

BUSINESS PLAN 2011-15

Can Decoupling Result In Responsible Resource Use?

Keith James

Environmental Manager, WRAP

About WRAP

WRAP's vision is a world without waste, where resources are used sustainably.

We help businesses, individuals and communities reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way.

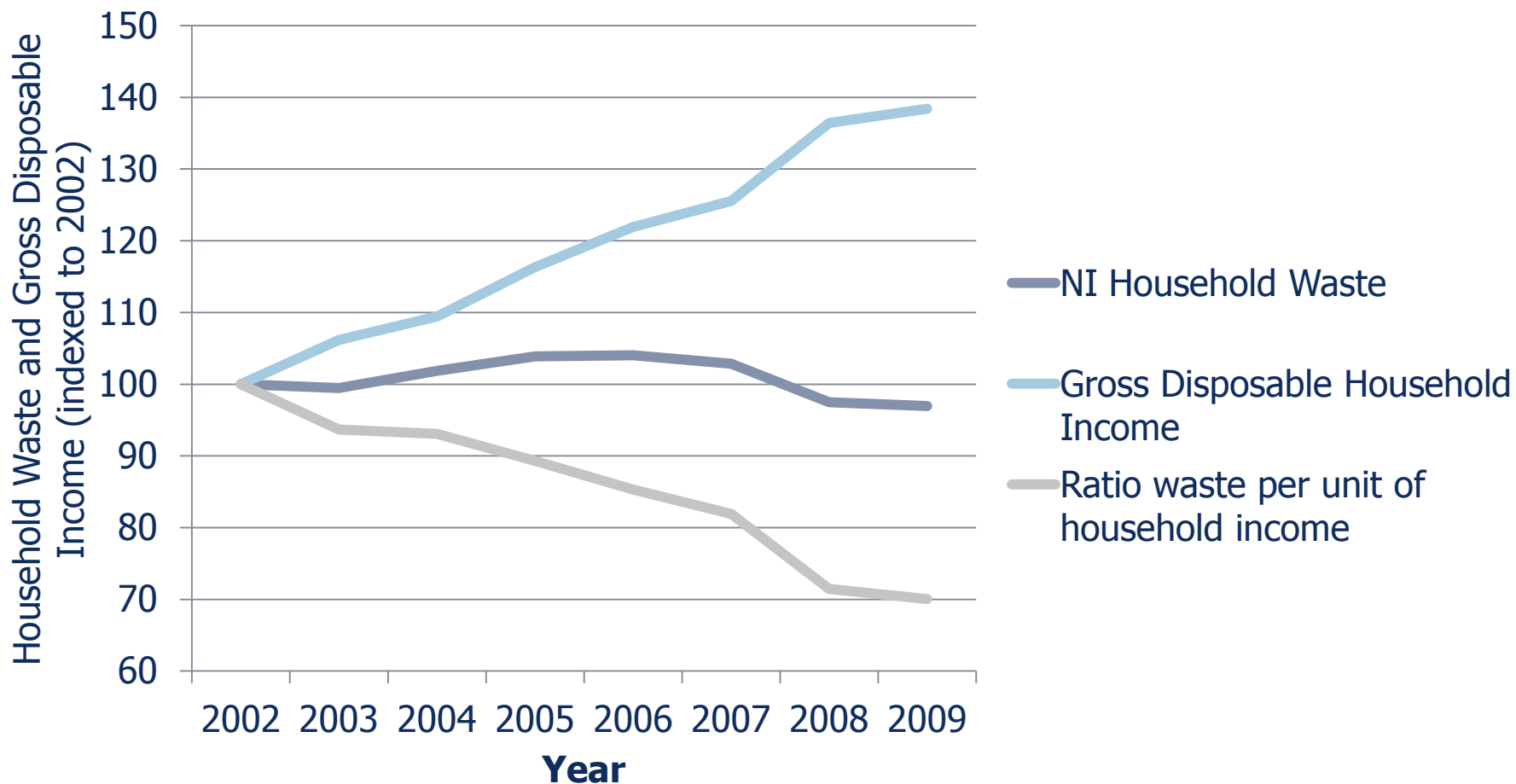
Our Priorities Over The Business Plan Period Are:

- Minimising resource use in products and buildings
- Diverting priority materials from landfill



Decoupling and Municipal Waste

Découplage et des déchets ménagers



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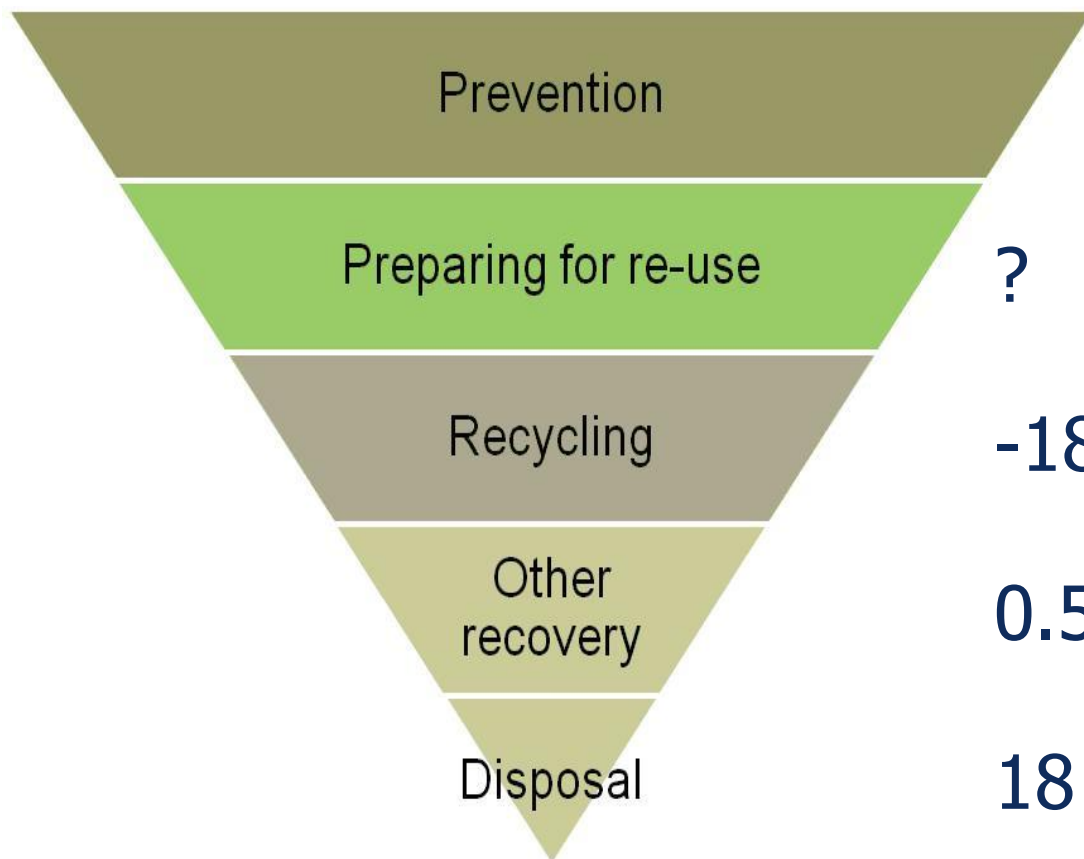
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Decoupling and the Waste Hierarchy

Découplage et la hiérarchie des déchets



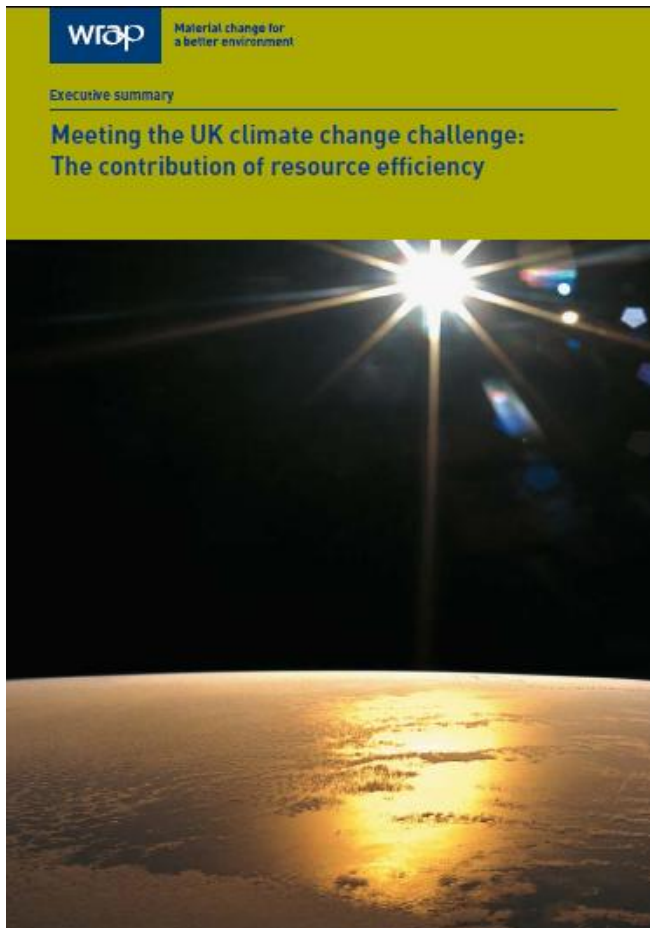
?

-18 million tonnes CO₂ eq

0.5 million tonnes CO₂ eq

18 million tonnes CO₂ eq

Meeting the UK Climate Challenge



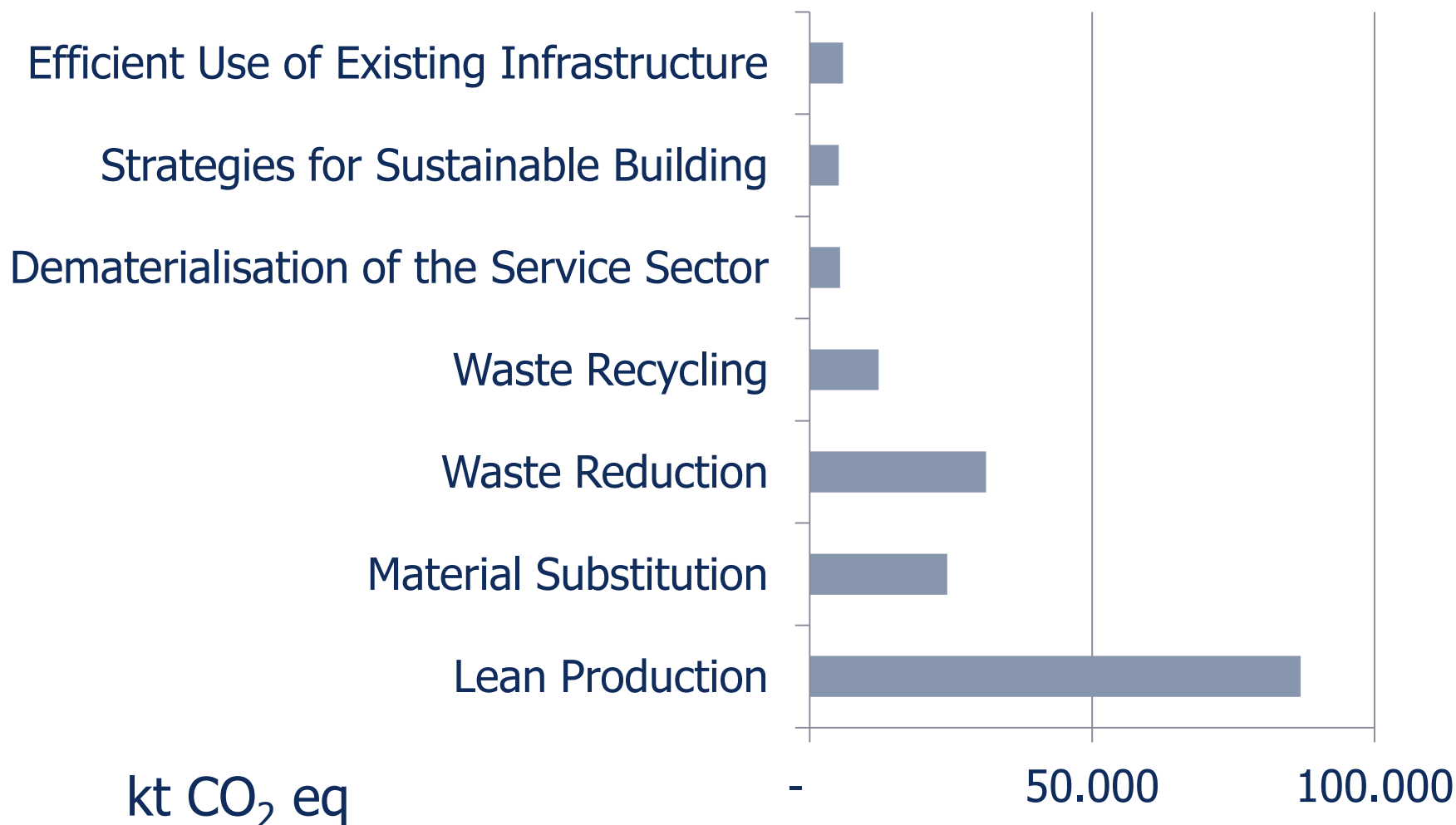
Reference Scenario

Quick Wins

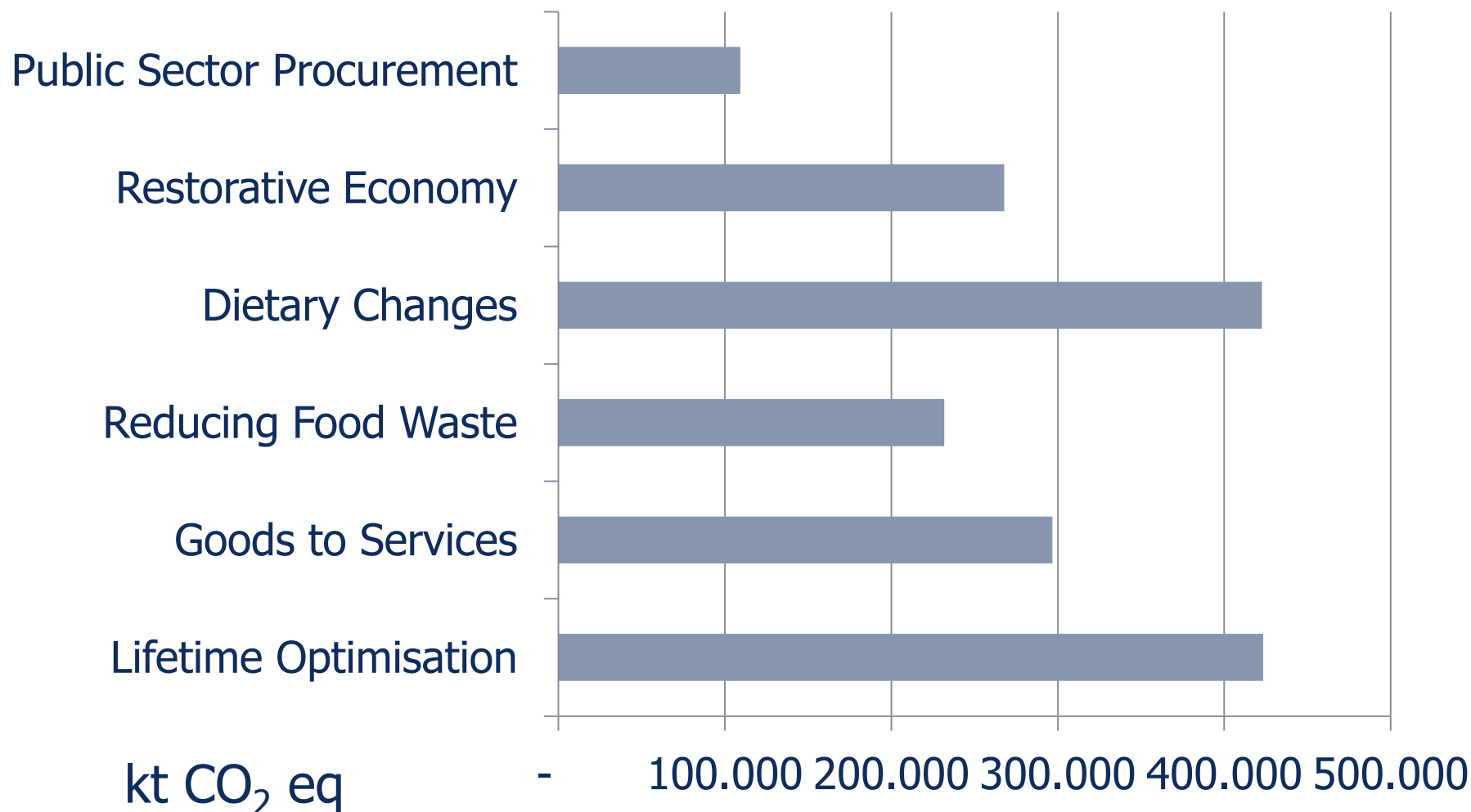
Best In Class

Beyond Best In Class

Production Strategies – Savings from Quick Wins

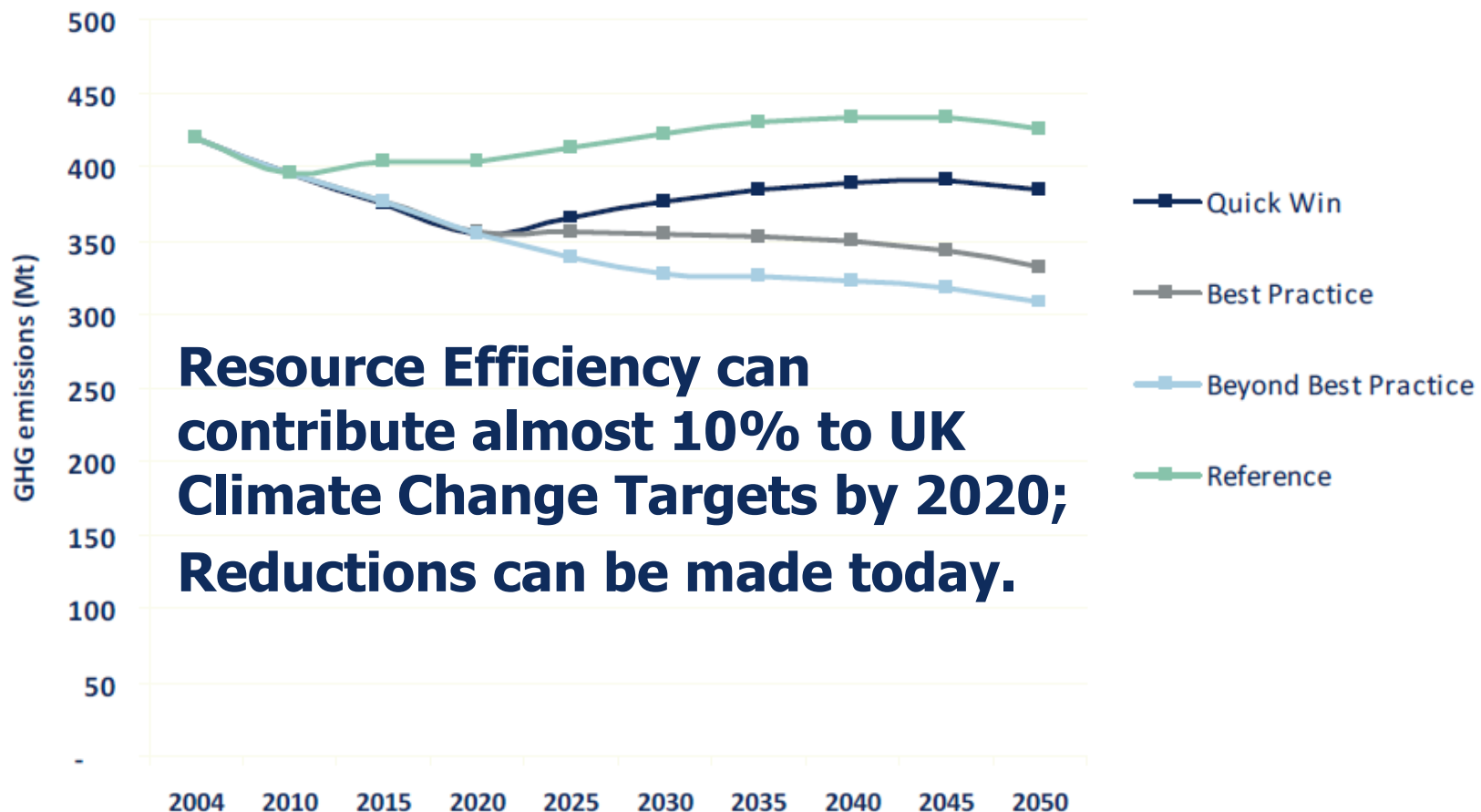


Consumption Strategies – Global Savings Quick Wins

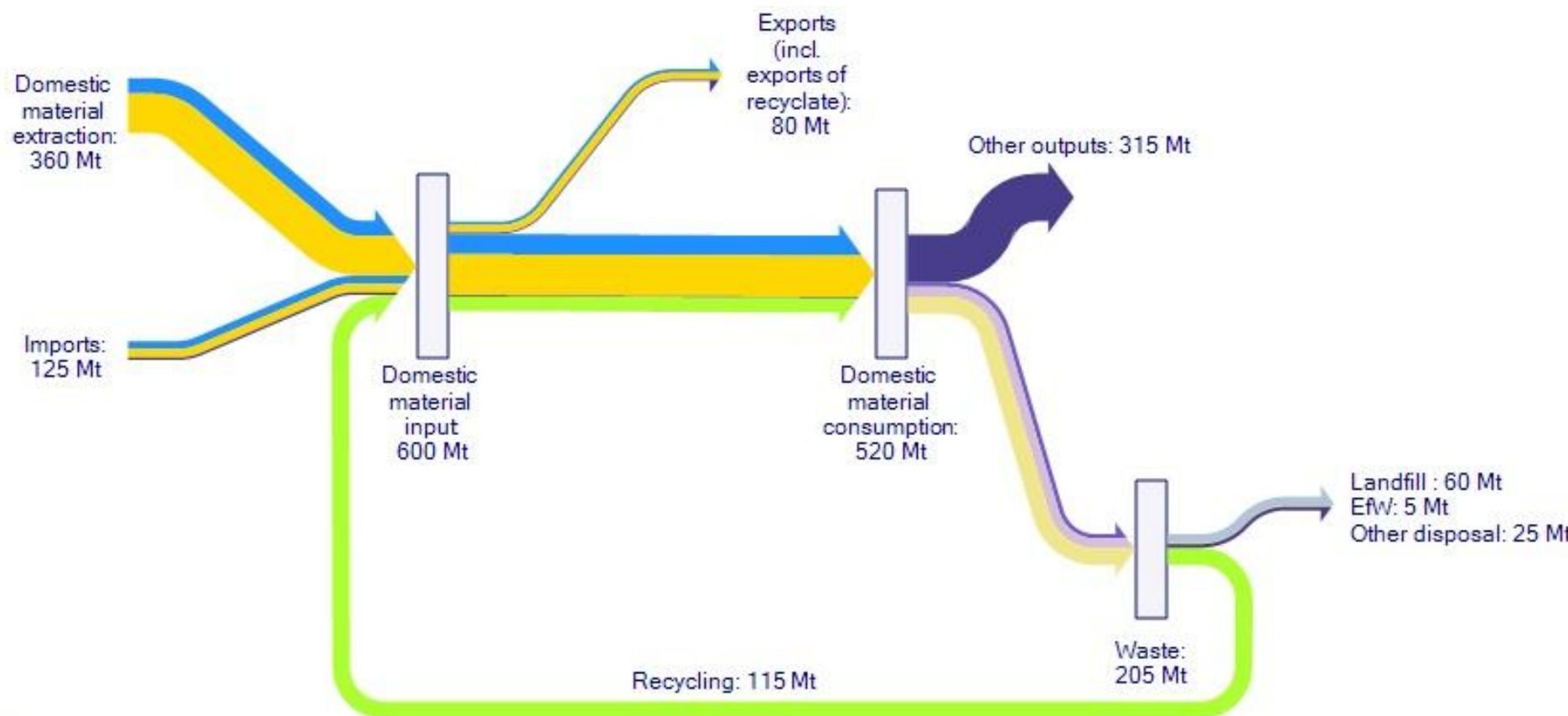


The Contribution of Resource Efficiency

L'utilisation efficace des ressources changement climatique



UK Material Flows



Notes:

1. Other outputs include food and drink consumption (est. 35Mt), fixed assets and dissipative outputs to land and air.
2. Other disposal includes use on exempt sites (particularly for construction wastes).

Source: WRAP

Selected Material Flows

Écoulements de la matière choisis

Quick win strategies only

Wood and Pulp Products -23%

Iron Ore and Steel -29%

Plastics -20%

Cobalt -14%*

Rare Earths -13%*

Lithium -21%*

* = demand strategies only

Securing the future – The role of resource efficiency



This report quantifies how resource efficiency actions, as well as reducing greenhouse gas emissions, can reduce abstracted water, ecological footprint and the use of specific resources.

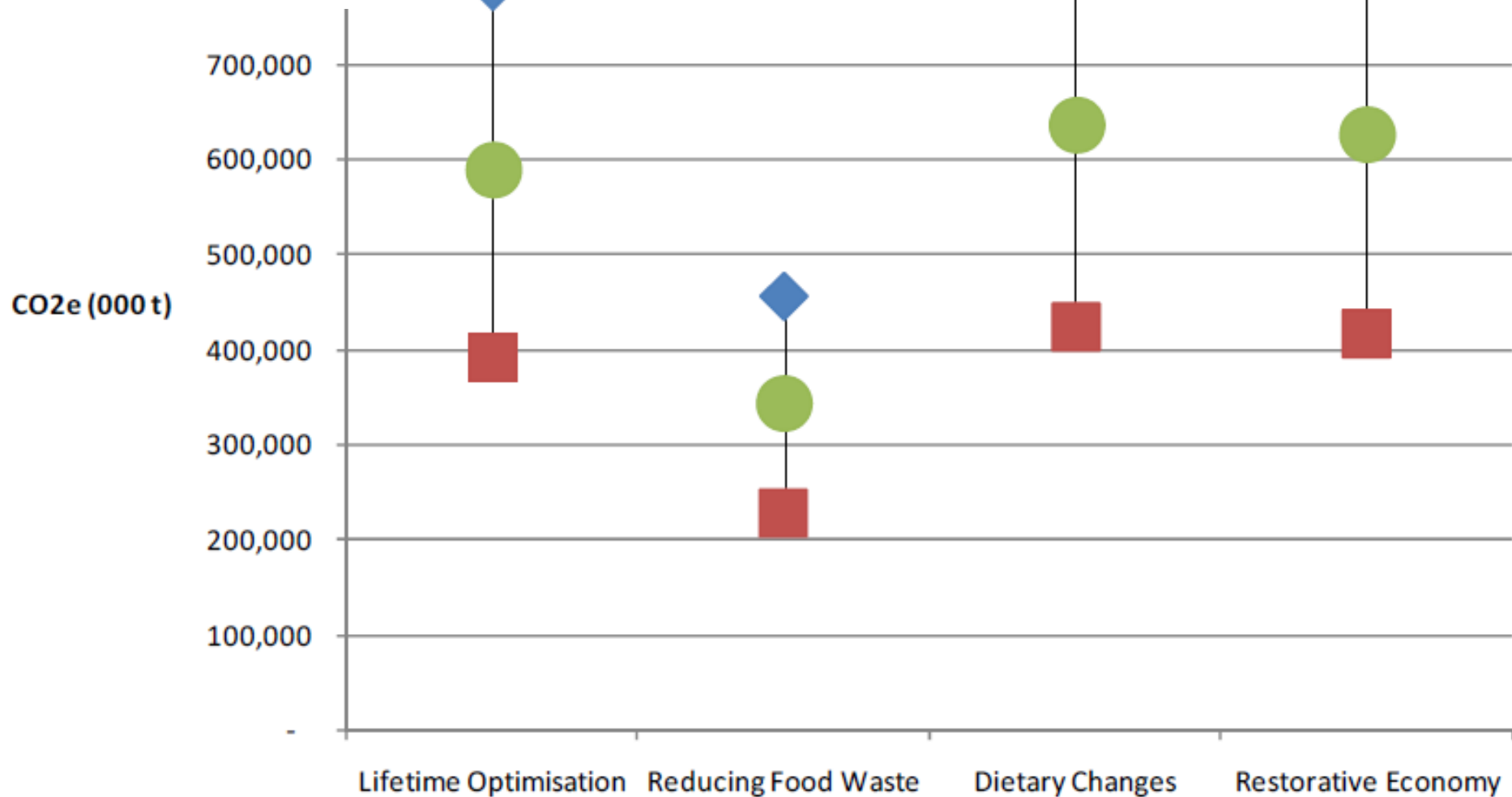
Economic Consequences

Conséquences Économiques

No significant net change in GDP;
Affects £billions expenditure;
Make money available for investment.
How would money be redistributed?

Rebound Effect

Effet Rebond



Next Steps: Benefits of Reuse

Prochaines étapes: Les avantages de la réutilisation

Methodology

Tool

Case Studies

Funded by DEFRA, Scottish Government, Welsh Government, DoENI
Steering team: Charity Retail Association, Community Reuse Network Scotland,
Cylch, Furniture Reuse Network, London Community Reuse Network, Realliance

Critical issues

Thèmes critiques

For all items critical issues which determine the benefits of reuse are:

- the substitution rate for new products (i.e. how many reused items displace new purchases);
- the life expectancy of item in first and second life, and;
- Economic effect of reuse and new items.

Conclusions

Decoupling can occur, but it has not happened intentionally to date;

Sustainable use of materials and reductions in greenhouse gas emissions are complimentary;

Negligible effect on GDP;

How can we go further still?

Thank You

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