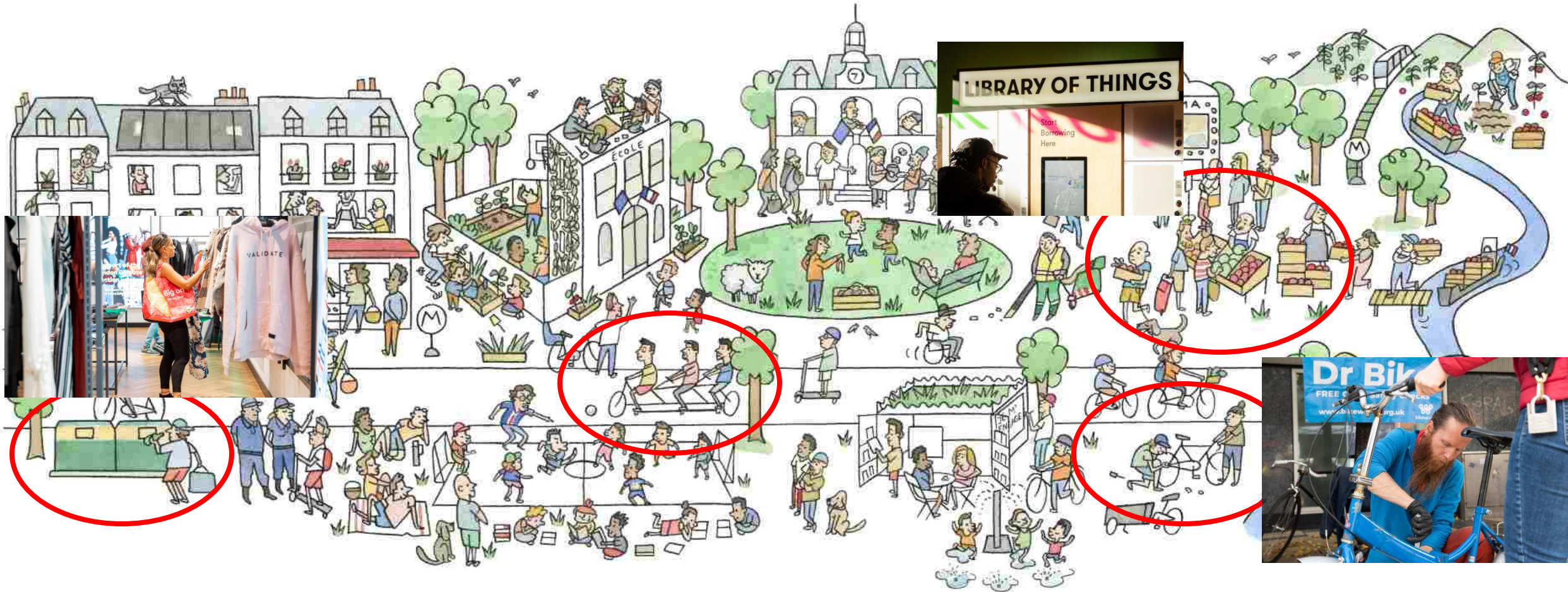


Circular Economy Strategy

Hammersmith and Fulham Council



What does a circular economy look like?



What is the circular economy?

LINEAR
ECONOMY



RECYCLING
ECONOMY



CIRCULAR
ECONOMY



A circular economy is based on **three principles**:

- Eliminate waste and pollution
- Circulate products and materials
- Regenerate nature

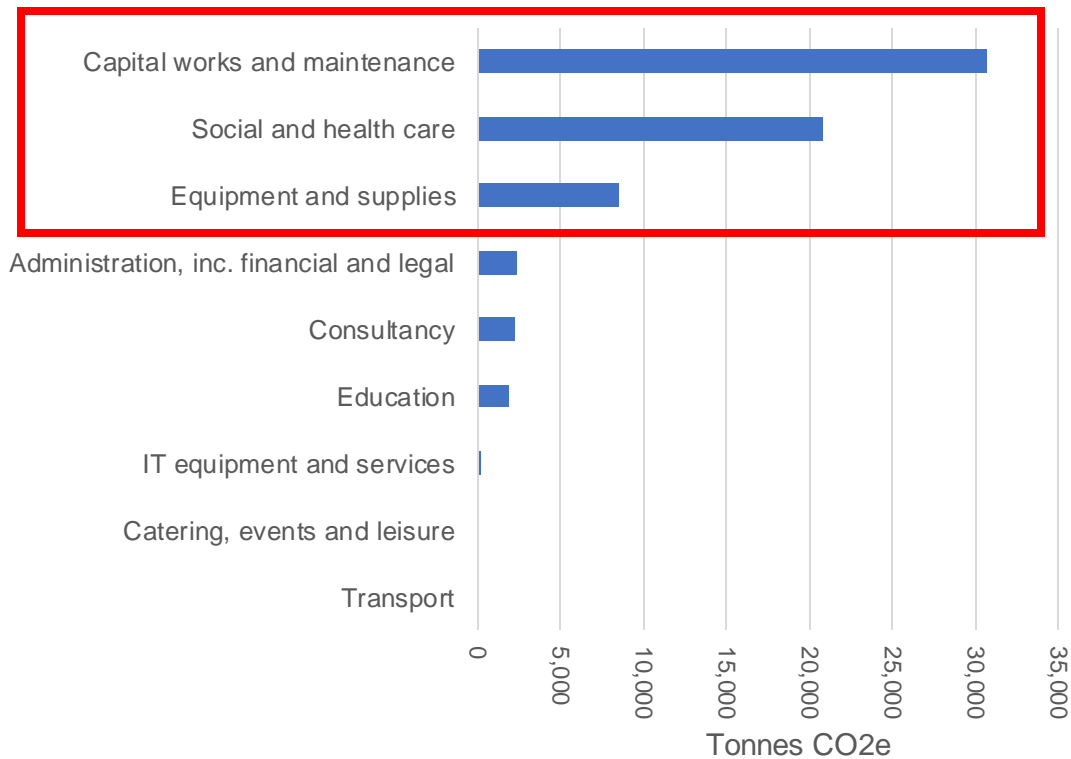
Six approaches:

1. Reduce
2. Reuse
3. Redistribute (share)
4. Repair
5. Refurbish
6. Recycle

Why do we need to embrace the circular economy?

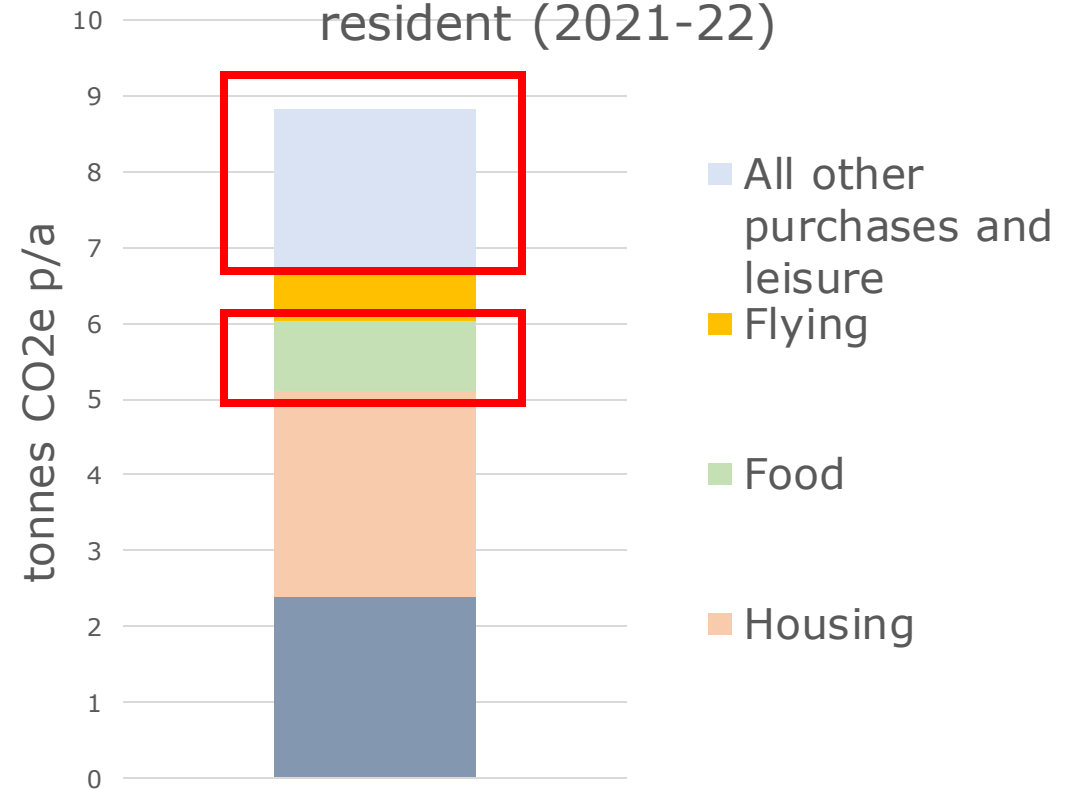
Direct control of circularity

Emissions from H&F procurement categories

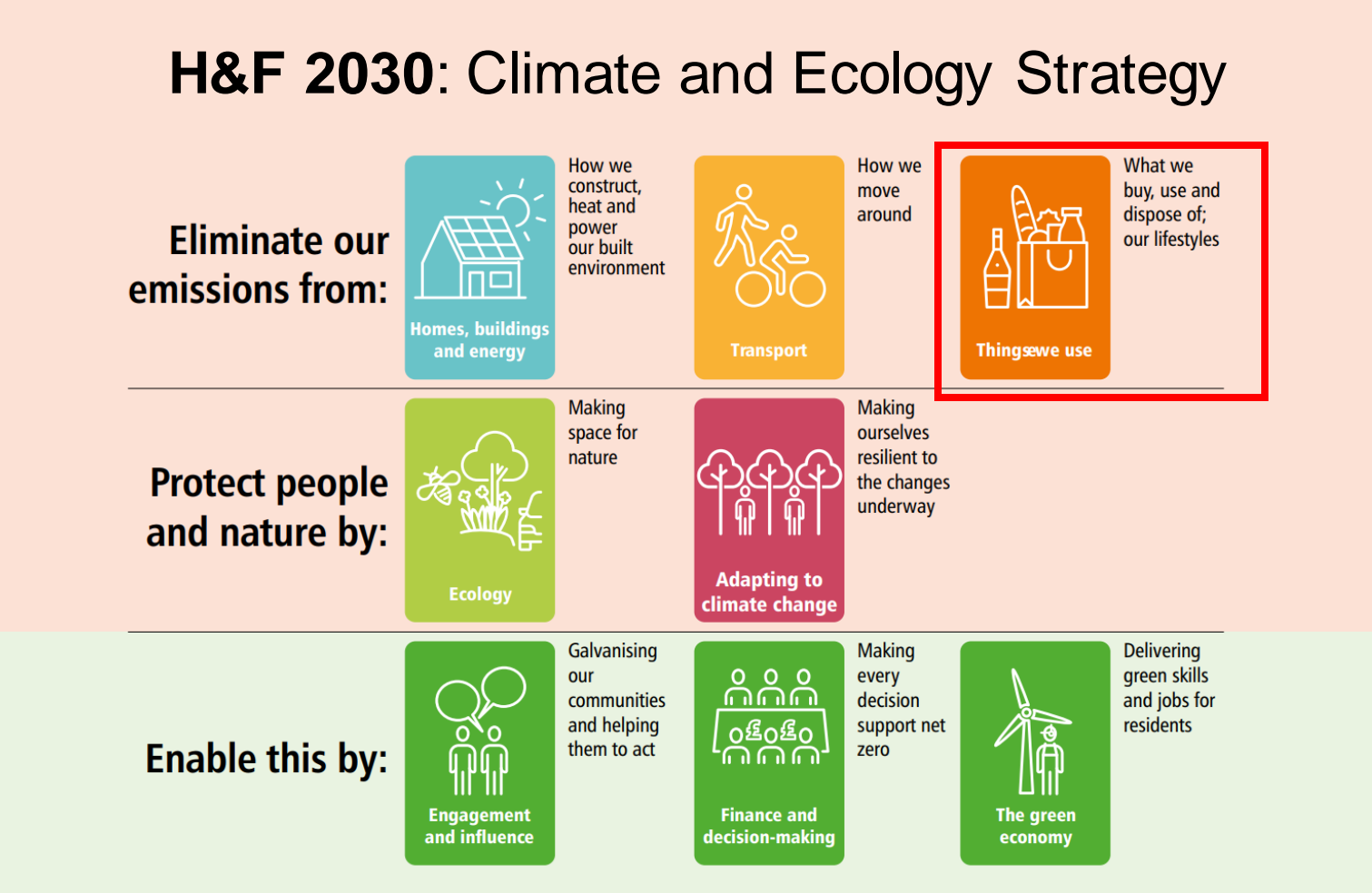


Indirect control of circularity

Consumption-based emissions per resident (2021-22)



Climate & ecology strategy



‘Things we use’ pillar has **two key themes**:

1. Enabling low-carbon options

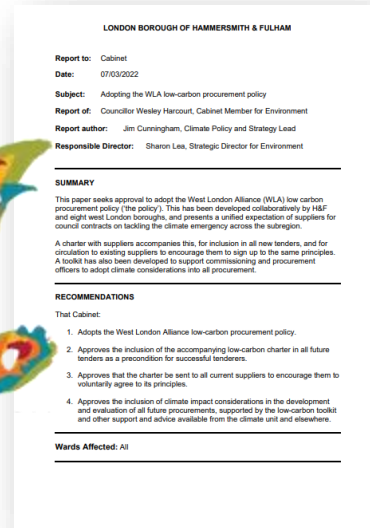
- Sustainable food
- Low-carbon living

2. Circular economy

- Increase sharing, reuse and repair
- Reduce what we throw away
- Circular economy as a mechanism for employment

How are we already embedding circularity?

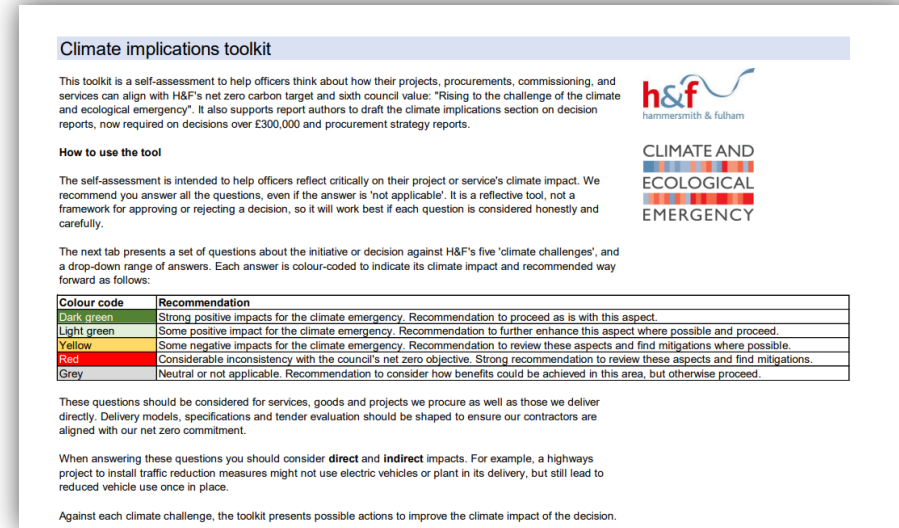
West
London
Alliance



Low-carbon procurement policy, charter and toolkit

Supplier commitment to low-carbon principles.

Providing a common framework for monitoring supply chain commitment to decarbonisation



Climate implications toolkit in decisions

Required for key decisions and procurement strategies in H&F.

29 qualitative, multiple-choice questions about H&F projects and possible climate challenges

What are we doing as an organisation?

Direct control of circularity



Built environment – buildings

Low-carbon construction for Sands End Arts & Community Centre

Award winning design and construction



Built environment - highways

Recycled aggregate

Warm-mix asphalt



Circular economy principles consumer goods

Good Things Foundation laptop donation

What are we doing in the borough?

Indirect control of circularity



Built environment

Climate Supplementary Planning Document



Circular economy principles in action for consumer goods

Electricals, textiles and bicycle repair

Library of Things



Food and diets

Food waste collections for residents and schools

Food procurement commitment development

One World Living programme

The One World Living (OWL) programme **aims to reduce consumption-based emissions by two-thirds by 2030** from food, plastics, textiles and electricals.

Hammersmith & Fulham is the **Electricals theme lead** for the programme.

FOOD



Food procurement
commitment development

PLASTIC



- Mudlarks projects
- Eco refill

TEXTILES



Clothing swap events

ELECTRICALS



Fixing events

**Leading the way in the circular
economy**

Objectives

The intended outcomes of the circular economy strategy are:

- Lower embodied carbon emissions from use of goods and materials
- Support the cost-of-living-crisis
- Prioritisation of actions and targets
- Support the growth of circular business models in our borough and supply chain
- Pre-empt government regulation

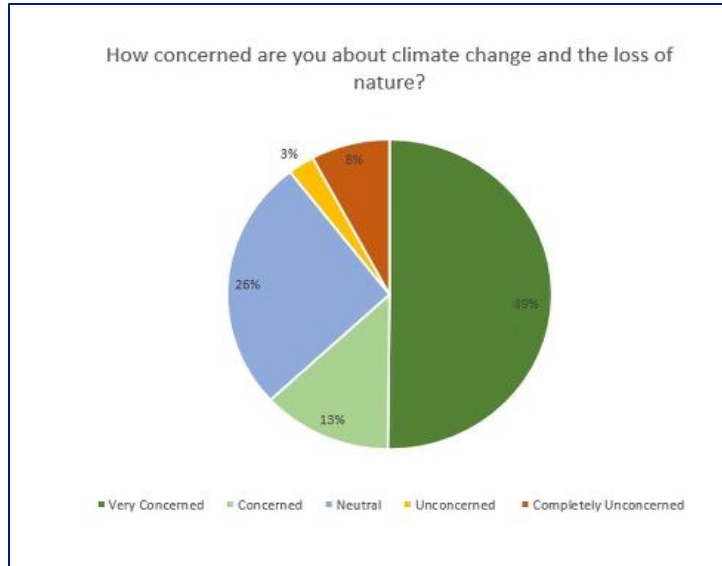
To deliver these, the circular economy strategy aims to:

- Track the progress towards our goals
- Identify cost and carbon savings
- Measure the reduction of use and disposal of goods and materials

Circular economy framework – policy and practice

Research	Stakeholder engagement	Framework	Data collection	Action plan	Project delivery
<ul style="list-style-type: none">• Ongoing review of existing datasets, reports, strategies, route maps and frameworks.	<ul style="list-style-type: none">• Workshops delivered with 11 H&F teams.• Engaged with Manchester and Islington Council.• Support from Ellen Macarthur, ReLondon, Arup.	<ul style="list-style-type: none">• Develop a circular economy framework within a strategy to embed the circular economy in practice for the organisation.	<ul style="list-style-type: none">• Material flow analysis (MFA) developed where H&F has direct control over procurement• Develop a borough survey for indirect control	<ul style="list-style-type: none">• Design, develop and implement an action plan supported by a robust evidence base• Set targets and metrics to measure success	<ul style="list-style-type: none">• Deliver projects to meet our circular economy objectives and embed the six R's across the borough

Circular economy in the borough – influence, engagement and education



Existing data

Local data: H&F recycling and waste surveying

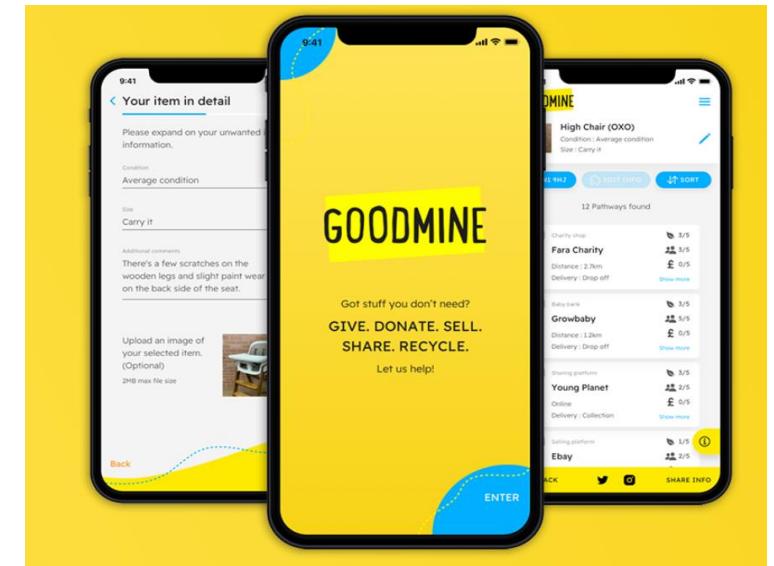
London data: e.g. ReLondon MFAs



Stakeholder engagement

boroughwide surveys, forums and workshops to fill in data gaps

Consumption and disposal behaviour in Hammersmith & Fulham



Collaborative projects

Good Mine – funded project

NHS – reduce, reuse and recycling

Workstream one: planning and delivery

Literature review

Policies, strategies and research in the circular economy

International level	National policies and legislation	London policy frameworks	Academic research and sector support
<ul style="list-style-type: none"> • UN SDG 12 on Sustainable Consumption and Production • EU circular economy action plan 	<ul style="list-style-type: none"> • Clean Growth Strategy (2017) • Industrial Strategy (2017) • Environment Act (2021) • Manifesto commitments 	<ul style="list-style-type: none"> • London Environment Strategy (2018) • The London Plan • GLA Circular Economy Guide (2022) • One World Living (OWL) programme (2021) • London Circular Economy Routemap 	<ul style="list-style-type: none"> • Leeds University consumption-based emissions data • Skills for Londoners (2018) • The Greater London Authority Group Responsible Procurement Policy • London Food Strategy, Ellen MacArthur

Existing strategies – good practice

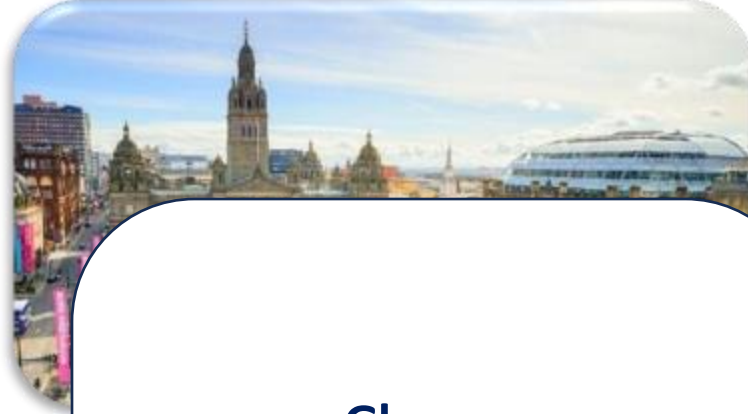


Amsterdam *Doughnut Economics*

Impact tool

Data collection

Partnering with businesses



Glasgow *Circular Economy Route Map*

Framework to encourage co-production

Environmental circularity

Social equality



Brighton & Hove *CE Action Plan & Route Map*

Outward vs inward

Stakeholder engagement

Tackle socio-economic conditions

Workstream two: scaling-up

Scaling up opportunities

Examples of projects and initiatives that can be delivered in H&F to embed circular economy principles.

Direct control of circularity

- Explore circular economy principles and low-carbon material use for new buildings construction.
- Vehicle sharing to reduce our officer vehicle fleet
- Paperless offices and operations.
- Cease the procurement of single-use plastic food packaging (and other items) for council premises and events.

Indirect control of circularity

- Circular economy hubs and material storage and boroughwide, weekly repair events
- Circular business models
- All schools have food waste collections and composting
- Project partnerships with businesses, NHS (healthcare) and Imperial College London (education)
- Identify community networks for engagement

Scaling-up in the borough



Circular economy hubs

Permanent space

Storage and warehousing

Events, training and workshops



Materials and goods reuse

Rescued and rehomed 700 solar panels

Shipment to Ukraine to power a clinic and support reconstruction



Partnerships and collaboration

Deliver circular economy projects with organisations and residents

Jobs and employment

One World Living programme

Embed and deliver the programme's **key priority areas** to embed across H&F.

FOOD

1. Implement **sustainable food procurement** policies
2. Deliver a pan-London **food waste reduction awareness campaign**
3. Deliver a pan-London **sustainable and healthy diet awareness campaign**
4. Promote **businesses to monitor food waste** via Food Waste Reduction Roadmap or Guardians of Grubs

PLASTIC

1. Adopt **low plastic policies** for councils (procurement, operations, events, schools)
2. Promote and support **refill options across London**
3. Develop range of **support and advice for small businesses on low plastic approaches** (purchasing co-ops, business recycling options)
4. Set up a **pilot cup and container/lunchbox reuse scheme** in at least one borough

TEXTILES

1. Promote a convenient **home collection services** across London
2. Review Councils' **procurement policy review** on textiles
3. Deliver an **education pack** for schools, FE, HE and community groups
4. Deliver a **consumer-driven campaign**

ELECTRICALS

1. Extend and maintain the **Repair Directory** at a London level
2. Support **repair cafes and restart parties**
3. Promote buying **refurbished devices** to residents
4. Promote existing **sharing and hiring platforms**
5. Establish accessible, trusted and **secure locations for drop-off** (computers and smartphones)
6. Broadcast the **Recycle Your Electricals campaign**

Procurement

Built Environment

Highways

Trialling warm mix asphalt

Monitoring data and impacts of using alternative low carbon material.

Higher quantity of recycled material and recycling removed material.

All designs look for opportunities to 'green the grey'.



Consumer Goods

Digital Services

Donation and repair of council laptops

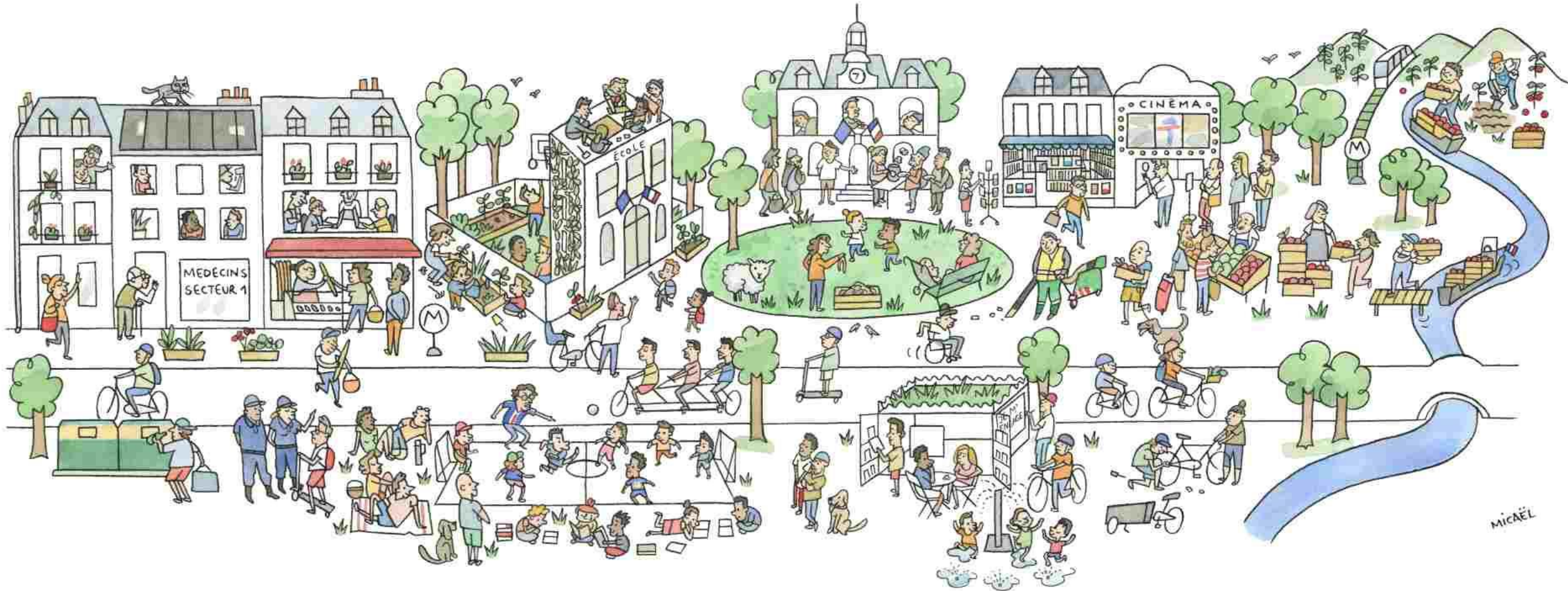
Partnership with Good Things Foundation for officer laptops.

On-site laptop repair and reuse of spare parts.



Workstream three: measuring success

How do we know we have succeeded?

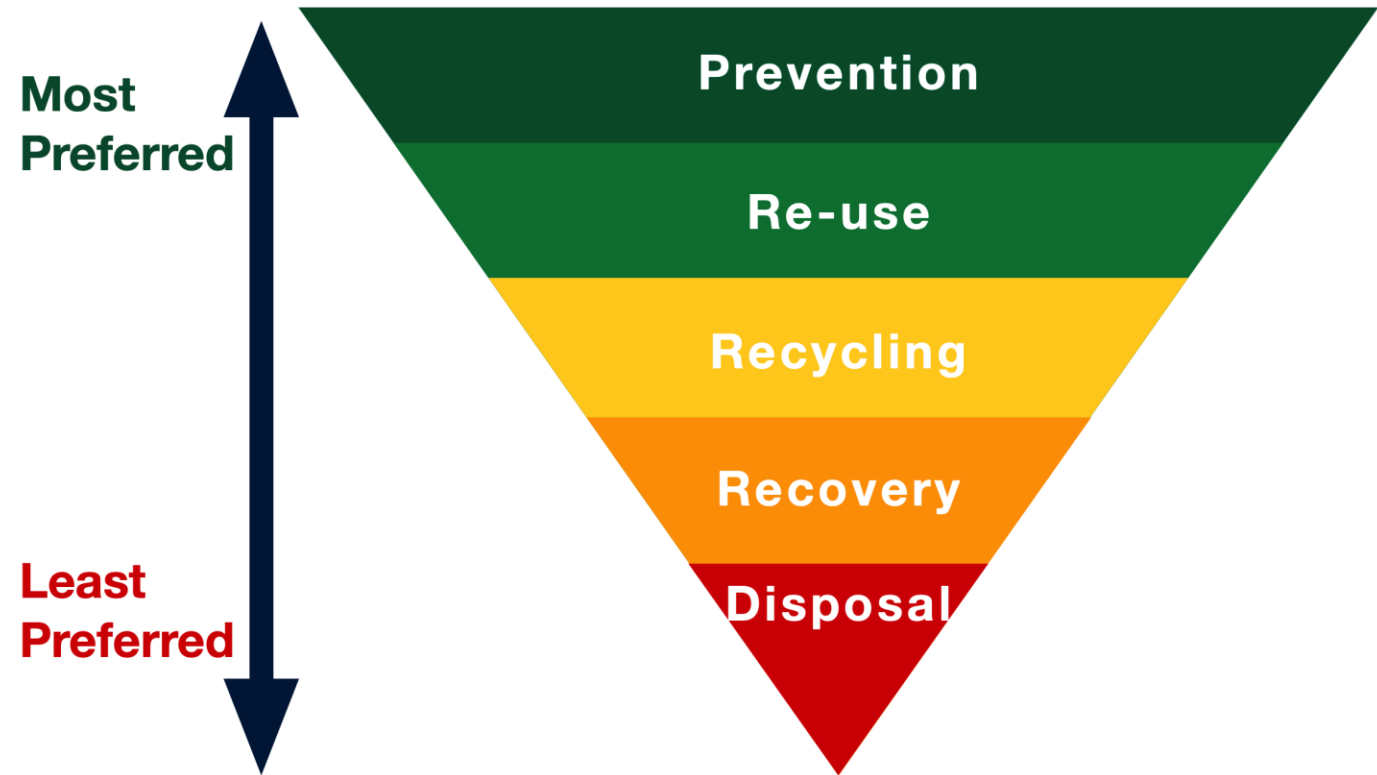


Introduction of food waste recycling and wheeled bins



Background

- Borough-wide recycling rate of about 25%
- For street-based properties, recycling is collected in clear sacks and refuse from black bags
- We tested a new “prototype” service from November 2020
- Aiming to move up the waste hierarchy (pictured)
- Avoiding food waste, and composting at home where possible, are better than using a recycling service



Prototype service outline

- Areas selected across the borough
- All households (c.6k) given indoor and outdoor food waste caddies
- All suitable households (those with enough space and access, over 4k) given two wheeled bins: a 140l bin for refuse and a 240l bin for recycling
- Doing things with residents not to them
- Larger or smaller bins provided where needed/preferred; residents can share bins if desired; assisted collections available.
- Service introduced in November 2020

**Your new
rubbish and
food waste bins
ARE COMING**

**FROM
November
2020**



Prototype service outcomes

- Recycling rate of c. 40%
- Overall quantities of waste remained stable
- Very low levels of complaints (3%) during roll-out
- Many fewer single-use plastic sacks needed
- Survey of all prototype areas carried out in Autumn 2022



Survey results

Statement	Answer
I am happy with the service	90% strongly agreed/agreed
I find the service easy to use	95% strongly agreed/agreed
I have enough space in my bins each week	88% strongly agreed/agreed
I recycle more	64% strongly agreed/agreed
My streets are cleaner	58% strongly agreed/agreed
How important are the following benefits of the prototype service?	
Being able to recycle more	87% strongly agreed/agreed
Having cleaner streets	92% strongly agreed/agreed
Being able to safely contain and store waste and recycling outside	90% strongly agreed/agreed
Reducing injuries to collection crews	86% strongly agreed/agreed

Survey results

Other outcomes

- Sharing bins: c.16% of households currently choose to share containers with a neighbour and approximately one quarter would consider doing this in future.
- Garden waste: Just under two thirds of respondents stated they would use a garden waste service if available.
- Service issues: Only 2% of respondents disagreed or strongly disagreed that the service was easy to use. When asked what, if anything, was difficult about the service, the majority of issues raised related to bins being returned to the right place or inconsistent service.

Borough-wide roll out

- For street-based homes, deliveries from 6th November, to last approximately 6 months
- Pace led by resident engagement requirements
- Bins **only** for those with suitable, accessible space
- Multiple options for bin sizes or sharing
- Assisted collection service available
- Dedicated resources in place for deliveries, engagement on-street and in back-office
- For homes with communal bin stores, food waste roll-out will start in 2024. Tailored approach for different estates and blocks, discussions already underway with Housing