

Waste and Recycling Falmouth and Penryn Campuses Management Plan 2018-2023



Content page

Contents Background information 3-6

Guiding principles 7-9

Our Achievements 9-12

Waste Audit 13-16

Risk Assessment 17-23

Action plan 24-32

Communication plan 33-38



Foreword

Waste and recycling is one of the most visible areas in the sustainability agenda. All members of our community generate waste as a result of their daily work and study which has significant environmental costs. As a responsible organisation we need to reduce the amount of waste generated, increase recycling and ensure we are compliant with all relevant waste legislation. Good waste and recycling management, including infrastructure provision and awareness raising/promotional activities, demonstrates a commitment towards a continual improvement in environmental performance to staff, students and visitors.

The Waste and Recycling Management's Plan presents the FX Plus' vision to achieve this.

Commitment, vision and the benefits

"The Penryn Campus (incorporating The University of Exeter (Cornwall Campus) and Falmouth University) is committed to sustainable waste management through reducing our consumption of materials and the unnecessary use of raw materials. In accordance with the prevention, minimisation, reuse, recycle, energy recovery and disposal hierarchy; we will, where possible, prioritise the re-use of materials, and then encourage and enable recycling, composting and/or energy recovery".

Waste and recycling is one of the most visible areas in the sustainability agenda. Good waste and recycling management, including infrastructure provision and awareness raising and promotional activities, demonstrates a commitment towards a continual improvement in environmental performance to staff, students and visitors and offers an opportunity for people to help make a difference, and get involved in sustainability issues and activities.

The Waste and Recycling Management Plan provides a five year **vision** (2018 to 2023) for the sustainable management of waste and recycling, which will allow Falmouth Exeter Plus, and its clients (Falmouth University and University of Exeter, Cornwall Campus) to manage resources more efficiently, prevent and minimise waste, increase recycling and covers all aspects of waste and recycling.

It will allow us to:

- Manage our waste more effectively
- Prevent and minimise waste to incinerator



- Increase participation in recycling and re-use initiatives

This will provide the following benefits to Falmouth and the University of Exeter (UoE):

- Legislative compliance
- Improvements to reputation and image
- Implementation of internal policy and strategic commitments
- Cost minimisation and revenue enhancement
- Mitigation of CSR (Corporate Social Responsibility) and environmental risks
- Reduction in greenhouse gas emissions

The Falmouth Exeter Plus Waste and Recycling [Policy](#)

The policy sets out a commitment to reduce waste in accordance with the waste hierarchy. Falmouth Exeter Plus recognises the local and global environmental impact of use and disposal of resources and is committed towards reducing this impact through the continued improvement of recycling and waste management practices, good procurement practice and the promotion of sustainable behaviour amongst members of the campus community.

Waste Management at University Campus Penryn

The management of waste at the Penryn Campus is the responsibility of the Facilities and Operations. The Facilities and Operations Team currently manage waste from all areas on campus including residences and the removal of hazardous waste generated through academic departments. Waste generated through construction and refurbishment projects is the responsibility of the Technical Services and Projects teams. All these waste streams are (currently 23) covered by this management plan.



Within the Facilities and Operations Team; the Caretaking Manager is responsible for the day to day management of all waste and recycling operations on campus. The Sustainability Manager is responsible for promoting sustainable waste and recycling practices and providing advice and guidance to ensure we comply with existing and new environmental legislation.

Compliance with legislation and national policy

Legal Compliance

This plan aims to ensure that the institutions' waste management practices meet all the relevant requirements. Legislation that we must comply with is detailed in our Environmental Register which is available on the FX Plus Sharepoint.

FX Plus and the institutions have a legal obligation, a duty of care, to demonstrate that we know exactly how our waste is being managed.

The Environment Agency tracks the movement of all non-hazardous waste through waste transfer notes, and of hazardous waste through waste consignment notes. For all waste materials a waste transfer or consignment note must be completed to ensure the waste is managed responsibly from where it is produced to the authorised recovery or disposal facility. More information about waste transfer notes can be found on the [Environment Agency's website](#).

We have produced staff advisories on the duty of care obligations, WEEE and hazardous waste. These can be downloaded from the [FX Plus website](#).

Cost of Waste Management

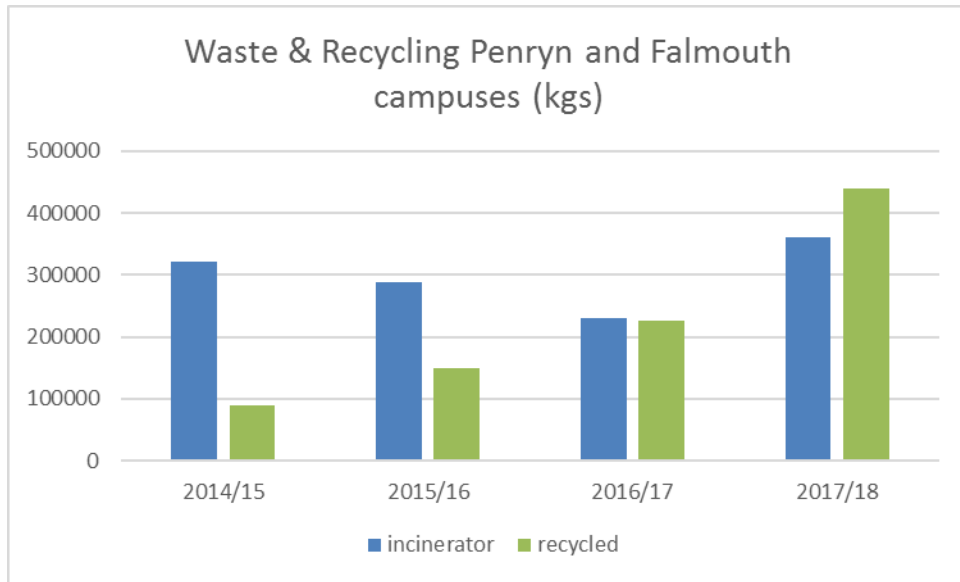
The implementation of a sustainable Waste and Recycling Strategy and practices offers opportunities to save financial resources. Since 2014 we saved £45,000 on our annual waste management costs. A number of waste streams (currently 23) produced on campus can have a financial value if collected and segregated properly.

Our waste and recycling contract



In January 2015 Falmouth Exeter Plus, on behalf of both Universities entered into new waste and recycling contract with BIFFA Environmental. This contract runs until the end of June 2019. The renewal of our waste contract in 2019 will provide us with an opportunity to embed better reporting and measuring procedures on waste and recycling data into the contractual arrangements.

2018/19 waste and recycling collected by BIFFA; we have exceeded our target (45 %-2017) by 5%, reducing our waste expenditure from £102,000 (2014) to £75,000 in 2017.



W&R Penryn and Falmouth campuses



Other collections (not collected by BIFFA)

- glass is collected separately, (2017) 12.460 kgs
- we collected 798 bags for the British Heart Foundation (vale £11,172) diverted 6.3 tonnes of waste and saved 64,970 kgs gas emission.

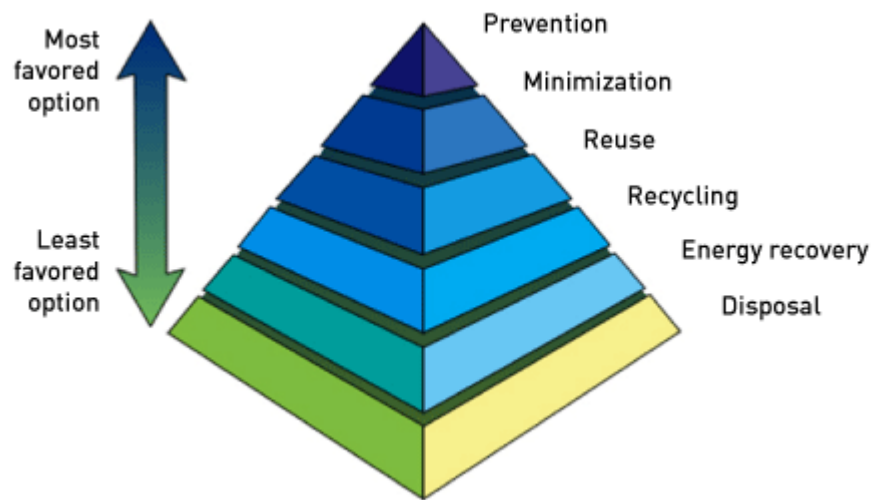
Strategic Aims and Guiding Principles

Sustainable Waste Management/The Waste Hierarchy

The principles behind our Waste and Resource Management Strategy are based on the waste pyramid hierarchy; which sets out the order in which waste management measures should be prioritized based on environmental impact. The standard outline of the hierarchy ranks 6 approaches to waste management. In order (most preferable to least preferable) these are: prevention, minimisation, reuse, recycle, energy recovery and disposal.

As a priority waste should be prevented and minimized, as the pyramid below illustrates. Where waste cannot be prevented our priority must be to ensure that it is diverted from landfill and either recycled or recovered.





(Courtesy of Research Trends)

The Case for Change

- UK exports 67% of recycling, for example to Thailand, Poland, Netherlands, Germany and Scandinavian countries (who burn it to heat homes)
- UK exports due to lack of capacity and cheap labour abroad
- It is counted to our recycling targets despite most of it being exported, out of sight out of mind!
- Most of recycling is contaminated therefore can't be recycled (coffee cups are a good example)
- It has been calculated we run out of landfill (UK) by the end of 2020
- Plastic pollution ends up in our streams, oceans, air and open spaces, resulting in the deaths of millions of animals annually



- Half the world's plastic goes into products that are used only once. A reusable product could have been produced that last 100+ times
- Packaging is about marketing, compostable and Bio-based plastics are all marketed to make us feel better but don't change anything as they promote throwaway culture of one-time use, mostly made in Asia, contribute to methane when not composted (majority isn't composted)
- Bioplastics do nothing to change consumer behaviour and are misleading

Our achievements

Falmouth Exeter Plus are making sustainable improvements in the way we manage waste and recycling at the Penryn Campus:

Compound and in-house waste management

As part of our overall strategy to reduce the amount of waste generated on the campus; increase our re-use and recycling rates and ensure our continued improvement in environmental performance, we have installed an on-campus waste compactor and centralised recycling facility. As part of the update of our Waste and Recycling Plan, this dedicated waste and recycling **compound**, will not only reduce the number of large refuse lorries coming onto campus, it will, combined with other planned initiatives e.g. new recycling and waste collection bins, improved signage and waste and recycling information for campus users, result in fewer natural resources being used and less waste going to landfill. This will have a positive effect on the environment and our carbon footprint with less resources and energy being used, and fewer harmful greenhouse gases being generated.

We have transitioned to **in-house waste management** across the campus for collections of general waste and recycling and will now only use contract collections for dedicated glass recycling bins and for hazardous or chemical waste.

Bin the Bin.



Internally most administrative offices have individual waste bins with no facilities to separate recycling from general waste. Case studies in a range of organisations, including universities, have shown that removing under-desk bins while providing sufficient recycling bins as an alternative has been an effective way of reducing the amount of waste sent to landfill.

Much of what we throw away can be reduced or recycled but having a bin right by your desk provides a temptation not to bother.

The Bin the Bin campaign aims to raise awareness of recycling: getting us really thinking about which bin an item of rubbish should go in. It is also cost saving as it reduces labour and bin liner costs dramatically.

We have started rolling out Bin the Bin across campuses and will be fully implemented Spring 2019.

Single Use Plastic Free

Definition of plastic free campus: short term (up to 2020) single use* plastic free as single use is just that. It's just used once. It means it's "disposable". Disposable plastic is used only once often for as little as 20 minutes before being thrown away. Items include such items as straws, takeaway coffee cups, cotton buds, plastic bags, plastic water bottles and most food packaging. We will follow a step by step process, eliminating the infiltrators (SAS and Plastic Free towns toolkit model).

Residences

Residential students are provided with recycling sacks to segregate plastics and cans, and paper and card from general waste. Residential students are responsible for transferring all general waste and recycling from their flats into dedicated bins located in waste sheds around the perimeter of the accommodation blocks. Students are also provided with a box for glass which, for health and safety reasons, is not collected by our staff but must be taken down to the large glass carousels by students.

Within the last 12 months the Halls department has re-structured the Housekeeping service provided to students. As opposed to providing a 'full' cleaning service to residents, the team now carries out weekly inspections of communal areas at Glasney Village and Offsite accommodation. This, in order to assist and educate students with best practice and lifestyle standards across the accommodation; educating students on general hygiene, cleanliness and the possible hazards and benefits of recycling. The



Housekeeping team advises students of expected standards, assist with setting up cleaning rotas, offer methods for achieving expected standards, as well as mediate resident disputes over cleanliness issues.

Initiatives:

- promoting and educating residents on best recycling and waste practices, including checking to ensure that occupants are adhering to this. In conjunction with this, the team undertake 'bin' inspections to ensure that there is no contaminated recycling and to see if anything discarded in the general waste could be reused or recycled – then feed this back and follow up with occupants.
- implemented a 'Cleaning Guide' for all students that includes advice and guidance on best practices for disposing of waste and recycling and is included as part of their induction
- For September 2018 we are looking at providing more signage (similar to some shown to us, used by Plymouth Council) and potentially more recycling bins within the accommodation
- Improve our staff members understanding of the importance of recycling and effects of not recycling.

As a result of the above, there is now a lot more recycling from the Halls and significantly less general waste. **95 % of the recycling produced from Halls is not contaminated so can therefore be recycled.**



Waste Audit 2018

Waste Stream	EWC No.	Waste Management Option	Destination	Waste Carrier Name	Licence/comp any number	Date Last Reviewed
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General Waste	20/03/2001	Stored in compound	Incinerator	BIFFA	CBDU135882	May-18
Cardboard	15/01/2001	Segregated in skip	Recycling	BIFFA	CBDU135882	May-18
Wood	17/02/2001	Segregated in skip	Recycling	Nick Ferris	CBDU148923	May-18
Paper	15/01/2001	Collected in Office Paper bins	Recycling	BIFFA	CBDU135882	May-18
Confidential waste		Collected in pink bins	Shredded	BIFFA	CBDU135882	May-18
Plastic	15-01-02 and 20-01-39	Mixed recycling	Recycling	BIFFA	CBDU135882	May-18
Metal (Cans, etc)	17/04/2007	Metal skip	Recycling	BIFFA	CBDU135882	May-18
Glass	17/02/2002	Glass skips	Recycling	Cornwall Cullet	CBDU127211	May-18
Food Waste	NA	Composted	Anaerobic Digester	BIFFA	CBDU135882	May-18
Gardening Waste	NA	Compost heap	Composted	on site	na	May-18
Paint + empty paint containers	NA	Contractors	Re-use/recycled/incinerator	Ian Williams ltd		May-18
Flourescent Tubes	20/01/1936	Contractors	Recycled	Edmundson Electrical	CBDU75905	May-18



Hazardous Waste		Segregated and stored in separate secure containers	Hazardous Waste Transfer Station	Peake ltd	CBDU155776	May-18
Batteries	20-01-33*	Battery containers	Recycling	CDL	CBDU132895	May-18
Printer ink cartridges		Containers	Recycling	CDL	CBDU132895	May-18
Worn-out uniforms, Protective Clothing - spent PPE	NA	Uniforms are disposed of by staff at home. PPE is disposed in general waste.	General waste		NA	May-18
WEEE	20-01-35*	WEE waste secure compound	Recycling	CDL	CBDU132895	May-18
Asbestos	17 06 05	Maintenance	Asbestos Landfill	Allium LTD	CBDU210324	May-18
Sanitary Hygiene Waste	180104 180203	Sanitary product bins located in female/disabled toilet cubicles collected weekly by PHS	Lifecycle where waste is incinerated for fuel	PHS	CBDU6890	Under constant review next meeting booked for 01.05.18



Nappy waste	180104 200199	3 x nappy waste bins located in the nursery, collected 2 x weekly by PHS	Lifecycle where waste is incinerated for fuel	PHS	CBDU6890	Under constant review next meeting booked for 01.05.18
Furniture	NA	charity, re-used and recycled	Recycling	BIFFA		
Writing instruments recycling programme	NA	Terracycle	Recycling	Terracycle	NA	December 2018

Risk Assessment Waste and Recycling



Falmouth Exeter Plus Risk Assessment Form

Department	Waste and Recycling	Location	Penryn Campus	Date of assessment	08.02.17
Assessor		Operation		Serial Number (Dept/No)	
Date to be reviewed	08.02.19	Date to be Reviewed	Completed by:	Date to be Reviewed	Completed by:

Hazard	Who might be harmed and how?	Control Measures in place	Risk with controls in place			Risk Rating	What further action is necessary?	Action by whom and when?	Done
			S	L	S x L	L/M/H			
Driving and vehicle	Driver, passengers, students staff and visitors	<ul style="list-style-type: none"> Visual inspection of vehicle each morning. Fill out defect sheet every morning 5mph speed limit around campus 					Reversing siren is not working. Turning space at cottages has been restricted by tent		
Exposure to contaminated waste	Waste and recycling operatives	<ul style="list-style-type: none"> Wear waterproof boots Wear clothing that covers as much skin as possible Wear gloves when handling waste Waterproof trousers provided 					Provide waterproof trousers Operatives should have the appropriate inoculations. Outdoor bins should be washed out and disinfected regularly Clinical waste is taken to E.S.I where it is stored in clinical	Zoe Leyland 03.04.17	Y



Hazard	Who might be harmed and how?	Control Measures in place	Risk with controls in place			Risk Rating	What further action is necessary?	Action by whom and when?	Done
			S	L	S x L	L/M/H			
							waste bins and disposed of by PEAKES		
Handling Waste, - contamination , manual handling sprains and strains, sharps injury	Waste and recycling operatives	<ul style="list-style-type: none"> Wear cut proof gloves Refer to needle stick injury document Complete manual handling training 					<p>More lighting is needed in bin stores throughout the campus and residences.</p> <p>Students and staff need to be better educated in how to dispose of waste properly: glass into glass bins, tie bags properly, do not overfill bags.</p> <p>Litter pickers should be used to reach the bottom of the bins rather than being done by hand.</p> <p>The waste bin in E.S.I. store needs to be relocated as it has restricted access.</p> <p>Manual handling training needs to be given to operatives.</p>		
Cardboard bins	Waste and recycling operatives	<ul style="list-style-type: none"> Cardboard should be flat packed before it is put into the bin 							



Hazard	Who might be harmed and how?	Control Measures in place	Risk with controls in place			Risk Rating	What further action is necessary?	Action by whom and when?	Done
			S	L	S x L	L/M/H			
		<ul style="list-style-type: none"> 2 operatives needed to empty the bins to ensure safety as removing the cardboard involves tipping forward the bin and reaching into the bottom . 							
Waste compound	Waste and recycling operatives, staff students and visitors.	<ul style="list-style-type: none"> Waste is transferred from van and sorted by hand which leaves the operatives vulnerable to waste contamination, sharps injury and manual handling injury. 					<p>Manual handling training should be given</p> <p>Protective clothing and gloves should be worn.</p> <p>The compound is poorly lit and more lighting needs to be installed.</p> <p>The compound needs to be gated so that it can be secured properly and access restricted to waste operatives only.</p> <p>Compound should be disinfected regularly</p>	<p>Lighting has been provided in compound 03.04.17 Zoe Leyland</p>	
Vermin	Waste and recycling operatives	<ul style="list-style-type: none"> Pest control measures in place. 							
Compactor	Waste and recycling operatives	<ul style="list-style-type: none"> The compactor is padlocked and power has a locked cut off switch to prevent mis- use 					All operatives need to be trained in how to use the compactor		



Hazard	Who might be harmed and how?	Control Measures in place	Risk with controls in place			Risk Rating	What further action is necessary?	Action by whom and when?	Done
			S	L	S x L	L/M/H			
		<ul style="list-style-type: none"> Waste is transferred by hand into the compactor which leaves the operatives vulnerable to waste contamination, sharps injury and manual handling injury. 							

*Add lines as required

Name	Signature	Department	Date
(Line Manager)			

I confirm I have read and understood the risk assessment and am able to work within the control measures. If at any point I am unable to work within these controls, I will cease work and inform my supervisor/manager.

Risk assessments need to be approved by the Line Manager prior to implementing. This risk assessment will be reviewed at least annually or as required due to a change in the risk severity or a change in the working procedures. Any changes made will be brought to the attention of all personnel who may be affected by the change.

Guidance on completing the risk assessment form

Severity categories



1	Very minor injury	Causing scratches / abrasion.
2	Minor injury	Causing sprains, bruises, cuts and lacerations.
3	Major injury	Causing temporary disability (fractures), burns, lost time accident.
4	Severe injury	Causing permanent disability (loss of limb, sight or hearing).
5	Fatality	Causing death to one or more people.

Likelihood categories

1	Rare	Loss, accident, illness could only occur under freak conditions. The situation is well managed and all reasonable precautions have been taken.
2	Unlikely	The situation is generally well managed, however occasional lapse could occur. This also applies to situations where people are required to behave safely in order to protect themselves but are well trained.
3	Possible	Insufficient and substandard controls in place. Accident/incident is unlikely during normal operation, however it may occur in emergencies or non-routine conditions (e.g. unsupervised equipment, obstructed walkways, refresher training required).
4	Likely	Serious failure in management controls. The effects of human behaviour or other factors could cause an accident but is unlikely without additional factor (e.g. ladder not secured properly, oil spill on floor, poorly trained personnel).
5	Almost certain	Absence of any management controls. If conditions remain unchanged there is a 100% certainty that an accident will happen (e.g. lack of edge protection while working at height, untrained personnel, no safe systems of work).

Using the formula: Risk Rating = Severity x Likelihood, the risk rating can be calculated and will identify a Low, Medium or High risk.

SEVERITY	1 – Very minor injury	2 – Minor injury	3 – Major injury	4 – Severe injury	5 – Fatality
LIKELIHOOD	1 – Rare	2 – Unlikely	3 – Possible	4 – Likely	5 – Almost certain
RISK RATING	1 – 5 Low	6 – 11 Medium	12+ High	Severity (S) x Likelihood (L) = Risk Rating	

LOW RISK (1 – 5)	May be acceptable, however, review task to see if risk can be reduced further.
MEDIUM RISK (6 – 11)	Task should only proceed with appropriate consultation with specialist personnel. Where possible the task should be refined to take account of the hazards involved or the risks should be reduced further prior to task commencing.
HIGH RISK (12+)	Task/Process/Operation must not proceed. It should be refined further and additional control measure put in place to reduce risk i.e. using the hierarchy of control measures: eliminate the hazard, substitute the hazard with a lesser risk, use of engineering controls, Administrative controls. Personal protective equipment



Communication and awareness

Communication is key to influencing waste and recycling management. Effectively communicating the measures contained in the waste and recycling management plan will be critical to achieving the objectives and targets in the Action Plan. However, the list of Actions is not exhaustive and will be updated on an annual basis. A separate communication plan (see below) will be updated at the same time as the Action Plan.

[Waste A-Z](#) guide to Waste and Recycling Penryn Campus (being updated)

The Waste and Recycling Action Plan

SMART Objectives and indicators

The management of waste and recycling is undertaken with the following SMART (Specific, Measurable, Attainable, Relevant and Timely) -objectives in mind. The Action plan has been prepared in conjunction with the objectives.

Our recommendations for setting targets in recycling are:

Penryn campus -65% by 2020

Falmouth Campus -50% by 2020



<p>Objective 1</p> <p>Management Systems</p>	<p>to improve the quality of waste data collected to ensure we are able to monitor and manage our waste and recycling usage and to enable targeting of future awareness raising activities, training and to identify new infrastructure requirements</p>	
<p>Description of Actions</p> <p>1. Develop a methodology to estimate the tonnage of garden waste composted, logged or chipped</p> <p>2. Work with our waste contractor to develop more accurate ways to measure the weight of waste and recycling collected</p> <p>3. Undertake annual waste audits</p>	<p>Responsible Department/Group/Individual</p>	<p>Timescale</p>
	<p>The Grounds Team</p> <p>Toby Nenning (Head Gardener)</p>	<p>To be agreed</p>
	<p>Facilities and Operations</p> <p>Marja van Loef (Sustainability Manager)</p>	<p>Ongoing Report Monthly</p>
	<p>Facilities and Operations</p> <p>Marja van Loef (Sustainability Manager)</p>	<p>Annually</p>



Objective 2
Reuse initiatives

To actively encourage re-use of items such as unwanted stationery, furniture, and ensure the composting and chipping of all garden waste arising

Description of Action	Responsible Department/Group/Individual	Timescale
1.Engage annually in a Student Residential Re-Use Initiative	Accommodation	Annual Spring
	John Lees	On-going

Objective 3
Campus wide recycling programme

For all items that cannot be re-used we will promote recycling which as a minimum will include; office waste paper, cardboard, computers & other electrical equipment, mobile phones, toner cartridges, cans, textiles, plastics, glass, batteries, wood, writing instruments and fluorescent light tubes.



We will ensure all the bins needed to collect a full range of recyclables are placed together in dedicated recycling and waste collection areas. Lack of choice will result in bins being contaminated.

Description of Action

Responsible

Department/Group/Individual

Timescale

1. Facilitate optimum recycling rates by continuing to ensure recycling and waste collection bins are in the best and most accessible locations in and around buildings on campus and ensure recycling facilities are consistent to maximise recycling.

Facilities and Operations

On-going

Marja van Loef

Sustainability Manager



**2. Bin the Bin project;
removal of office bins and
implementing bin stations
across campuses**

Facilities and Operations Spring 2019
Marja van Loef
(Sustainability Manager)

**3. Installation of bin
stations**

Facilities and Operations 2019
Rick Taylor
(Care taker Supervisor)
Marja van Loef
(Sustainability Manager)

**4. Update the signage and
labelling of all facilities,
provide posters and
recycling information on
the campus**

Facilities and Operations Ongoing
Marja van Loef
(Sustainability Manager)



5. Single use plastic free campuses-strategy and action plan	Facilities and Operations	2020
	Marja van Loef (Sustainability Manager)	

Objective 5 Communication, Training and Awareness	Education and marketing is key to ensuring we achieve our long-term targets. The launch of new waste and recycling initiatives on campus must be combined with a programme of activities aimed at educating and enabling all to become engaged in the process.	
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Description of Action	Responsible Department/Group/Individual	Timescale
1. Provide guidance and information to staff and students to facilitate their participation in the recycling of their waste	Facilities and Operations Marja van Loef (Sustainability Manager)	Ongoing



2.Run regular recycling and environment workshops and events to maintain knowledge and awareness amongst the students and wider campus community

Facilities and Operations Ongoing
Marja van Loef
(Sustainability Manager)

3.Trained staff: all operational staff are trained in key elements of waste management and are able to confidently answer questions posed by staff, students and visitors

Facilities and Operations To be agreed
Natalie Brown
Head of Operations

4.Provide updated and better information on our website showing where recycling and waste facilities are, what can be recycled, and provide information on initiatives both on campus and in our wider community

Facilities and Operations Ongoing
Marja van Loef
(Sustainability Manager)



5. Where feasible, continue to use and (publicise the use of) paper with at least a 75% recycled content in all external marketing and communications

Learning Resources – IT

Ongoing

6. Develop a detailed Waste and Recycling communication and marketing plan

Clare Woods

Annually

Communications Officer

Objective 6

Links with Curriculum and Research Opportunities

This strategy seeks to identify student projects, volunteering and research opportunities which can help to further develop our knowledge of waste streams, encourage behavioural change, and increase opportunities to re-use products, recycle materials and purchase goods with a recycled content



Description of Action	Responsible Department/Group/Individual	Timescale



1. Provide opportunities for sustainable public artworks/displays on the estate e.g. encourage student led art projects made from waste products (living studio)

Marja van Loef
(Sustainability Manager)

Ongoing

2. Provide waste and recycling project opportunities for students on campus e.g. Green Consultants

Facilities and Operations

Ongoing

Marja van Loef
(Sustainability Manager)





Title: Waste and Recycling Communications Plan

Start date: November 2018

Director: Oliver Lane

Sustainability Manager: Marja van Loef

Completion date: Ongoing to 2021

Communications: Clare Woods

Review: annually

Research/Analysis – (background information to inform project and comms)

Waste management as part of Facilities and Operations management remit for Penryn Campus.

Waste and recycling a key part of the overall Environmental Sustainability strategy (UoE, Falmouth FX Plus)

Waste reduction crucial for UK individuals and organisations – reduced consumption and disposal to avoid using limited land fill available.

Waste hierarchy: ranks 6 approaches to waste management. In order (most preferable to least preferable) these are: prevention, minimisation, reuse, recycle, energy recovery and disposal.

Recycling facilities and processes in place – communication key to ensure take up, use and prevent contamination.

Communications Objectives:



Promote the actions within in the Waste and Recycling Strategy to meet the targets of:

Penryn campus -65% by 2020

Falmouth Campus -50% by 2020

- Use waste data to inform and measure take up of campaigns
- Publicise the recycling and waste collection infrastructure on campus
- Promote re-use and recycling initiatives to divert waste from landfill
- Promote training and induction materials for staff and students
- Encourage and influence all campus users (staff, students and visitors) to follow the principles of sustainable waste and resource management
- Develop use of website, social media and other channels to promote waste and recycling initiatives and messages as appropriate
- Communicate progress and results of actions from the Waste and Recycling Strategy

Communications Issues/Risks:

- Facilities not available or convenient
- People don't act on the messages



<p>Internal audiences</p> <p>Primary audiences: FX Plus staff</p> <p>Key internal stakeholders: Sustainability Manager Caretaking Manager Facilities management Procurement Halls team HR (training)</p>	<p>External Audiences</p> <p>Primary audiences: Students UoE staff Falmouth staff FXU</p> <p>Other key external stakeholders Cory/waste contractors Building contractors Suppliers Prospective students and families Local residents and councillors (Cornwall, Penryn, Falmouth) General public (reputation)</p>
<p>Communications Approach / Strategy</p> <ol style="list-style-type: none"> 1. Development of messages and materials to promote take up of actions within the Strategy 2. Develop and implement a planned communication campaign, using existing communication channels, maximising impact from local, partner and national initiatives. 	



3. Develop use of website, social media and other channels to promote green travel initiatives and messages as appropriate

Key messages:

- FX Plus commitment to reducing waste in and around campus – supporting/promoting reduce, reuse, recycle
- In accordance with the waste hierarchy; we will, where possible rank the 6 approaches to waste management.
- You sort it and we'll do something useful with it.
- Bin the bin
- Single-use-plastic free
- Waste not, want not.
- #GreenerCampus
- Do more think 'less'

