



Materials Matter – A circular economy for Scotland: Have your say

23rd June 2022

Summary of key points

This workshop aimed to increase engagement in and understanding of the Circular Economy Bill proposals and draft Circular Economy Route Map – both out for consultation. The event heard from Scottish Government officials and the Minister followed by perspectives of international experts from Sweden and Europe. Break out groups then enabled participants to discuss the consultation questions.

1. PRESENTATIONS



Materials matter A circular economy for Scotland

Have your say

**Scottish Environment LINK and Friends of the Earth
Scotland**

Thursday 23rd June 2022

Welcome

- 09.30** Welcome from Dr Phoebe Cochrane, ScotLINK
- 09.35** Introduction to the consultations from Scottish Government
- 10.00** Lorna Slater, Minister for Green Skills, Circular Economy and Biodiversity
- 10.10** Guest speakers: Janek Vahk, Robert Höglund, Kim Pratt
- 10.30** Q & A
- 11.00** Coffee break
- 11.30** Discussion groups (online and in person)
- 12.30** Feedback to main group
- 12.45** Summary and close



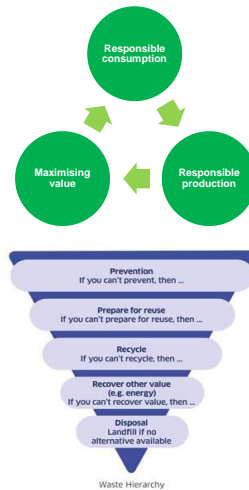
An introduction to the Circular Economy bill and Route Map

Janet McVea and Gareth Heavisides
Scottish Government



Context

- Four-fifths of Scotland's carbon footprint comes from the products and services we manufacture, use and throw away
- 90% of global biodiversity loss and water stress is caused by extraction and processing
- A more circular economy is also more self-sufficient - reducing reliance on raw materials provides increased material security and economic resilience



- ▶ We will work in collaboration with industry, local government and environmental groups to **develop a route map to achieving our targets to 2025 and beyond.**
- ▶ To ensure the necessary legislation is in place, **we will bring forward a Circular Economy Bill**, later in this parliamentary session

Route Map and Circular Economy Bill Consultations

Circular Economy and Zero Waste Units, Scottish Government

Route Map: Seven packages, 39 proposals

1. Promote responsible production, consumption and re-use.	Powers for environmental charges, coffee cup charge, approach to future charges & bans, product stewardship plan, consumption reduction targets, reuse targets, support for new business models, keep pace with the EU Sustainable Product Initiative, improve the re-use experience, national communications campaign.
2. Reduce food waste	Mandatory public reporting of food surplus and waste, sector food waste action plans, household behaviour strategy, business and bioeconomy support, support for redistribution.
3. Improve recycling from households	Recycling service co-design, strengthen local authority monitoring and reporting framework, (including end destination reporting), statutory guidance for household collection services, statutory local performance recycling targets, review of waste and recycling service charging and consideration of whether further powers should be considered.
4. Improve recycling from commercial businesses	National compositional study, review compliance with recycling requirements, co-design measures to improve commercial waste service provision, pilot commercial waste zoning.
5. Embed circular construction practices	Best practice standards (inc potential mandatory compliance), incentivise refurbishment of buildings, Programme for Reuse of Construction Materials and Assets, recycling bonds, use of devolved taxes, reduce soil and stones going to landfill, soil symbiosis programme.
6. Maximise value from residual waste	Residual Waste Plan, sector-led plan for incineration, fiscal measures to incentivise low-carbon disposal.
7. Cross-cutting measures	Circular Economy Strategy, Circular Economy monitoring framework and targets, research programme, support sustainable procurement, uptake and development of green skills.

Existing & proposed new measures

2022	2023	2024	2025	BEYOND 2025
<p>Circular Economy Bill Consult on Circular Economy Bill proposals.</p> <p>Single Use Plastics Ban Introduction of our ban on some of the most environmentally damaging single-use plastic items.</p> <p>FWRAP Publish review and update of the Food Waste Reduction Action Plan</p> <p>Recycling Improvement Fund £70 million fund to improve local authority recycling collection infrastructure (ongoing to 2025).</p> <p>Textiles Challenge Fund Establishment of a £2m textiles innovation fund to tackle textile pollution and throw-away culture.</p> <p>Incineration Review Completion of independent review into the role of incineration within Scotland's waste hierarchy.</p> <p>UK Emissions Trading Scheme Consultation on UK Emissions Trading Scheme to gather evidence on inclusion of incineration within the scheme.</p> <p>Digital Waste Tracking Consultation on digital waste tracking.</p> <p>Research Programme Launch a programme of research in 2022-23 on waste prevention, behaviour change, fiscal incentives and material-specific priorities.</p>	<p>Deposit Return Scheme Implementation of our Deposit Return Scheme (DRS) for single use drinks containers.</p> <p>Recycling Co-design Co-design of high quality, high performing household recycling and reuse services with service operators and citizens.</p> <p>Separate Collections – Garden Waste Separate collections of Bio-waste (e.g. garden waste), in line with EU requirements.</p> <p>Consult on Extending Bio Ban Consultation to consider extending the ban on landfilling biodegradable municipal waste in 2025 to include biodegradable non-municipal waste.</p> <p>Digital Waste Tracking Implementation of mandatory digital waste tracking service (timing dependent on consultation responses)</p>	<p>Extended Producer Responsibility Implementation of Extended Producer Responsibility (EPR) scheme for packaging, waste electrical and electronic equipment and batteries from 2024 onwards.</p> <p>Recycling Guidance Develop guidance for household waste and recycling services.</p> <p>Review of Service Charging Review of household waste and recycling service charging.</p> <p>Commercial Zoning Pilots Research and launch commercial waste zoning pilots.</p> <p>Residual Waste Strategy Implement a Residual Waste Plan.</p> <p>Sector-led Plan for Incineration Develop a sector-led plan for incineration by 2024 to restrict the incineration of fossil materials.</p> <p>Food Waste Prevention Target Investigate the feasibility of food waste prevention action plans for businesses and organisations.</p>	<p>Single-Use Disposable Beverage Cups Charge Introduction of a charge on single-use disposable beverage cups.</p> <p>National Re-Use Target Investigate the feasibility of a national reuse target.</p> <p>Separate Collections – Textile Waste Separate collections of textile waste, in line with EU requirements.</p> <p>Bio Ban Introduction on ban of landfilling of biodegradable municipal waste.</p> <p>Landfill Gas Capture Expand landfill gas capture programme to double the number of sites that undertake investigative or development work.</p>	<p>Powers for Environmental Charging Develop a prioritised approach to charges & bans on other environmentally damaging products.¹</p> <p>Ban on Destruction of Durable Goods Ban on the destruction of unsold durable goods.¹</p> <p>National Consumption Reduction Target Develop statutory targets to tackle consumption reduction.¹</p> <p>Mandatory Reporting Introduction of mandatory public reporting of food surplus/waste.¹</p> <p>Statutory Performance Targets Introduction of statutory recycling & reuse local performance targets for household waste services, targets to be met from 2030.¹</p> <p>Statutory Recycling Guidance Introduction of statutory guidance for household waste & recycling services.¹</p> <p>¹ Circular Economy Bill Proposal</p>

Promote responsible consumption, production and re-use

What we are proposing

1. We will take powers to introduce charges for environmentally damaging items†
2. We will introduce a charge for single-use disposable cups by 2025†
3. We will develop a prioritised approach to charges and bans on other environmentally damaging products from 2025
4. We will publish a prioritised approach to product stewardship by 2024†
5. We will take powers to set statutory consumption reduction targets†
6. We will investigate the feasibility of setting reuse targets by 2025†
7. We will identify ways to expand business models that prolong product lifespan by 2025.
8. We will keep pace with the EU Sustainable Product Initiative†
9. We will develop support measures to further improve the reuse experience for consumers
10. We will run a national communications campaign focused on sustainable consumption

Reduce food waste

What we are proposing

1. We will take powers to introduce mandatory public reporting of food surplus and waste†
2. We will investigate the feasibility of food waste action plans by 2024
3. We will intensify action to tackle household food waste, developing a behaviour change strategy by the end of 2022 and enhancing support for Scottish households to reduce food waste
4. We will enhance support for Scottish businesses and organisations to reduce food waste and engage with the circular bioeconomy
5. We will continue to support food redistribution in Scotland in 2022 and focus on actions to best move food up the waste hierarchy

Improve recycling from households

What we are proposing

1. We will facilitate a process to co-design high quality, high performing household recycling and reuse services by the end of 2023, working with service operators and users
2. We will strengthen the monitoring and reporting framework for local authority waste services by 2025, and explore introducing a requirement on local authorities to report publicly on the end destination of household recycling collected†
3. We will take powers to place additional requirements on local authorities regarding household collection services and develop statutory guidance for household waste services†
4. We will take powers to introduce statutory recycling local performance targets for household waste services, with targets to be met from 2030†
5. We will undertake a review of waste and recycling service charging by 2024, and are seeking views on what further powers, if any, should be considered to support households to reduce waste and recycle more, by 2028†

Improve recycling from commercial businesses

What we are proposing

1. We will conduct a national compositional study of waste from commercial premises by 2024
2. We will review compliance with recycling requirements by 2024
3. We will co-design measures to improve commercial waste service provisions that drive waste prevention and reuse by 2025
4. We will research and pilot commercial waste zoning approaches by 2024†

Minimise the impact of disposal

What we are proposing

1. We will develop a Residual Waste Plan by 2024 to ensure the best environmental outcome for materials and set the strategic direction for management of residual waste to 2045, and to bring this area in-line with net zero targets
2. We will facilitate the development of a sector-led plan by 2024 to restrict the carbon impacts of incineration
3. Investigate further fiscal measures to incentivise low-carbon disposal

Embed circular construction practices

What we are proposing

1. We will work with industry to accelerate the adoption of best practice standards and explore options for mandatory compliance
2. We will investigate options to incentivise refurbishment of buildings by 2023
3. We will coordinate a Scottish Programme for Reuse of Construction Materials and Assets by 2025
4. We will investigate the potential use of recycling bonds to divert material from landfill
5. We will consider how devolved taxes can incentivise the use of secondary aggregates and support circular economy practices
6. We will work with industry to identify ways to reduce soil and stones going to landfill by 2023
7. We will facilitate the development of a soil symbiosis programme by 2025

Ensure the right structures and support are in place to enable action across the circular economy

Strategic Interventions

1. We will put a duty on Scottish Ministers to produce a Circular Economy Strategy†
2. We will develop a monitoring framework and associated targets†

Research, data and evidence

3. We will undertake a programme of research in 2022 and 2023 on waste prevention, behaviour change, fiscal incentives and material-specific priorities

Sustainable procurement

4. We will develop public procurement opportunities to reduce the environmental impact of public spending

Skills and training

5. We will develop new measures to support greater uptake and development of green skills, training, and development opportunities by 2025

Beyond 2025

Development of future targets

- We propose to set new circular economy targets for the period to 2030. We propose to go beyond weight-based criteria and ensure that any future targets correspond to our Environment Strategy and overall vision for a circular economy, accounting for the four principles set out below.
 - Achieve net zero by 2045
 - Reduce the material footprint of our resources and waste
 - Maximise the value of our circular economy
 - Align with the EU

Circular Economy Bill: Overview

Waste Hierarchy	Provision
Strategic (cross-cutting)	<ul style="list-style-type: none">• CE Strategy Duty<ul style="list-style-type: none">• Resource Reduction Plans• Monitoring Framework• Power to set targets<ul style="list-style-type: none">• Including consumption reduction• Establishment of circular economy public body
Prevention	<ul style="list-style-type: none">• Measures to ban destruction of unsold durable goods• Environmental charging for items• Reporting of waste and surplus
Recycling	<ul style="list-style-type: none">• Strengthening approach to household recycling collections• Targets to support recycling performance• The Duty of Care for householders• Incentivising waste reduction and recycling (households)• Business recycling collection zoning
Littering and Improving Enforcement	<ul style="list-style-type: none">• Littering from vehicles• Seizure of vehicles

Responding to the Consultation

- Consultation is open until 22 August
- Please respond on line if you can:
- Route Map: [Delivering Scotland's circular economy: A Route Map to 2025 and beyond - Scottish Government - Citizen Space \(consult.gov.scot\)](#)
- Bill: [Delivering Scotland's circular economy: a consultation on proposals for a Circular Economy Bill - Scottish Government - Citizen Space](#)
- ZWS will also be developing series of webinars

Lorna Slater
Minister for Green jobs, the Circular
Economy and Biodiversity



Janek Vahk
Climate, Energy and air Pollution
Programme Coordinator, Zero Waste
Europe



Delivering Scotland's circular economy - route
map to 2025 and beyond



Janek Vahk – CEAP Coordinator at Zero Waste Europe

Scotland's Circular Economy Route Map



2022	2023	2024	2025	BEYOND 2025
<p>Circular Economy Bill Consultation: Circular Economy Bill proposals.</p> <p>Single Use Plastics Ban Introduction of a ban on some of the most environmentally damaging single-use plastic items.</p> <p>FWRAP Finalise review and update of the Food Waste Reduction Plan.</p> <p>Recycling Improvement Fund £15 million fund to support local authority recycling collection infrastructure (ongoing to 2023).</p> <p>Textiles Challenge Fund Establishment of a £7m textiles innovation fund to tackle textile pollution and throwaway culture.</p> <p>Incineration Review Completion of independent review into the role of incineration within Scotland's waste hierarchy.</p> <p>UK Emissions Trading Scheme Consultation on UK Emissions Trading Scheme to gather evidence on inclusion of incineration within the scheme.</p> <p>Digital Waste Tracking Consultation on digital waste tracking.</p> <p>Research Programme Launch programme of research in 2022-23 on waste prevention, material capture, food loss/waste and national specific priorities.</p>	<p>Deposit Return Scheme Implementation of our Deposit Return Scheme (DRS) for single-use drink containers.</p> <p>Recycling Co-design Co-design of high quality, high performing household recycling and reuse services with service operators and citizens.</p> <p>Separate Collections – Garden Waste Separate collections of bio-waste (e.g. garden waste), in line with EU requirements.</p> <p>Consult on Extending Bio Ban Consultation to consider extending the ban on landfilling biodegradable municipal waste to MSW to include biodegradable non-municipal waste.</p> <p>Digital Waste Tracking Trial services of temporary digital waste tracking service (being expanded on consultation response).</p>	<p>Extended Producer Responsibility Implementation of Extended Producer Responsibility (EPR) scheme for packaging, waste electrical and electronic equipment and batteries from 2025 onwards.</p> <p>Recycling Guidance Develop guidance for household waste and recycling services.</p> <p>Review of Service Charging Review of household waste and recycling service charging.</p> <p>Commercial Zoning Pilots Research and launch commercial waste zoning pilots.</p> <p>Residual Waste Strategy Implement a Residual Waste Plan.</p> <p>Sector-led Plan for Incineration Develop a sector-led plan for incineration by 2024 to reduce the incidence of food incineration.</p> <p>Food Waste Prevention Target Investigate the feasibility of food waste prevention action plans for businesses and organisations.</p>	<p>Single-Use Disposable Beverage Cups Charge Introduction of a charge on single-use disposable beverage cups.</p> <p>National Re-Use Target Introduce the feasibility of a national reuse target.</p> <p>Separate Collections – Textile Waste Separate collection of textile waste, in line with EU requirements.</p> <p>Bio Ban Introduction on ban of landfilling of biodegradable municipal waste.</p> <p>Landfill Gas Capture £10m landfill gas capture programme to enable the number of sites that either use investigative or development work.</p>	<p>Powers for Environmental Charging Develop a pilot/road approach to charges to open other environmentally damaging products.</p> <p>Ban on Destruction of Durable Goods Ban on the destruction of unused durable goods.</p> <p>National Consumption Reduction Target Develop statutory targets to tackle consumption reduction.</p> <p>Mandatory Reporting Targets Introduction of mandatory public reporting of food/waste.</p> <p>Statutory Performance Targets Introduction of statutory recycling & reuse to set performance targets for household waste services targets to be met from 2023.</p> <p>Statutory Recycling Guidance Introduction of statutory guidance on household waste & recycling services.</p> <p>Circular Economy Bill proposals</p>

Challenges and Opportunities of the Route Map

The route map may include:

- Targets to limit single-use plastic packaging
- Charge for single-use disposable cups
- Fund re-use projects, infrastructure and businesses
- Some sort of food waste reduction target

What's missing:

- Set a cap on single-use packaging
- Any single-use packaging should pay a minimum fee of 10p per unit.
- Ambitious 50% food waste reduction target and garden waste collection target (80%)

Challenges and Opportunities of the Route Map

The route map may include:

- Introduce extended producer responsibility schemes for packaging, waste electrical and electronic equipment (WEEE) and batteries
- Deliver Scotland's Deposit Return Scheme on 16 August 2023

What's missing:

- Extend the scope of EPR to other products e.g textiles & waste prevention
- Encourage deposit-return schemes for refill/ reuse beyond beverage packaging.

Challenges and Opportunities of the Route Map

The route map may include:

- Ban on biodegradable municipal waste going to landfill
- Develop a Residual Waste Plan
- Restrict the incineration of fossil materials
- Investigate fiscal measures to incentivize low carbon disposal

What's missing:

- Ban on landfilling untreated municipal waste
- Cap on residual waste generation
- PAYS on mixed waste
- Mandate mixed waste sorting
- Include incinerators in the UKETS



#zerowaste

Thank you!

zerowasteurope.eu

Robert Höglund,
Climate Advisor, Global Challenge



Kim Pratt

Circular Economy Campaigner, Friends of the Earth Scotland

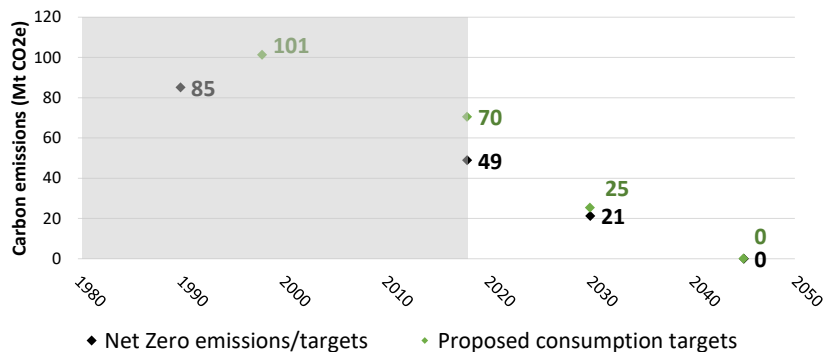


Priority issues

1. Strong carbon and material consumption targets
2. A new advisory public body for CE
3. Minimise household waste by investing in reuse and standardise recycling
4. Sector level resource plans



Proposed carbon targets



Next steps

- Please respond to the consultation open until 22nd August
- Support material on FoES website:
 - The case for consumption targets
 - CE briefing
 - Position paper on steel
 - Incineration review response
- Sign the e-action now live on www.foe.scot



Thanks for listening

Please respond to the consultation and get in touch if you have any comments or questions:

phoebe@scotlink.org

kpratt@foe.scot



2. Q AND A

Points raised by participants

Intensive agriculture and aquaculture are dependent on inputs (e.g. P and K fertilizer and feedstock) often produced/transported with significant biodiversity impact and high emissions. If these inputs could be reduced (and/or replaced by sustainably sourced, local equivalents), both the production and the supply chain would reduce emissions and improve biodiversity – both at home and in our footprint. What can the Circular Economy Bill and/or the route map do to address these unsustainable inputs to agriculture and aquaculture?

There appears to be a reluctance to set footprint targets due to uncertainty over data and how we would meet the targets. In the Netherlands, targets were set because they knew consumption of raw materials was much too high, and the Government then set about working out how to meet the targets. We know we urgently need to address consumption and shouldn't delay in setting targets.

The focus and emphasis in the existing proposals is wrong, basically tinkering with existing products rather than disrupting the linear economy at the point where products are made. We need to start

again with the CE proposals and focus on inputs, supply chains and design, rather than dealing with existing products.

Soil is one of the fundamental resources on which we rely and a key part of a circular economy and is missing from the current proposals. The circular economy proposals should include measures to ensure we nurture and regenerate our soils.

There is a need to further disincentivise the purchase of bags for life – observations suggest many people are purchasing them. In Ireland the charge is 70 pence (whereas in Scotland it has just gone up from 5 to 10p). Maybe a charge of £1 is needed to be effective in maximising re-use.

Would Hydrogen plants be included in the proposed banning of all new incinerators in Scotland (as outlined in the review) as most are a form of pyrolysis and classed as incinerators under the EU directive to which we are currently signed up to?

Why has the Scottish Government not included the introduction of a tax disincentive on incineration as proposed by the Welsh Government (and indeed a Scottish Green Party manifesto proposal)?

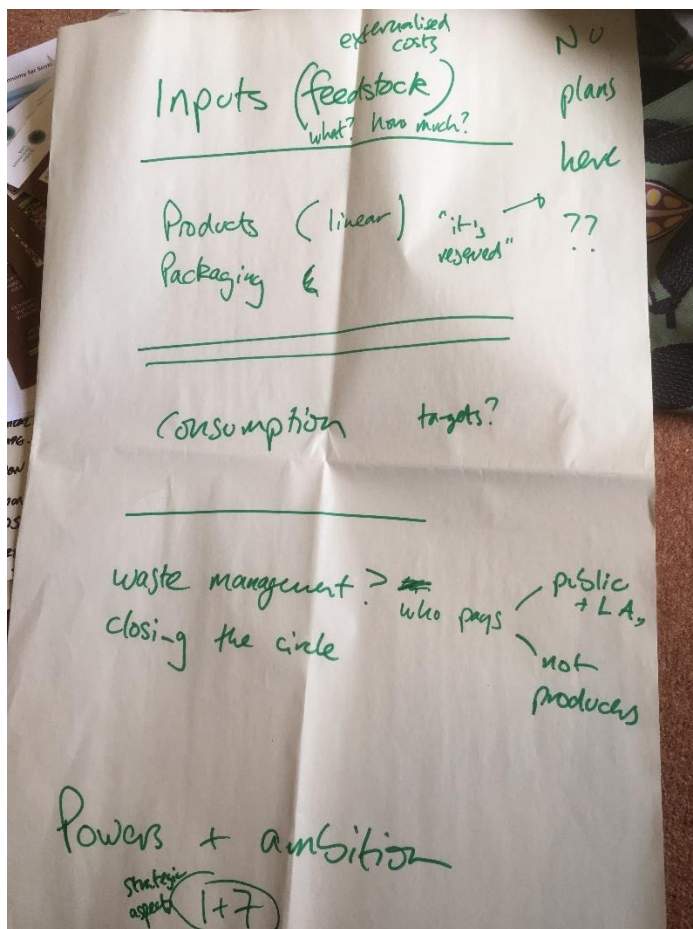
The construction sector needs a clear mandate from Government which requires them to do things differently:

- Amongst construction SMEs (80% of construction trades fall under this) this bill is our best kept secret. We need to publicise it better.
- We need to be more ambitious and less vague on target setting. Soft targets that are non-measurable will not take us forward at pace.
- We need some forms of legislation (positive tax breaks) particularly in the use of new materials that are proven to be circular.
- More ambition at the front end planning and design stage of any project including measurable content of circularity at the very least.
- We need to lose words like voluntary or guidance in any bill that is passed – No one adheres to voluntary and guidance never works.
- Finally, we need to support our SME's transition to being more circular and sustainable with the support of the larger construction companies that engage their services. A form of accreditation would be a real step in the right direction.

To move to a circular economy requires system change. At the macro level, we need enabling conditions and reduced barriers through new / changes in legislation, policy and taxation. At the meso level, we need circular business model innovation – not just as individual organisations, but as integrated and optimized value chains. This is where servitisation, design for adaptability, repair and reuse come in. At the micro level we need increased individual literacy and common language to better understand the whole concept. Also, importantly, the circular economy offers economic opportunities.

3. GROUP DISCUSSIONS

Table 1 took an overview of the priorities of a CE bill



There is a lack of proposals that deal with inputs to our economy and production / packaging.

To properly disrupt the linear economy, this is the starting point; rather than tinkering with the products we have.

There needs to be a vision and a plan of how to influence inputs and production.

Table 2 made a number of observations on construction, procurement, servitisation, data access, destruction of reusable (as well as unsold) goods, and re-use hubs.

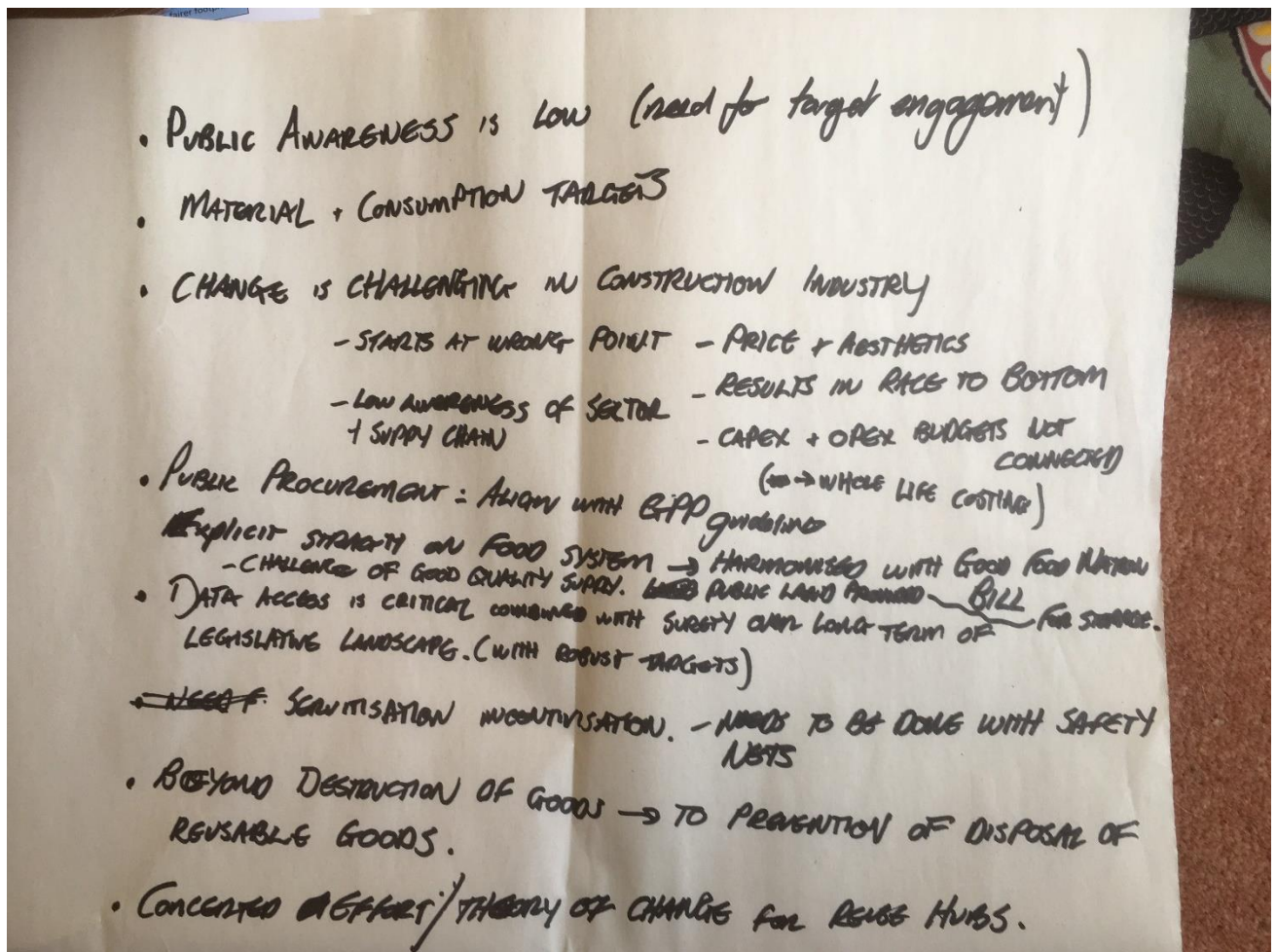


Table 3

- Interested in designing circular economy model in construction industry. Need circular production system model (currently operate a linear production system). Businesses won't transition from linear to circular if it isn't regulated and penalised. Document doesn't support level playing field for business and collaborative opportunities. Need stronger vision/lacks boldness. Public sector money needs to drive business incentives. Case studies of public procurement (demo projects by ZWS exist).
- CE document doesn't go far enough. Need holistic approach. What does success look like?

- Soil as a valued resource/raw material providing nutrients is missing from CE bill. Soil and food should feature more strongly in the EC Bill. Needs to be joined up with Agric and Environment Bills (and Biodiversity Strategy). Need to work with planners to design waste out. How far down the supply chain will reporting will go.
- Citizens need to be at heart of CE Bill. Change language of consumer, research behaviour change and follow success of Sweden (e.g. recycling). Need to join things up with regard to education, food, health, obesity. Households need support from local authorities (build on '20 minute neighbourhoods', National Planning Framework).

Table 4 discussed the CE route map, its gaps and what needs to happen to make CE a reality.

1- We need a more holistic approach to policies and CE

Things are too often considered in silo.

- Chemical pollution: there is an urgent need to improve traceability of chemicals in order to dispose of them correctly and prevent them from damaging the environment. Note that a chemical strategy is being developed, but no mention of CE → We need to make bridges and links between the CE bills, route map and strategies like this one!
- The route map mentions charging and measures against single-use cups → Is singling out one item really efficient? Why not consider single-use in general, or plastics?

2- We need to consider the whole supply chain, and put more pressure on manufacturers!

- The route map focuses a lot on households, charging them for using single cups, recycling, reducing food waste. We need to look at the other end of the chain -> design and manufacturers! Making sure the products entering the market are aligned with circular economy.
- On chemicals -> make them aware and accountable for the types of chemicals they use in their products!
- With the current cost of living, adding charges would be another burden on households, especially the poorer ones and would be counter-productive! It will not help, but could make people resentful.

3- We need transparency about the data collected

- The route map proposes a lot of data collection, reviews, assessments etc. Who monitors the data? We need to make sure the data collected are transparent, accessible to the public, and properly monitored.
- One participant to the table discussion mention incinerating companies -> data collected by companies are monitored and assessed by the companies themselves.
- Suggestion of an advisory group? Yes, but it has to have powers to put pressure on manufacturers.

4- More infrastructures are needed!

- Charging households and pushing for recycling is a thing, but we need to ensure the whole system is in place first! More bins, products on the market that are aligned with CE principles etc.
- Observations in Edinburgh: In a lot of places, there are not enough recycling bins, and bins in general. They overflow, people leave their bags on the streets etc.
- Participants welcomed the suggestion of standardising colours and codes -> it is essential to keep things as simple as possible, clear and consistent throughout all local authorities.
- Participant also mentioned the example of electric cars and the different car chargers. The fact that there are several cars/ car chargers and charging suppliers make the system quite difficult.

Online Group

- International perspective good as quite specific. Looking for guiding principles linking Scotland to global impact especially for supply chain and waste management. Consumption targets and Carbon reduction targets important, not just food but other areas as well. Public sector and ethical spending – food commission and future generations. Policy coherence for sustainable development, trade-offs and compromises for prioritising sustainable development. Really educate people and communicate
- Suggestions can raise issues for individual communities, people living with sensory loss or dementia and other issues dealing with all of the changes.
- Piece on comms demonstrates myth busting. ‘What’s the point in sorting’. Standardising bins across the sector. Money for recycling eg for bottles
- Communication very important. Need to strengthen systems, re-use targets and hubs. Recycling centres are not ‘the dump’ and are an important solution to part of the problem. Right to repair is important for the public and companies need to consider product life span, reward positive behaviour, and everyone plays a part.
- Standardising waste collection, waste stream monitoring and data are important, tracking and supporting surplus materials and waste, building supply chains in all areas not just food but construction and other industries. Good opportunity for public sector to lead and build local circular supply chains using surplus materials.

Education and communication:

- School curriculum, colleges and higher education
- Sustainable development and circular economy definitions
- Tying up to other bodies and working together to make it inherent in public rather than requiring teaching/learning
- Ellen Macarthur definition of circular economy
- Consumption public campaign
- Simplifying definition and messages
- Take an international approach
- Look at people who do it well eg Wales seem to have good systems.
- Generally speaking make it easy to engage with and understand fully (it’s not just a coffee cup tax). Balance quick wins with complex processes
- Links to global citizenship – global sustainable development as individuals and communities and LA, about more than individual behaviour change. Need a big public awareness scheme – what people do makes a positive impact and tell them that

- Tasked ZWS with looking at circularity accreditation (cf eco green flags in schools really engaged school pupils)
- Spoke about myth busting – needs to be robust
- Common vision for future good living, not selling on its own but with wider message around health and jobs (fits in with UN sustainability goals)
- If a third of food is wasted, farming is limited, what will happen in future. Really try to stop food waste. Including soil waste in response would be useful. Nothing specific in documents about agriculture (a lot of discussion about food but not how it is produced). Does it require a whole separate planning and discussion policy.
- Accreditation is expensive
- Food hygiene is displayed, can we encourage display of low food waste (eg 5 for hygiene, 2 for food waste)
- Other ways to purchase – zero waste, zero packaging

3 key points:

- Communication
- Education
- Simplifying complex messaging
- Any policies need to be applied fairly



Scottish Environment LINK the voice for Scotland's environment

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