduce GHG emissions by 500 million tonnes carbon dioxide equivalent.

So, we're working with businesses and other organisations across Europe, providing them with the information, resources and support they need to move towards a more circular economy.



Call us to discuss how you could benefit from moving towards a more circular economy

Setting realistic targets

We've joined forces with industry leaders to craft voluntary agreements that enable both businesses and governments to achieve their sustainability targets. These include:

Courtauld Commitment. Working with major food retailers and distributors along with global brands, such as Heinz and Cadbury's, this voluntary agreement has highlighted the issue of food and packaging waste, and saved 2.9 million tonnes of waste from landfill.

Halving Waste to Landfill, an agreement with more than 800 firms in the construction sector, which will lead to cost savings of £400 million.

Home Improvement Sector Commitment, which has achieved a 64% reduction in waste sent to landfill by the DIY sector.

Federation House Commitment, on track to achieve a 20% reduction in water usage by the food and drink sector by 2020.

Effective funding to enable policy

We match funding approaches to government policies that facilitates the move towards a circular economy. We use a range of financial mechanisms including grants, loans and a lease guarantee scheme to stimulate growth of businesses in the recycling, reprocessing and re-use sectors. We currently operate several funds, including one specifically aimed at businesses seeking to generate renewable energy from food waste.

We set up **The International Network of Product Sustainability Initiatives (INPSI)**

to provide a global hub and collaborative work space for product sustainability initiatives around the world.



We're now actively looking for opportunities to roll these commitments out globally

We provided a grant of almost **£1.2 million** to support the build of an **integrated washing and sorting facility** for rigid mixed plastics packaging. It was **the first of its kind** in the UK.

“WRAP plays a crucial role in bringing together different stakeholders to work collaboratively on issues and opportunities around waste reduction and resource efficiency.”

Helen Fenwick, Unilever UK & Ireland

Changing consumers' behaviour

Real change requires an integrated effort by governments, industries, businesses and consumers. Without targets to meet, consumers need to be inspired to go on the journey with you. So, we collaborate with governments and industries to launch campaigns that give consumers the information and desire to make better choices.



Love Food Hate Waste

In 2007, working in partnership with the four governments of the UK, we launched the 'Love Food Hate Waste' campaign. Millions of people have risen to the challenge so far, with dramatic results. Food and drink waste has fallen by over 1.1 million tonnes each year, saving more than £3.3 billion worth of food from being needlessly thrown away.



Recycle Now

Before we launched the 'Recycle Now' campaign in 2002, there was a general confusion and apathy towards recycling by the majority of UK consumers. The campaign has engaged millions of people and seen recycling rates raise from 12% to over 43%!



Love Your Clothes

Set up in partnership with the clothing sector in 2014, 'Love Your Clothes' aims to radically alter the way that consumers view their clothing. The campaign gives people the inspiration and skills to make more sustainable choices in order to avoid clothing waste.

We are working with other governments, tailoring these and other campaigns to their countries. For example, we are currently adapting our 'Love Food, Hate Waste' campaign for Vancouver.

"Our investigation confirmed that, to date, the most comprehensive campaign to reduce avoidable food waste is the 'Love Food Hate Waste' campaign, developed in the United Kingdom and showcased at last year's conference."

Derek Corrigan, Director of Metro Vancouver

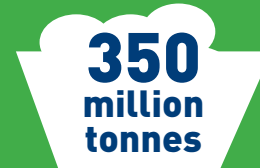


Every £1 invested in the 'Love Food Hate Waste' UK campaign has saved £200 of food from being wasted

SOME OF OUR ACHIEVEMENTS



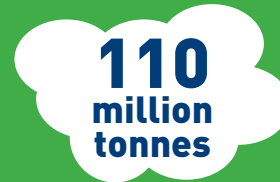
of benefit generated for the UK economy



of waste set to be diverted from landfill



worth of food saved from wastage



of greenhouse gas emissions set to be avoided



UK recycling rates increased from 12% to 43%



"I'd like to invite you to get in touch to discuss your sustainability challenges. We can work with you to maximise your resources, while realising significant cost benefits and bringing about positive social change.

There are no other organisations with WRAP's level of expertise or proven track record of success in this area. As a not-for-profit organisation, we are committed to offering solutions that deliver measurable results."

Steve Creed, Director of Business Development

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Together we can accelerate the move to a sustainable, resource-efficient circular economy, through re-inventing how we design, produce and sell products, re-thinking how we use and consume products, and re-defining what is possible through recycling and re-use

www.wrap.org.uk



Printed on 100%
recycled content paper

What our partners say about us

"WRAP has been absolutely world leading in changing the thinking and culture in the UK and it is certainly starting to make an impression across Europe."

Professor Tim Benton, UK Champion for Global Food Security

"WRAP is very highly valued as an expert partner."

Sir Ian Cheshire, Kingfisher Group

"This work is only successful due to the role that WRAP plays in bringing together the whole supply chain with independent specialists."

Daniel Cizek, Sainsbury's