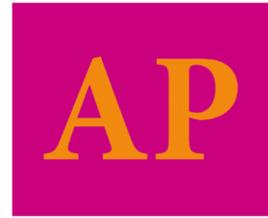


JANUARY 1, 2015



Andrea Pellegram Ltd.

RETHINKING REUSE CONFERENCE
10 DECEMBER 2014
CONFERENCE FINDINGS

ANDREA PELLEGRAM

Findings: Rethinking Reuse conference

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FIGURE 1: DENTONS OFFICES WHERE THE EVENT WAS HELD

The Conference

The waste prevention programme for England was published at the end of 2013, aiming to encourage a more sustainable approach to the use of materials and management of waste throughout society. CIWM has recently published its research findings on the circular economy¹. There is clearly a will to reuse more. There is also a great deal of uncertainty about how to do this in practice.

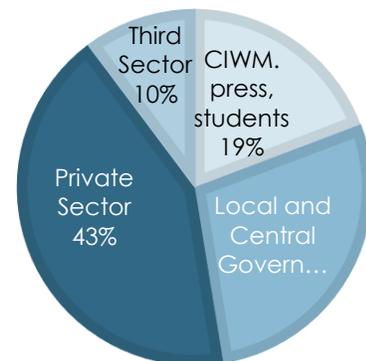
There is a thriving reuse sector in the UK already: the charitable and voluntary sector has been taking donations from homes and businesses for decades and there is an excellent track record of keeping goods in circulation in the wider economy. Donated materials are not "waste".

Household waste recycling centres (HWRCs) are full of re-usable materials. However, unlike donated materials, they are "waste" and as such, they are subject to all the regulation and red tape of "waste materials". There is therefore little progress made in the waste management industry to protect the value of these materials. More likely than not, reusable items in HWRCs are recycled and in this process, rendered almost valueless.

The 10 December 2014 conference was organised by Andrea Pellegram Ltd., Dentons and CIWM Enterprises. Defra released a discussion paper to clarify the definition of reuse and asked for comments from the industry by the end of January 2015². The conference was partially organised to address issues raised. There were around 80 industry representatives.

The conference sought to provide feedback to Government (Defra and the Environment Agency) on some of the opportunities and barriers to reuse, looking primarily at HWRCs. This report sets out the main points raised.

ATTENDEES FOR RETHINKING REUSE CONFERENCE BY SECTOR



¹ The Circular Economy: what does it mean for the waste and resource management sectors? CIWM, 2014.

² Clarifying the application of the definition of waste to re-use and repair activities – discussion paper, November 2014.

Conference findings

The conference identified a number of messages for decision makers. These are explained in more detail in the report.

“Waste” and “resource”

The term “waste” is now outmoded as we achieve ever higher echelons of the waste hierarchy. It is now time to shift the discourse from “waste” towards “resources. This is more in keeping with the spirit of the circular economy. HWRCs should be rebranded as “community resource centres” where reuse and recycling activities coexist.

The definition of waste

The definition of waste should be refined so that it does not rely as heavily upon the intent of the current owner and more upon the intrinsic use value of an item. Reusable materials, even if placed in a permitted waste facility such as an HWRC, should not be classified as waste. In order to achieve this within the current regulatory framework, permitting and exemptions need to be developed to enable some reuse activity to happen whilst maintaining environmental safeguards.

Exemptions

Clear exemptions are required to improve reuse performance. HWRC and other licenced facilities should be enabled to have “reuse areas” where reusable material can be segregated and not be subject to the regulations, particularly Duty of Care. Specific exemptions around materials might also be appropriate, for instance for “sound wooden furniture”, or “washing machines” where there is little environmental risk but significant reuse potential. Tonnage exemptions are another means of excluding small quantities of reusable items from HWRCs from the waste stream.

Guidance

Guidance is required how to apply the regulations and exemptions to reuse schemes, particularly those that seek to divert material from HWRCs and other permitted operations. The Environment Agency should work with stakeholders to prepare clear guidance on how to identify and manage reusable materials within the regulations and should make this widely available to its own staff and all other stakeholders (third sector, private sector, the public) to maximise accurate diversion of reusable materials from the waste stream. This will also create certainty in the sector to enable it to grow and develop with confidence.

Standards

This guidance should ideally be in the form of standards to begin to manage the quality of materials entering and leaving the reuse stream. Standards should be developed to help waste management staff take a more systematic and professional approach towards identification of reusable materials. Standards for reused items will help create consumer confidence in the reuse sector, as with PAS 141.

Communications

There is currently poor public understanding of what is subject to the waste regulations and the difference between “recycling” and “reuse”. An information campaign is required that promotes the wide benefits of reuse and creates demand for reused items.

Local Government Commissioning

Local Government commissioning should take greater account of the benefits of the Social Value Act and consider the cross-departmental opportunities that reuse schemes offer. Tender decisions should not be overly weighted towards the cost of service delivery but should look at wider social and financial benefits that reuse schemes can offer. Waste contracts should facilitate reuse and create market certainty to encourage start-ups.

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Much more work is required to create a well-rounded approach to procurement that seeks to deliver benefits as well as reduce costs.

Maximising funding opportunities for reuse schemes

Start-up funding for reuse schemes should be made available through the landfill community tax fund by creating a new Landfill Community Fund object for reuse schemes (Entrust).

Metrics

Reuse should be set out separately from Recycling and Composting in national and local government monitoring. Metrics should seek to reflect improvement in non-waste benefits (social value) by introducing new targets for "soft outcomes" such as volunteer hours, job creation, NEET placements, number of households in need receiving assistance, training hours delivered, etc.

Facilitating partnership working

A national network of reuse stakeholders across all sectors should be established to help create shared values, objectives and working practices to improve understanding and partnership working between the three sectors (private, public, third) who operate in the reuse sphere.

Professionalism

The reuse sector should be professionalised by the creation of standards, training programmes for HWRC and other operational staff how to identify materials suitable for repair and reuse, and for bringing material back into reuse.

The waste hierarchy

The responsibility to consider the waste hierarchy should be shifted to the producer/owner. This will encourage owners who intend to discard their unwanted items to divert to reuse where possible.

Manufacturers

Manufacturers need to consider reuse when they design products and reconcile their concerns about warranties and the risk to their reputations arising from reuse.

Definition of waste

The definition of waste was widely perceived to be a barrier to reuse. It is too strategic and its reliance on the intent of the owner to discard is unhelpful because this does not address the intrinsic usefulness of the item itself.

Delegates asked for greater clarity in the definition, moving away from intent to discard, towards a consideration of the utility, benefit and re-usability of the materials themselves as well as a pragmatic approach to mitigating risk through proper regulation. Reusable items should never be designated as "waste" and the definition, or guidance applied to the definition, should facilitate an item's movement from one owner to the next outside the waste stream. The designation of reusable or repairable items as "waste" is also unhelpful because of the additional bureaucratic burdens the regulations place on managing these materials and the confusion caused about the value of the item itself.



FIGURE 2: DAN ROGERSON MP

There is a poor understanding amongst the general public that much of what is reused through eBay or "skip diving" is actually currently contrary to the waste regulations. People who are trying to do the right thing may actually be doing the opposite in terms of the word of the regulations, though not necessarily the intent of the waste hierarchy. This illustrates that the current definition is out of step with popular understanding.

Many in the audience were supportive of the need to maintain environmental protection, but held the view that the definition of "waste" should relate more closely to the risks posed by individual items. The question was asked whether it is appropriate or helpful to use the term "waste" at all and whether a shift should be made to "resource".

Another key barrier to increased reuse is not the definition of waste but also the end of waste. There may be a lack of consistency between the definitions of end of waste across EU states. The EU process for defining end of waste for various waste streams needs to be rebooted following the successful but misguided efforts of stakeholders in the paper recycling industry to derail the process. There is now a lack of willingness on the part of MEPs to consider the end of waste definitions for the remaining waste streams that were on the original priority list (including textiles) and this is of significant detriment to our industry. Ideally we would like an EU-wide definition but if this does not come to fruition a UK wide end of waste definition would still be helpful.

HWRC operations

A key focus of our discussion was how to divert material from HWRCs towards reuse. Throughout the day, delegates talked about how this could be done, starting with the definition of waste, where any item brought onto a site would automatically be designated as "waste" and therefore subject to the regulations³.

As a starting point, many felt it would be helpful if the regulations (or their interpretation in guidance) would allow for exempt areas within licenced sites such as HWRCs where reusable items could be segregated and kept out of the waste stream. These areas could be for storage, treatment or sales.

HWRC staff need to be trained to identify reusable items and communications need to be developed to help the public to properly segregate reusable items. Staff and communications materials need to promote the benefits of reuse and help legitimise the concept alongside the already established benefits of recycling. To this end, the industry should move away from HWRCs being perceived as "waste centres" towards a rebranding as "resource centres" where materials are streamed to reuse or recycling. Another message to the public is that it is important to transport material to the HWRC in good condition to maximise reuse potential.

Managing risk

Environmental risk

Ed Mitchell gave an honest assessment of the current EA situation, noting that different regulators take different approaches which creates uncertainty for operators. He also noted that there may be some inconsistency from the EA across regions.

The definition of waste relies on "intent" which is difficult for a regulator. The EA could do more to boost the circular economy and is eager to enter into a discussion about this. However, their role does not interface with the whole of the circular economy but is limited to reuse and recycling.

Regulators must rely upon interpretation to avoid unforeseen implications. They require a clear and published approach to enforcement. He asked whether it would be helpful for the EA to produce guidance containing decision trees. Though he stressed that there is a continued need for regulation because there remain individuals who seek to take advantage of the system, he showed interest in receiving suggestions on how better to manage risk whilst facilitating the growth of the circular economy.

Suggestions came from the audience that there must be clearly defined circumstances enshrined in guidance on HWRCs where material is not classified as "waste", or where there are clear agreed exemptions available to operators and third sector contractors to enable reusable HWRC material to be of equal status to donated reusable items. Some suggestions were:

- Creation of exempt areas where materials for reuse could be stored on an HWRC site but where they would not be defined as "waste" so that they can be transferred freely off site
- The creation of agreed protocols, lists, standards to define what could/could not go into the exempt areas

³ See discussion on definition of waste, above.

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- Training be put in place for HWRC and collection staff to enable them to make decisions about likely risk and reuse potential
- A "certified" trained "key person" on site who has authority to determine what is waste and what can be reused
- Tonnage exemptions

Product Liability

The audience discussed what happened when a reused item was found to be defective. Some of the Third Sector Organisations shared that they provided warranties or had generous return policies to protect consumers. It was suggested that the production of standards (such as PAS 141) for a wider range of items might also help create public trust in reused items.

We also noted that some manufacturers may have concerns when their products are reused since they cannot control the process that determines when a discarded item is still fit for purpose. There may also be implications for warranties.

Partnership

There are big differences in organisational objectives, business management strategies and values between the sectors that are currently dominant in reuse: third sector, local government and private waste management sector. There are also differences within sectors: local government departments may have very different views about the value of reuse activities within a single organisation and third sector organisations within a collection area may see one another as competitors and not potential partners.

However, reuse is a process that requires input from many sectors and specialisms and can generate equally wide benefits. Because inputs into reuse schemes can be highly heterogeneous and of variable quality, simple



FIGURE 3: NIGEL MATTRAVERS, ANDREA PELLEGRAM, ELEANOR REEVES, DAN ROGERSON

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business models may not be appropriate. Partnership is the best means of finding new uses for unwanted but low cost items.

The conference highlighted a number of successful partnerships and how better understanding and working relationships need to be fostered across the reuse sector. Many participants would welcome high level facilitation or training in this regard.

It was suggested that it might be appropriate for WRAP or a similar organisation to help facilitate the creation of a national network that brought all sectors together to enable local organisations to gain advice and support in working with new partners. Assistance in helping local government departments to work together in reuse projects would also be useful.

Partnerships also needed to have a stronger sense of shared values and the network could help create common ground between them.

Valpak noted that in Scotland, though there are 32 authorities they are working towards the same purpose.

Local government commissioning

Establishment of a successful reuse scheme is a slow and costly process that will struggle whilst the better established (and therefore more reliable and cost-effective) recycling alternative is available. There is a requirement for local authorities and waste producers to consider the waste hierarchy, but no means of enforcing that they take steps to move waste from recycling to reuse.

Local Government, as the major commissioner of new waste management services and methods, has a key role to play in incentivising the market to create new reuse schemes. Local Government contracts are generally long term and of sufficient scale that reuse schemes can have sufficient certainty to start up.

The Social Value Act should enable local government to use its procurement processes to create schemes that might not be the most profitable against alternatives but which deliver significant social benefit. The audience felt very strongly that local government procurement must consider how a contract might improve the economic, social and environmental well-being of the relevant area. The focus should not be only on cost.

Some expressed disappointment in the Social Value Act. Though it was widely welcomed upon its introduction, it



FIGURE 4: NIGEL MATTRAVERS; LEWIS BAKER, DOUG NORTH, SAM REEVES, SIMON REID

has proven to be a "toothless tiger" because there is no requirement other than to consider the social value of a contract. It was felt that if this act were to be successful, much more demanding and enforced targets were required.

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Experience from Leicestershire and Wiltshire showed that whilst local government waste tenders included requirements to show how social value would be added, the overall scoring of tenders on this area was so low as to be inconsequential. Across the country, it was felt that local authority procurement policies were much more heavily weighted towards financial outcomes.

The discussion revealed that there was a common experience in local government where waste tenders were designed and managed by the procurement departments who were concerned with value for money and who had a poor understanding or appreciation of other council objectives such as the waste hierarchy, job creation, support for residents on low income and environmental management. Other benefits such as volunteering and work experience may also be absent from procurement objectives and they have no direct locus in local government service delivery.

With continuing budget cuts, there is a danger of entrenchment in traditional procurement methods and objectives and a focus on individual departmental budgets rather than a cross-discipline approach to overall value and benefit. There was a view that this was a major impediment to the growth of reuse partnerships.

Further work would also be required to deliver the intentions of the Social Value Act, even if this was not being enforced by Government. Local Government in particular had not demonstrated its understanding and support for the potential that reuse schemes can bring in terms of social value and the money that can be saved from non-waste budgets

Metrics

Targets

A key element to the success the growth of recycling has been Government targets that have been applied with penalties for failure and benefits for achievement. At present, the only targets for reuse are subsumed in the recycling targets. This important incentivising tool is therefore unavailable to encourage the development of reuse schemes. There was strong support for the refinement of the 2020 50% recycling target in the Revised Waste Framework Directive so that it addresses (separately) the need to increase recycling, composting and reuse as a percentage of total household waste. Until this happens and Local Authorities are strongly incentivised to move into higher echelons of the waste hierarchy, many argued that reuse will simply be a "nice to have" that ticks the social value box.

Monitoring

How can we measure our success? Significant amounts of reuse already occur in the charity sector, in online sales, and in swapping between individuals. However, this is not "waste" and is therefore not tracked by waste policy instruments such as targets. Is it important, or even possible, to genuinely monitor the amount of reuse within all sectors? We did not have ready answers to these questions. The conference focused on material arising from municipal sources since this is already subject to monitoring and concluded that reuse transactions between individuals and business to business are not actually the concern of "waste management policy".

It was suggested that monitoring should focus on waste avoidance (overall waste arising data) but more importantly, on social, economic and environmental benefits.

The Social Return on Investment is a concept that should be brought to bear in policy development and investment decisions on the value of creating reuse schemes. In order to do this, the one-dimensional commercial cost/benefit approach will not be sufficient to highlight a scheme's overall benefit.

It should be possible to track the benefits generated from reuse schemes. A number of immediate and tangible monitoring criteria were identified: tonnes repaired; volunteer hours; jobs generated; hours of education

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delivered; value of sold items retained in the local economy; number of households in need who have received assistance; etc. By adding these metrics to the reuse targets, a clear message will be given to local government commissioners that they need to think more broadly when designing tender processes.

Reuse vs recycling

Some local authorities may find reuse interferes with their achievement of recycling targets. Many felt that recycling and reuse must be promoted as complimentary and that the emphasis is presently on recycling but it is now time to consider reuse seriously.

Some items can be reused more than once. The Repair Academy has seen examples of pre-repaired (therefore once reused) white goods coming back a second time. When these are finally sent for scrap, they will have been subject to the waste regulations duty of care three times. When considering the targets and monitoring, it is important that an item is only counted once. The conference did not have an answer how to do this, though it is likely that examples of multiple re-use will be rare.



FIGURE 5: BOBBY GAVIN, NIGEL MATTRAVERS, ELEANOR REEVES, PHIL CONRAN, ED MITCHELL

Public perception

Public perception is very important: it is key to high collection rates as well as consumer interest in buying second-hand items. Only with public acceptance of the value and benefit of reuse (as opposed to buying new) will we see a shift away from the current situation. To do so, shifting the perception of reused items is fundamental. The question is how to communicate and convince about quality, safety, value of reused items and the real threat of lack of resources which some felt is just round the corner.

The messages about the importance of recycling have been imbedded in the public consciousness. There is not a similar understanding of the distinction between "recycling" and "reuse". When most people visit an HWRC, their objective is to dispose. Recycling is enforced on most sites because of vigilant staff who explain the requirement for segregation of streams. If we are to introduce a new "reuse" stream, this will require further education and communication. It is important that visitors understand that reuse is better than recycling.

As with recycling, the importance of reuse now needs to be actively promoted and its values explained. Education in schools, on HWRC sites, from councils and WRAP will be an important means of delivering the message. The focus must be twofold: to set aside reusable material in a fit state and the value of taking ownership of reused items.

Creating market demand

Reuse must be demand driven. Many delegates suggested various branding strategies to that might help communicate the value and define the market position of reused goods: reuse local; second life; born again; circular economy; shabby chic, etc.

Reuse operates at low profit margins and the desirability of reusing will largely be related to cost, convenience and social conscious. It is a difficult material stream because it is highly variable in quantity and content.

Most importantly, reuse must be convenient – as easy as buying new but with the added dimension of external values that are not necessarily related to the product itself. The value of a reused chair is not that it is a more utilitarian sitting tool but that it has a history, it was repaired by a young person who was trying to improve his/her life chances, it costs 70% less than the same chair new, etc.

Reuse can benefit from current emerging phenomena such as charity shops, EBay, the "Kirsty Alsop Vintage Home", Repair Café's, or social fund cuts in many Councils that require new mechanisms for helping people in dire need. Experiments in ownership such as leasing, renting or sharing are other ways of repositioning "reuse" in our current understanding.

The process of reuse, particularly repair, needs to be professionalised. Many communities have lost repair and refurbishment skills. Preparing for reuse should be seen as a legitimate stage of our circular economy. Repair/Refurbishment/Reuse, one delegate suggested, should be removed from the "ghettoised third sector" and become mainstream.

The conference, particularly the speakers, felt that reuse is fundamentally important economically, environmentally and socially. However, some thought that as the commercial benefits of reuse become apparent, there might impact on the market position of the third sector. Reaction to this was mixed: some suggested that it would be better to professionalise the reuse sector whilst other felt that it was important to safeguard third sector interests.

Reducing the VAT burden (or removing it) might be a strong incentive to reuse more.

Funding

Reuse enterprises are businesses like any other: they must be run commercially and efficiently. They have significant start-up and running costs and building them up to the point where they make a profit, particularly if they operate within the third sector, may take time. Building a successful and embedded reuse culture may take 15 years – this reflects our journey with recycling.

Start-up funding for new schemes can be difficult to attract, particularly with strained local government funding. WRAP's recent experience of the first round of the Innovation in Waste Prevention fund demonstrated that there was substantial unmet funding demand in the sector: £3.2 million of tenders were put forward for a total first round award but only 10 projects were awarded funding. The successful candidates were schemes that were innovative but there is little support available for proven delivery methods..

One source of funding might be the Landfill Community Tax fund which is targeted at environmental schemes but cannot currently be used for waste operations. It might be time to reconsider the criteria for award of this funding: Landfill community tax funding generates hundreds of thousands of pounds annually of potential start up and capital funding for reuse schemes.

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Another possible funding source would be to encourage major retailers to funnel the proceeds from the 5 pence levy on plastic bags toward the reuse sector.

Product design

Product design is critical to the usability of a previously owned object. The conference concluded that the manufacturing and design sector needs to create products with repair and reuse in mind.

However, it was noted that new products continually out-perform older ones, hence why utilitarian products are discarded for newer models. Often, new products are environmentally, financially or more desirable than older products. They will usually be preferable to out-dated items. This is particularly true of electronic items.

The potential for remanufacture is another area where the manufacturing sector can facilitate the development of the circular economy. If they designed with upgradable components that enabled essentially sound equipment to be upgraded, this could significantly reduce the amount of waste produced.

Manufacturers will need to be persuaded that facilitating reuse is in their best interests. It is important to include them in discussions about building the circular economy.



FIGURE 6: THE AUDIENCE

Conference line-up

Copies of the presentations can be found at http://www.ciwmconferences.com/rethinking_reuse/

Chairman

Nigel Mattravers

KEYNOTE SPEECH

The Waste Prevention Programme one year on

Dan Rogerson

SESSION ONE: THE OPPORTUNITIES FOR RE-USE

Climbing up the waste hierarchy – removing the barriers to waste prevention

Lewis Baker

The Demand and Social Value of Reused Material

Doug North

Establishing a viable re-use service on an HRC site

Sam Reeve

Delivering re-use: the value of partnerships

Simon Reid

SESSION THREE: OVERCOMING THE BARRIERS TO REUSE

Money for old rope: barriers to maximising reuse

Eleanor Reeves

Definition of waste - What needs to change to encourage more reuse?

Phil Conran

The past, present and future for permitting in the circular economy

Ed Mitchell

Front Line Barriers to Re-Use

Bobby Gavin

Fixing the broken market

Andrea Pellegram

SESSION THREE: PLENARY

John Quinn

Session 1: Is reusable material really “waste”? Definition of waste and the permitting regime

Gev Eduljee

Roy Hathaway

Session 2: How can we get the industry to work differently? Changes to industry practice and the circular economy

Session 3: What does success look like?

Speakers' biographies

Andrea Pellegram (sponsor)

Dr Andrea Pellegram MCIWM MRTPI is a freelance consultant specialising in waste management, community development and engagement, business improvement and town planning. She is a member of the CIWM special interest group on waste prevention. She still works closely with Hills Waste Solutions and was formerly their Technical Services Manager where she was responsible for planning, environment, quality, health, safety and business improvement. She has also held senior positions in local government including Director of Development Services at Cotswold District Council and Head of Minerals and Waste Planning at Surrey County Council.

Bobby Gavin (sponsor)

Bobby Gavin is Valpak's Account Manager in Scotland, and has the responsibility to cover every aspect of treatment and disposal of WEEE within the scope of the contracts. This includes auditing HWRC's on unannounced visits to ensure best operational practice is being observed, liaising with the Local Authorities and collection services to improve security and deter theft, and being involved in projects to increase the levels of WEEE being uplifted & re-used via the HWRC's. As part of this role Bobby is presently engaging with the third sector in Scotland to build up a network of approved Re-use organisations that Valpak can utilise to divert WEEE from re-processing.

Dan Rogerson

Dan Rogerson is the Member of Parliament for North Cornwall. Dan has been an MP since 2005, serving on the House of Commons Environment, Food and Rural Affairs Committee. He has also served as a shadow minister for the Environment, Housing, Arts and Heritage, and Local Government. Until becoming a minister he was chair of the All-Party Parliamentary Group on cheese. Dan graduated from the University of Wales, Aberystwyth, with a degree in politics and went onto work in local government. He is married with three children.

Doug North

Doug North has taken on the new role of project manager at the Repair Academy as it moves from a partnership towards a social enterprise and charity. In doing this, Doug is establishing the RA as the local means of reusing materials from local Household Recycling Centres to deliver training to young people and volunteering opportunities for older people who want to give back to the community. Doug has strong experience in the reuse sector and was formerly Project Manager for Kennet Furniture Refurbiz in Wiltshire. Doug also worked as resettlement coordinator and case manager at A4e in Erlstoke Prison. He has also worked for HM Prison service in labour control and as an educational admin officer.

Ed Mitchell

Ed is Executive Director of Environment and Business. He is responsible for the Environment Agency approach to water quality, water resources, industry regulation, land management, climate change adaptation and sustainable development. Ed has been with the Environment Agency since December 2007. The majority of Ed's career has been in the private sector. He was Director of Environment and Corporate Responsibility at RWE Thames Water, worked in environmental management for GlaxoSmithKline and spent time in consultancy. He has also worked in Defra and the Foreign and Commonwealth Office. Ed is a non-executive Director for Water and Sanitation for the Urban Poor, a not-for-profit company he helped set up which provides water services to people living in slums in the developing world. He is also an independent member of the audit and risk committee of a Multi-Academy Trust.

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Eleanor Reeves (sponsor)

Eleanor is a Senior Associate member of Dentons' UK Environment and Safety team which is recognized as a leading practice in the waste sector. Eleanor regularly advises waste clients on a broad range of issues such as regulatory and civil liability exposure, end of waste matters, information disclosure, enforcement action and pursuing legal challenges, legal risk management, operational compliance, and crisis management. Eleanor is a member of the UK Environmental Law Association (UKELA) and participates in the Circular Economy special interest group. She contributes to a regular legal column on environmental law in the waste industry's main trade journal, CIWM.

Gev Eduljee

Gev Eduljee is Director of External Affairs at SITA UK. He worked in hazardous waste treatment before spending 15 years in environmental consulting. He joined SITA in 2001, with oversight for environmental, EMS and health & safety functions. He has published widely on waste-related issues, including on incineration and public health risk assessment. He is a member of Defra's Advisory Committee on Packaging and was previously a member of the Advisory Committee on Hazardous Substances.

John Quinn

John is the newly inaugurated President of CIWM. After an early period in the private sector, John started his local government career in 1980 at Castlereagh Borough Council before moving to Antrim Borough Council in 1988, initially as Chief Technical Officer and latterly as Director of Environmental Services. In 2004 he left Antrim to take up the full-time position of Chief Executive of arc21, a collaboration of 11 councils in the Eastern Region of Northern Ireland which came together to implement the region's Waste Management Plan. John has also held office in the local Institution of Civil Engineers, the Association of Municipal Engineers, and the Technical Advisers Group (TAG), and was a founder member, inaugural NI Secretary and first NI National Secretary of ADLO (the predecessor to APSE). He is a Fellow of the Chartered Institution of Wastes Management (CIWM) and a General Council Member, and immediate Past Chair of the CIWM NI Centre Council.

Lewis Baker

Lewis Baker is Head of Waste Prevention & Reuse, Defra. He has recently joined the Waste Prevention & Reuse team having spent the past three years working on flood risk management policy. He has previously worked on a range of policy areas including planning reform, marine environment protection, environmentally sensitive farming and freedom of information.

Nigel Mattravers (Chairman)

Nigel is the Director of Waste and Resource Management at WYG. He has over 25 years of UK and international experience advising on waste and environment related schemes. He is a chartered civil engineer and waste manager and has specialised in planning and feasibility studies, finance, design, procurement, project management and direction of numerous major waste management projects. Nigel has advised on various aspects of recycling and recovery of waste in the UK, specifically the delivery of integrated waste management projects where he has been associated with more than 30 schemes. In Hong Kong, where he lived for than 20 years, he became an expert advisor on the development of Hong Kong's waste management infrastructure. Nigel is the Chairman of the Institution of Civil Engineers Resource Management Panel and Non-Executive Director of London Remade.

Phil Conran

Phil Conran is a Director at 360 Environmental, a company that specialises in waste related legislation support. He was previously at Biffa for 18 years where he was responsible for developing its packaging and WEEE compliance schemes as well as sitting on the Advisory Committee for Packaging and the WEEE Advisory Board. In his role with 360 Environmental, Phil has active engagement with broad spectrum of waste stakeholders that includes both public and private sector across a wide range of waste legislation compliance and policy issues.

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Roy Hathaway

Roy Hathaway is a consultant on waste and resources policy. Since 2011 he has been advising the Environmental Services Association (ESA) on a range of EU and UK waste policy issues. Previously Roy was Head of Waste Regulation at Defra where he was responsible for implementing the revised Waste Framework Directive and other EU waste legislation.

Sam Reeve

Sam is Operations Director for Resource Futures with over 10 years' experience in the waste sector. He has overall responsibility for the strategic direction of the consultancy work of the company. The consultancy work covers a range of fields within the waste management sector including, assessing and improving collection systems, compositional data modelling, primary data research project design, behavioural change communications, strategic reviews of plans and policies. Sam has worked with WRAP, Defra and ZWS to help them understand to potential for re-use within the LA municipal waste stream. The work has involved national primary data gathering exercises on the amount and quality of items for re-use through to national strategic review based on best available evidence and current best practice. He also has operational experience of supporting numerous waste partnerships and third sector organisations set up re-use networks.

Simon Reid

Simon Reid MIEMA CENV is an environmental professional with responsibility for the Re-use Programme of work at WRAP (Waste & Resource Action Programme). He delivers a number of key programmes addressing waste prevention and re-use on behalf of government stakeholders which have included establishing partnerships among industry stakeholders to promote re-use. He has historically worked within WRAP on developing the Sustainable Clothing Action Plan as well as in the charity sector. Contact him by searching on Linked In.