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## Business Waste Reduction Project Toolkit Step 3: Developing a Waste Reduction Action Plan

### Waste Reduction Action Plans

A Waste Reduction Action Plan (or WRAP) will assist you in identifying and prioritising waste reduction opportunities and actions. It will also help you to allocate timelines, delegate tasks and monitor progress. We have included a WRAP template in the Appendices, and there are examples of WRAPs developed by other businesses on our website to give you an idea of waste reduction actions that other organisations have implemented.

### Ideas for Waste Prevention

The options for reducing waste vary between businesses. We suggest that you review the case studies conducted by NEWF as part of this study in order to gauge what waste prevention opportunities other organisations have implemented and whether any of these might suit your business. A brainstorming exercise with your waste reduction team might help you with this process. We have also included a list of waste prevention ideas in [Appendix 7](#). You can always contact NEWF to review your ideas.



### Reviewing Waste Assessment Results

Before you can develop your WRAP, you will need to look carefully at the results of the waste assessments, site analysis surveys and staff surveys. The following key questions will help you identify areas where waste management can be improved:

- Are all the materials in your waste stream necessary to the functioning of your business and where are they coming from?
- Are non recyclable / reusable packaging a major component of your waste stream. If so, what can be done about this?
- Can any of the materials in your waste stream be considered a resource for use by your company or others?
- Can you replace some of the disposable materials in the waste stream with reusable or recyclable alternatives?
- Of the recyclable materials in your waste stream, which ones are collected and reprocessed in your region?
- If you have recycling bins, are these being used appropriately? If not, identify the main reasons for this (for example, bin size, bin placement, staff education, staff incentives).
- Does your collection bin size match the volume of wastes you are generating?

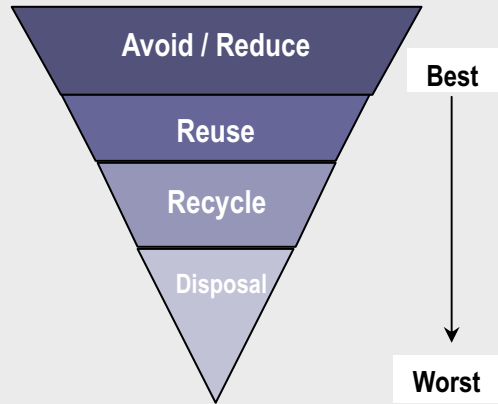
### Buy Recycled Content Material

Speak with your purchasing officer about procuring goods for your business made from recycled materials. When you purchase products made from recycled materials, you are creating an economic incentive or demand for recyclable materials to be collected, remanufactured and marketed.

## The Waste Hierarchy

We have included the Waste Hierarchy to assist you with your waste reduction options. This hierarchy indicates a priority of actions to be considered when devising reduction options.

### The Waste Hierarchy



#### 1. Avoid / Reduce

Preventing or reducing wastes in all stages of your business activities is the most efficient practice to implement. Consider all the materials you purchase and the waste associated (including packaging). Contact suppliers about providing products with less or reusable packaging / ordering in bulk.

#### 2. Reuse

After waste avoidance and waste reduction, reuse is the next most efficient waste reduction option. Reuse involves using a product more than once (for the same purpose or a different purpose). Reuse is better than recycling as the materials do not need to be collected,

#### 4. Disposal

The least desirable option – disposal in the general garbage stream to be taken to the landfill.

#### 3. Recycle

Recycling is the collection and remanufacturing of materials that would otherwise be landfilled.

## How do I go about designing a WRAP

By now you should have a list of the main materials in your waste stream, any problem areas, and a general idea of the options available for reducing, reusing and/or recycling. You are now ready to develop a WRAP.

### Setting Targets

To begin with, you will need to set targets for addressing your waste management problem areas. For instance, you may wish to achieve a percentage decrease in the amount of waste you generate annually, an increase in the percentage of the total waste stream being recycled, or an increase in the productivity of your business by a certain percentage based on reuse of materials. You must ensure that these goals are realistically achievable. For instance, zero percent recyclable materials going to landfill from your business will be virtually impossible to achieve.

### Allocating Timelines

The process of setting targets is not complete without setting out timelines for achieving these targets. Give your staff sufficient time to adjust to new waste strategies when setting these timelines.

### Prioritising Actions

The next step is to set out actions for achieving these targets. When prioritising actions, you should focus on the largest material components of your waste stream first as this will give you the best chance of meeting your targets. Once you have considered this, the next level of priority is to assess the practicality of various actions. Issues for consideration for this phase are ease and cost effectiveness of separating materials for recycling or recovery and determining what materials are accepted for recycling in your region. The Waste Hierarchy can also be used as a general guide for prioritising actions.

### Delegating responsibilities

Following this, you will need to carefully set out the steps involved in each of the proposed actions to guide staff and nominate staff members responsible for implementing each of these steps. This can be done according to their role within your business and / or their enthusiasm for undertaking these tasks.

We have included a WRAP template ([Appendix 8](#)) to assist you with formulating your own.