



The Zero Waste Challenge is about **reducing all of your waste for one week.** And winning funding for a good cause of **your choice.**

**Reduce your  
waste**

**Cutting down the amount you use and throw away is not as difficult as you might think. By making small changes, it's possible to reduce, re-use and recycle almost anything you can imagine!**

The Zero Waste Challenge is here to help you make a difference. It's about cutting down your waste as much as possible for one week. The aim: as little in your bin as possible.

You can take up the challenge in any week in February 2013. During that week, you are encouraged to reduce your waste as much as possible.

You'll do it by buying carefully, recycling things, and re-using or repairing whatever you can. You'll create a big impact on your waste, and possibly save some energy, time and money too.

## **Win funding for a good cause**

If you win the Challenge, you'll have the opportunity for a £100 prize fund to be donated to a good cause of your choice. You could invest the money in your local community project, a school, hospital, or a charity that you really care about, it's up to you.

## How it's judged

A panel of judges will assess your achievements. They'll choose eight winners, each receiving prize funding for their good cause. Winners will have shown commitment to reducing their waste. Creativity, imagination and ingenuity are all part of the criteria!

**Read inspiring stories of how others have reduced their waste**

[wrwa.gov.uk/  
zerowaste](http://wrwa.gov.uk/zerowaste)

## Who can take part?

Anyone can get involved: individuals, households, businesses, schools or community groups. You'll just need to live or be based in one of these four boroughs:

- London Borough of Hammersmith & Fulham
- Royal Borough of Kensington & Chelsea
- London Borough of Lambeth
- London Borough of Wandsworth

**Schools, communities and other groups might be able to receive extra support in getting organised. Email us for details:**

[zerowaste@wastewatch.org.uk](mailto:zerowaste@wastewatch.org.uk)

# Step-by-step guide

**Step 1.** Pick up a Challenge Pack. Well done, you have one already! Keep it in a safe place, you'll need it!

**Step 2.** Have a look in your bin. Is there anything that could have been reduced, re-used or recycled?

**Step 3.** Work out how much waste you normally produce. Weigh your bin or write down the number/size of your rubbish bags if you don't have any scales.

**Step 4.** Take the challenge. Try to have a week of zero waste. Follow our useful guides to get ideas. Make sure you record everything you do in your Zero Waste Diary. Taking photos really helps.

**Step 5.** Share your achievements. At the end of your week, fill out your contact details and send back your diary. Remember to write down the good cause you're nominating.

**Step 6.** See if you're a winner! Winners will be announced in February 2013. In the meantime continue working towards Zero Waste!



**Winners  
announced  
February  
2013**

**Keep a diary.** There's one at the back of this booklet. Provide as much information as possible, so our judges can pick you!

# Imagine...

## **...a world without waste.**

Waste would be seen as 'stuff with value'. Resources would be used carefully and sustainably. Everyone would have what they need, including food. And no more smelly bins.

## **...a cleaner environment.**

Less waste, less pollution, sufficient resources and cleaner, happier environments for us to live in.

## **...happier communities.**

Communities would come together to reduce their waste, share food, lend books, give and take.

## **...a tidier lifestyle.**

Less relying on material goods. Less rubbish and less clutter. We would all be happier if we wasted less.

# **...a world without waste.**



# Reduce

In 2010, the UK disposed of approximately 10.8 million tonnes of packaging. While much of this is recycled, a lot still ends up as waste.

**Reducing what we use in the first place has the best positive impact and makes the biggest difference. Reducing is simply about being careful with what you buy and how much you use.**

Reduction tips:  
[wrwa.gov.uk/reduce](http://wrwa.gov.uk/reduce)

## Everyday tips

**Drink tap water** – Get a reusable bottle and fill it up!

**Go paperless** – Print documents only when you need and, if you can, print double-sided.

**Block junk mail** – Register with [mpsonline.org.uk](http://mpsonline.org.uk) to block junk mail, or use a 'no junk mail' sticker.

**Packaging** – Try to buy loose products rather than over-packaged ones. And select items packaged in materials that can be recycled locally.

**Buy recycled** – Products made from recycled materials take less energy to make and help save valuable natural resources.

**Buy products that last** – Long-lasting, good quality products will save you money in the long-run.

**Buy reusables** – Buy products such as rechargeable batteries and liquids in refillable containers.

**Buy in bulk** – To reduce packaging. E.g. buy one large bag of crisps rather than several smaller ones.



# Reduce food waste

Let's imagine a cheese company sets up: It aims to sell three million slices of cheese in its first day. The company buys cows, sending their milk to the factory. They turn the milk into cheese and transport it in refrigerated vans to shops all over the country.

Finally, no-one buys it – not a single slice gets eaten. It seems outrageous and impossible that such a huge waste could happen. But actually this quantity (three million slices) is exactly the amount of cheese that gets wasted every single day in the UK.

The average amount a family wastes is around £50 a month. The combination of planning meals and writing a shopping list can save you pounds. Here are some tips to help reduce your food waste.

**Plan ahead** – Decide what you need and pick sustainable options that are good for you and the planet too.

**Make shopping lists** – Taking a list when you go to the shops means you don't buy too much. You'll probably save a few trips too.

**Perfect portions** – Getting your portion sizes right reduces the amount of food that you waste and make the most of the food you buy. A portion calculator is available at [lovefoodhatewaste.com](https://lovefoodhatewaste.com).

**Love your fridge** – Check dates of food regularly and use the stuff that's going out of date right away.

**Freeze your meals** – For the days when you don't want to cook!

**Use your leftovers** – For lots of ideas visit the Love Food Hate Waste website.

More tips: [lovefoodhatewaste.com](https://lovefoodhatewaste.com)

# Re-use

Re-using what you have means you don't need to buy new stuff!

Re-using is the next best thing to reducing what you waste. Giving a new lease of life to things is essential if you want to reduce your waste.

Re-use tips:

[wrwa.gov.uk/reuse](http://wrwa.gov.uk/reuse)

## Everyday tips

**Clothes** – You could try turning things that you no longer want into something new (or, 'up-cycling'). But if not, most charity shops will take the clothes that you no longer want.

**Books/DVDs** – You can join a 'book-swap' website online. Or even better, join a library!

**Packaging** – Keep containers once they're empty. Bottles, jars, and plastic tubs are all really useful to have around. Carrier bags can be stored and re-used when you go to the shop.

**Nappies** – Why not try cloth nappies? Find out more from your local council or at [realnappiesforlondon.org.uk](http://realnappiesforlondon.org.uk).

**Furniture** – Donate unwanted furniture to the London Re-use Network. As long as it is in good cosmetic condition, they will repair it and find it a new home. [londonreuse.com](http://londonreuse.com)

**Gifts** – If you don't know what to do with something, maybe it would make a nice gift?

## Composting

Composting is one of the easiest ways to cut down on the food waste in your rubbish bin.

**No garden?** – If you don't have access to a garden you can try a wormery or a Bokashi bin which you can keep inside. They're small and don't smell!

[wrwa.gov.uk/zerowaste](http://wrwa.gov.uk/zerowaste)

**Join a composting group** – There may be a community composting project in your area. Check your council's website for information.

**Get money off a bin** – You may be able to get a subsidised compost bin through your council. Check their website for information.

More tips:

[wrwa.gov.uk/recycle/compost](http://wrwa.gov.uk/recycle/compost)

## Useful links

### Clothes

[Traid.org.uk](http://Traid.org.uk)

### Furniture

[Londonreuse.com](http://Londonreuse.com)

### Books

[Greenmetropolis.com](http://Greenmetropolis.com)

[Thebookexchange.co.uk](http://Thebookexchange.co.uk)

[Readitswapit.co.uk](http://Readitswapit.co.uk)

### Sharing networks

[Ecomodo.com](http://Ecomodo.com)

[Efreeko.co.uk](http://Efreeko.co.uk)

[Streetbank.com](http://Streetbank.com)

[UK.freecycle.org](http://UK.freecycle.org)

### Find a charity shop

[Charityretail.org.uk/locator.php](http://Charityretail.org.uk/locator.php)

### Information for your borough:

[Lbhf.gov.uk/recycling](http://Lbhf.gov.uk/recycling)

[Lambeth.gov.uk/recycling](http://Lambeth.gov.uk/recycling)

[Rbkc.gov.uk/recycling](http://Rbkc.gov.uk/recycling)

[Wandsworth.gov.uk/waste](http://Wandsworth.gov.uk/waste)

# Recycle

The newspaper you read on your way to work could very easily be recycled to make tomorrow's newspapers.

**Recycling is the last resort for most items before they go in the bin. It ensures we make good use of the resources we have left.**

Recycling tips:  
[wrwa.gov.uk/recycle](http://wrwa.gov.uk/recycle)

## Know your materials!

To help you know what can be recycled in your orange sack or recycling bank, cut out this handy chart and stick it on your fridge.

Putting the wrong things in your sack or bank, like food waste, can make the rest of your recycling unusable. And some items, like clothes or cables, can even damage the machinery used in processing your recycling.

To ensure you're making the most of your recycling, remember to rinse your items, remove any lids and refer to the chart for help.

For things that cannot be recycled, there's plenty of ideas provided on [wrwa.gov.uk](http://wrwa.gov.uk).



# Recycling guide for orange sacks & banks

 <p><b>paper</b></p>	 <ul style="list-style-type: none"> <li>✓ card</li> <li>✓ cardboard</li> <li>✓ paper</li> </ul>	 <p><b>glass containers</b></p>	 <ul style="list-style-type: none"> <li>✓ glass bottles</li> <li>✓ jars</li> </ul>	 <p><b>metal containers</b></p>	 <ul style="list-style-type: none"> <li>✓ tins</li> <li>✓ cans</li> <li>✓ aerosols</li> </ul>	 <p><b>plastic containers</b></p>	 <ul style="list-style-type: none"> <li>✓ plastic bottles</li> <li>✓ tubs &amp; trays</li> <li>✓ pots</li> </ul>	 <p><b>cartons</b></p>	 <ul style="list-style-type: none"> <li>✓ cartons</li> <li>✓ Tetra Pak</li> </ul>	<ul style="list-style-type: none"> <li>✗ shredded paper</li> <li>✗ clothes &amp; textiles</li> </ul>	<ul style="list-style-type: none"> <li>✗ Pyrex</li> <li>✗ broken glass</li> </ul>	<ul style="list-style-type: none"> <li>✗ foil</li> <li>✗ electricals</li> <li>✗ cables</li> </ul>	<ul style="list-style-type: none"> <li>✗ polystyrene</li> <li>✗ film/carrier bags</li> <li>✗ any other plastic</li> </ul>
---	--	---	---	--	--	--	---	---	--	--	---	---	---

Stick me on your fridge!

Please remember to rinse any food packaging and remove lids.

# Help!

## FAQ

### **Q. Why should I get involved?**

**A.** During the Zero Waste Challenge we are hoping to get people thinking about the amount of waste they produce. It gives you an opportunity to learn new skills and support your local community or a charity of your choice.

### **Q. Can I still complete the zero waste challenge if my family / housemates won't do it with me?**

**A.** Yes you can. We would advise you to put your waste into a separate container to make it really easy to measure the amount of waste you throw out during the week. You may also encourage others who you live with you to get involved!

### **Q. What if I don't think I can achieve zero waste?**

**A.** Don't worry, reducing your waste in any way as a result of the Zero Waste Challenge is a big achievement. Only do what you are comfortable with.

**Q. I don't have a garden to compost in and my council doesn't collect food waste.**

**A.** It may be worth thinking about getting a wormery or a Bokashi system, which take up very little space. It can also be kept indoors (a great talking point!).

**Q. What support is available?**

**A.** There's lots of information available on your council's website and [wrwa.gov.uk](http://wrwa.gov.uk). Due to the number of entries, we are unable to support people on an individual basis. However, if you are a community group, business or school, then do get in touch.

**Q. I've already achieved zero waste!**

**A.** Well done! Get in touch and tell us your story. You could be an inspiration to others and encourage people to follow your lead.

**Q. What if I don't complete the challenge?**

**A.** It's the trying that counts! Please send us your Zero Waste Diary anyway, as we would still love to find out how you got on!

**Q. When is it best for me to start the Zero Waste Challenge?**

**A.** Start on an average week that's right for your household. Try to avoid holidays or celebrations that may affect your planning.

**Q. Are there any limitations on which charities I can donate to?**

**A.** There are some limitations on which charities that you can donate the money to. For more information please email: [zerowaste@wastewatch.org.uk](mailto:zerowaste@wastewatch.org.uk), or if you don't have internet access phone [020 7549 0300](tel:02075490300).

# My Zero Waste Diary

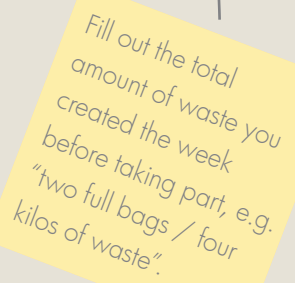
You'll need to record your progress to be in with a chance to win!

Record all the waste you put out for collection over a period of seven days, and fill out a diary. You can choose any week in February 2013 to do the challenge.

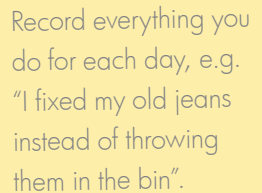
## Top tip

Do a 'practice week' before the real thing to get yourself warmed up! Make notes on a scrap piece of paper so you're ready for when you take the challenge for real.

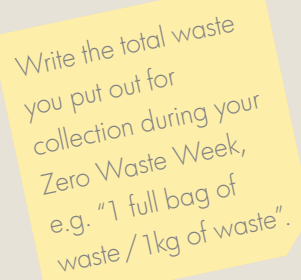
## Help!



Fill out the total amount of waste you created the week before taking part, e.g. "two full bags / four kilos of waste".



Record everything you do for each day, e.g. "I fixed my old jeans instead of throwing them in the bin".



Write the total waste you put out for collection during your Zero Waste Week, e.g. "1 full bag of waste / 1kg of waste".







Total waste produced before taking part:

1	
2	
3	
4	
5	
6	
7	

Total waste at the end of my week:



## Please fill in your details

*I would like to enter my Diary into the Zero Waste Challenge.*

Name:

Email:

Phone number:

Address:

.....  
.....

My chosen good cause/charity is:

.....

Because: .....

.....  
.....

**Terms:** By entering you are agreeing to the competition terms and conditions. Extracts of your entry may be featured on [wrwa.gov.uk](http://wrwa.gov.uk) or in local publicity. With their consent, winners' names may be published. Your details will not be passed on to any third-parties, and you won't receive any marketing or newsletters.

For full terms and conditions please visit [wrwa.gov.uk/zerowaste](http://wrwa.gov.uk/zerowaste), or for more help phone 020 7549 0300.

# Competition instructions

Please complete your Zero Waste Diary and fill in your details on the back. Cut out the page and include it in an envelope with any other things that you've created. Please send it to the following address, ensuring you use the correct postage.

**Zero Waste Challenge**  
**C/O Waste Watch**  
**56-64 Leonard Street**  
**London EC2A 4LT**

## Deadline

22 February 2013 is the last deadline for entries. The best diaries and extracts from the challenge will be published on [wrwa.gov.uk/zerowaste](http://wrwa.gov.uk/zerowaste) in February 2013.

*Good luck!*

# Imagine a world without waste.

[wrwa.gov.uk/zerowaste](http://wrwa.gov.uk/zerowaste)

Partners:



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA



Supported by:

