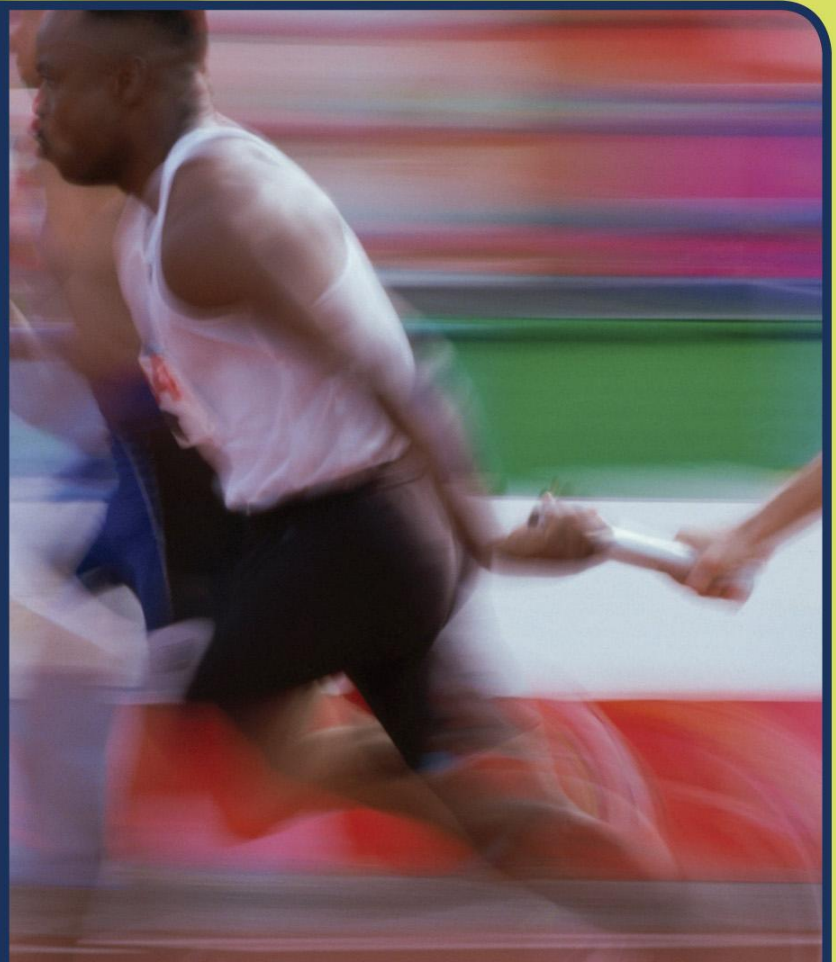


# **WRAP's Voluntary Agreement with the UK Hospitality and Food Service Sector**

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# Presentation Summary

- Introduction to WRAP
- Why we use Voluntary Agreements
- Case Study: our Voluntary Agreement with the UK Hospitality and Food Service Sector
- Questions

## About WRAP

WRAP is a UK-based not-for-profit, grant-funded delivery body for all four UK Governments (in England, Scotland, Wales and Northern Ireland).

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.

## WRAP's Priorities in our Current Business Plan (2011-2015) are:

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



## Our Goals:

As a result of our actions there will be at least:

- 7 million tonnes less greenhouse gases emitted;
- 3 million tonnes less biodegradable waste going to landfill in the UK;
- £1.9 billion (€2.4 bn) saved by UK consumers, businesses and the public sector;
- £130 million (€160m) growth in the UK resource management sector;
- 3 million tonnes fewer primary resources used; and
- 2 million tonnes less waste produced.

## **Working in Partnership**

WRAP is funded by all Governments across the UK who value our expertise, research and practical advice.

We work with a wide range of partners from major UK business, trade bodies and local authorities to individuals.

We value the partnerships we have forged with business and communities.

## Value for Money

- We have a successful track record of delivering resource efficiency programmes.
- We have over 10 years experience – allowing us to refine processes and continually improve performance.
- We can run projects at a UK-wide level, allowing each nation to share synergies, benefit from economies of scale and deliver greater impact.

## Technical Expertise

- We are an evidence-based organisation with sector-leading expertise.
- We develop world-leading research and development programmes that drive innovation from the laboratory to the market.
- We are proud of our reputation as the UK's most authoritative body on waste, recycling and resource efficiency.



## Why WRAP use Voluntary Agreements

- We're not the government or a regulator
- About working in partnership with business, during design and implementation
- Can focus on outcomes rather than activities
- Can be faster to implement than legislation, and easier to adapt to new circumstances
- Can encourage constant improvement and innovation, whereas legislation normally sets a target – once it's met, that's that

## Some Examples

- Courtauld Commitment – with the retail sector, covers products & packaging
- Halving Waste to Landfill – with the construction sector, whole waste hierarchy
- Federation House Commitment – with the food & drink sector, covers water efficiency
- Hospitality and Food Service Agreement – our most recent agreement (June 2012)

# Case Study: the Hospitality and Food Service Agreement

## Why this sector?

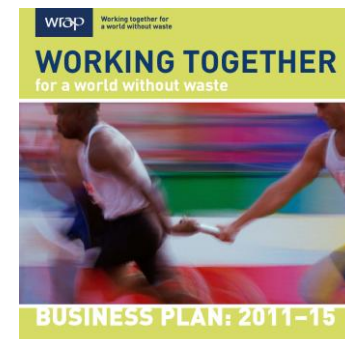
- There are almost 260,000 outlets in the UK ranging from cafés to hotels and hospitals.
- Sales of food & drink totalled £42.8 billion (€53bn) in 2011; around 8 billion meals were served.
- UK pubs, restaurants, take-aways and hotels produced around 3.4 million tonnes of waste in 2009, including large amounts of food waste.
- This sector can therefore contribute to UK resource efficiency.

# The Vision

*For organisations:*

*"... to work towards zero waste through actively encouraging staff, customers and suppliers to prevent waste arising and reuse and recycle more"*

This will work alongside the well-established Courtauld Commitment which addresses waste in the food production and grocery retail sector.



## Benefits for business

- Reduces costs, increases efficiency
- Better positioning in a more resource-constrained world
- Helps deliver what customers expect
- Drives innovation with UK Governments' support
- Platform for strategic discussions with UK Governments, highlighting good work
- Help to reduce greenhouse gas emissions
- Positive PR and CSR benefits

## Features of the Agreement

- WRAP hold the targets – signatories help collectively to deliver them
- Each target is for the sector as a whole and not for individual businesses
- All targets are consistent with UK Governments' targets
- It is WRAP's responsibility to ensure that the collective actions of all signatories are sufficient for the targets to be delivered

# Agreement targets

## **(1) Prevention target:**

*Reduce food and associated packaging waste arising by 5% by the end of 2015. This would be against a 2012 baseline and be measured by CO<sub>2</sub>e emissions*

## **(2) Waste management target:**

*Increase the overall rate of food and packaging waste being recycled, sent to Anaerobic Digestion or composted to at least 70% by the end of 2015.*

## **(3) Business benefits** (based upon 25% of sector achieving the targets):

£76m (€95m) net savings to business

= 570,000 tonnes CO<sub>2</sub>e saving

## Timescales

- Composition report published - July 2011
- Industry engagement events - September 2011
- Targets, tools, guidance and communications materials developed - October 2011 to April 2012
- Launch of Agreement - June 2012



## Structure of voluntary agreement:

### Smaller companies

sign up via online WRAP  
resources  
and/or existing  
accreditation/certification  
Schemes

Less than 250 FTE

### Larger companies

sign up via 1-2-1  
engagement with WRAP

Over 250 FTE

### Supporters group

food & drink manufacturers, trade bodies, tourist boards, etc

# Founding Signatories

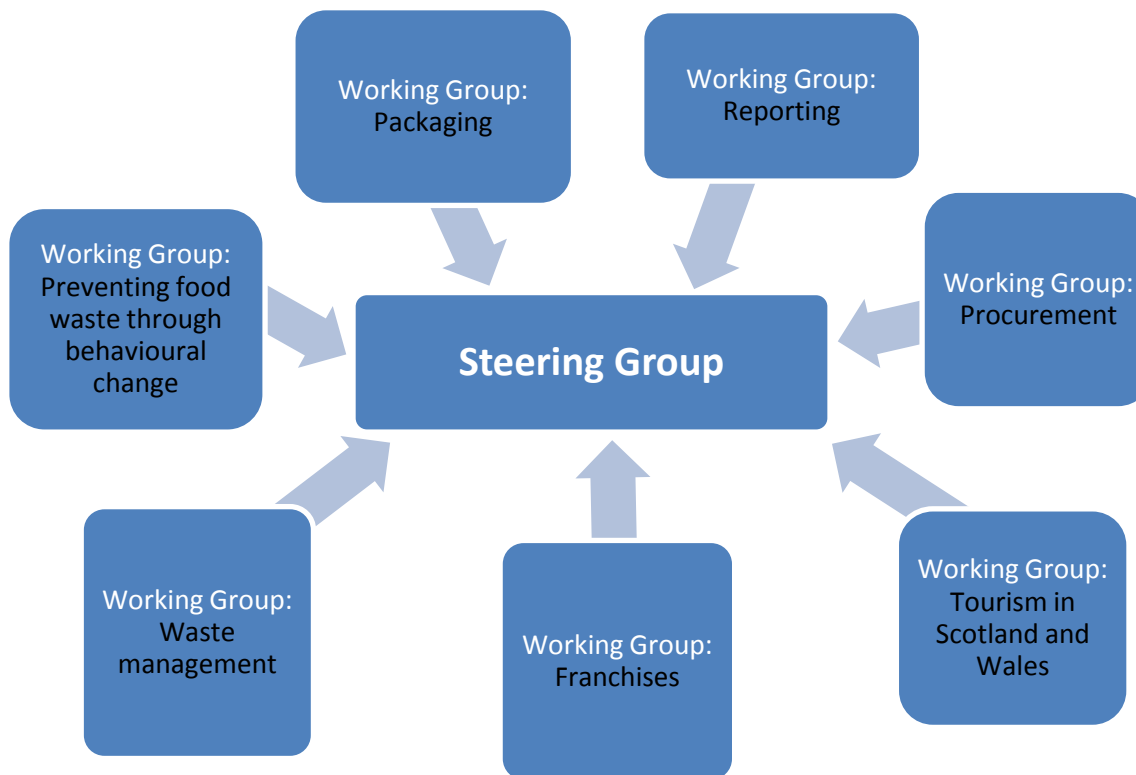

## Responsibilities of Signatories

- A commitment to work with WRAP to develop plans and reporting mechanisms to help deliver the new voluntary agreement; and
- Working with customers, staff and suppliers to encourage them to prevent waste arising and to reuse and recycle more.

## How WRAP supports the Agreement

- Support development of waste prevention plans
- Develop online resources & tools
- Establish working groups to tackle priorities
- Work to tackle common issues
- Evaluate the change delivered
- Consumer food waste prevention messaging
- Share best practice guidance

# How it will work:



## Next steps:

- **Where are we now?**
  - Agreement launched June 2012 with 100+ signatories and supporters
  - Online tools and guidance developed
  - Communications materials including signatory pack and information sheets
- **What next?**
  - Establishment of Steering Groups and Working Groups
  - Continue business sign up
  - Continue evidence building
  - Develop implementation plans with large businesses

**Thank you for your  
attention.**

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