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Zero Waste Week Resource for Local Authorities

Thank you for your interest in Zero Waste Week.

Now in its eighth year, Zero Waste Week 2015 takes place 7-13th September.

The aim of Zero Waste Week is to encourage participants to reduce landfill and rethink waste. This year's theme is 'Reuse'.

One of the questions I get asked a lot from Local Authorities is "What simple activities could you recommend we do to encourage our residents to reduce their landfill waste?"

Here's some of the simple things you can do:

Reusable shopping bags

If you're in England, suggest residents start using reusable shopping bags before the charges come online.

- Write an article explaining the changes (<https://www.gov.uk/government/publications/2010-to-2015-government-policy-waste-and-recycling/2010-to-2015-government-policy-waste-and-recycling#appendix-10-charging-for-single-use-plastic-carrier-bags>)
- Create a web page giving ideas for how to reduce and re-use bags
- Link to instructions online about making your own bags. [Morsbags](#) is a great resource.



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- Maybe you could fund some reusable bags for residents with your branding on.
- You may have a community champion or local business that doesn't use bags, they might be happy to be a case study for you.

Decluttering without landfill

Provide a list of local charity shops that will collect unwanted items from residents.

- Link through to the [national association of charity shops](#) website so residents can search for local shops.
- Encourage a local group such as Friends of the Earth to put a list of local charity shops together and publish it on their website.
- Promote a feature about local charity shops.
- Write to your local charity shops and encourage them to make it really easy for residents to see how to donate to them during Zero Waste Week.



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Update your wardrobe – for free!

Organise a swishing event for residents to meet one another and swap clothes.

- You could promote the West London Waste Authority swishing guide which takes a local group through everything they need to consider: (www.getswishing.com)
- Encourage groups to organise a swish which you will help publicise.
- Hold a swish for council staff in your offices.

Other reuse ideas

- Encourage residents to [start a compost heap](#) - if you offer subsidised compost bins this would be a good plug for you too (but if you collect green waste you might not want to encourage residents to compost at home!)
- Create a downloadable document on your website telling residents about local reuse schemes such as Furniture reuse, bicycle refurbishing or wood recycling projects.
- Run a photo competition on your social media streams to encourage residents to reuse items they might normally throw away. It doesn't have to be complex; here are some [really simple ones](#) we use at home.
- Show residents how they can switch to a reusable rather than a disposable item such as nappies, cloths instead of kitchen towel, refillable water bottles.



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- Challenge residents to pack a zero waste lunch made from last night's leftovers (this is a great team activity for the office and can be extended to schools too). Get them to tweet about it.
- Challenge your colleagues to all bring in leftovers and have a waste free lunch in the office.
- If you have a Real Nappies campaign, run a special offer during Zero Waste Week to encourage new parents to try cloth. You could find local residents who want to promote nappies and write about them.
- Hold a repair workshop and invite residents along – again, you can keep it simple from replacing a button to repairing a puncture to gluing a child's toy.
- Or encourage local organisations to hold repair sessions. Find out whether the restart project has a local group in your area <http://therestartproject.org/>

Need more help?

If you need badges, logos, images or sample tweets, take what you need from [our 'Tools' section](#).

Running an event? [Submit it to our site](#) and I'll promote on our twitter stream ([@myzerowaste](#))

Any questions? Email Rachelle Strauss at zerowasteweek@gmail.com