

Autumn 2020

# Impact Report.

## Connecting our community

'We are united in the  
knowledge that together we  
can build a more resilient  
and sustainable future'

Sarah Poulter, CEO, CIWM

*Inspiring excellence in resource management*





Welcome

The Covid-19 crisis has been unprecedented but, throughout the pandemic, CIWM has worked continuously to support its members and stakeholders across the sector

During this year's Covid-19 pandemic, CIWM has been in regular contact with members, Affiliated Organisations and government to raise and answer questions, and offer support to meet the urgent and changing demands of an evolving and challenging situation.

By sharing knowledge, ideas and advice, and collaborating to solve problems, CIWM has maintained and built vital connections across the resource and waste management community.

This Autumn 2020 Impact Report looks at the ways in which CIWM has responded to the

*If you have any ideas or suggestions about ways in which we could offer additional support to our members during this time, please don't hesitate to contact us at [sharing@ciwm.co.uk](mailto:sharing@ciwm.co.uk).*

challenges to adapt to changing circumstances, and connect and strengthen the community as a whole. It also recognises how members and volunteers have come together to support one another like never before.

Thank you for all your support and assistance during these difficult times. At CIWM, we continue to listen, learn, advise and act, and to look forward, and we are united in the knowledge that together we can build a more resilient and sustainable future.

**Sarah Poulter**  
CEO, CIWM

# Connecting our community

Unprecedented times call for unprecedented action and, in 2020, the response of the resources and waste sector came quickly and delivered real impact. Here is a review of the year so far

In March and early April, as the Covid-19 lockdown came into force, the speed of the response across the resources and waste sector was incredible. While some may argue that the UK as a whole should have been more prepared for such an eventuality, a review of the response timeline shows a sector reacting with great speed as the potential scale of the pandemic started to become clear.

By the end of March 2020, the main elements of the Covid-19 contingency planning framework for the sector were clear. CIWM had set up a system for daily Covid-19 member updates, as well as a full weekly briefing in the Member Newsletter, covering not only specific resources and waste issues, but also business support measures as they were introduced. That allowed CIWM to take a moment to assess how to work most effectively within that framework and make the best contribution.

At the outset of lockdown, developments occurred at pace and new Covid-19 measures were announced on a daily basis by UK governments. The main priorities for the CIWM Policy & Technical Team were to focus resources on making sure CIWM was 'in the loop' and able to communicate important developments to members in real time, and to effectively tap into the collective body of knowledge across CIWM's membership base.

## Covid-19 stakeholder meetings

To achieve this, the Policy & Technical team and CIWM Centre representatives played an active role in the weekly Covid-19 stakeholder meetings convened by all four UK governments. On these calls, CIWM and other sector bodies inputted into contingency planning, including:

- Ensuring that waste management was seen as an essential sector and was included in the critical worker provisions
- Extensions to drivers' hours regulations, and driving tests and MOTs for heavy vehicles
- Developments from a regulatory perspective, including temporary Regulatory Positions

- Feedstock impacts on parts of industry
- Guidance on health and safety measures – for example, WISH (Waste Industry Safety and Health) Forum – and on the relaxation of some lockdown measures, such as the reopening of household waste recycling centres (HWRCs).

CIWM also used Trustees and the Presidential Team as a regular sounding board, and liaised closely with the WISH Forum to provide feedback from CIWM's membership as guidance for the resources and waste sector was developed. The Institution also ensured that successive iterations of the guidance were made available and disseminated.

## Public-facing and advisory role

CIWM does not have a formal public-facing remit; however, it worked collaboratively with other sector bodies on an open letter to the public, urging people to follow government advice about how those who were unwell in self-isolation should manage their household waste. It also took calls from many different stakeholders, including from waste and

## March and April milestones

- 10 March – revisit CIWM Briefing Note on Pandemic Flu (July 09)
- 10 March – develop first service contingency briefing
- 13 March – first full weekly Covid-19 briefing
- 16 March – CIWM team starts working from home
- 19 March – first Defra Covid-19 meeting
- 19 March – first internal CIWM meeting on delivering remote services and value to members
- 23-26 March – first Scottish/Welsh/NI Government Covid-19 meetings
- 26 March – Full UK lockdown comes into effect
- 7 April – first CIWM Covid-19 Advisory group meeting



collection crew members concerned about their safety, which were followed up confidentially with the relevant companies.

One of the most important internal steps CIWM took at an early point was to create a Covid-19 Advisory Group, to ensure it had an accurate picture of the situation across the sector. The group called in experts from across its Special Interest Groups and networks, covering key areas, including: healthcare and hazardous waste management; local authority collections and recycling; transport and logistics; planning, and treatment options, such as biowaste, energy from waste (EFW) and landfill. The first meeting took place on 7 April.

Since then, the group has helped to shape CIWM's work and thinking, and inform its input to UK governments on a range of important questions regarding the impact of the pandemic on the sector. Specifically, the group has enabled CIWM to:

- Share knowledge and build access to an accurate and holistic picture of the impact of Covid-19 on the sector, to inform the daily and weekly Covid-19 updates and briefing papers
- Identify specific issues and challenges as they emerged
- Act as an intelligence-gathering facility to help meet fast turnaround requests for information and data from UK governments and agencies
- Sense check how CIWM could ensure it was delivering the right member services during the pandemic
- Identify any research or future learning work that CIWM should be looking to undertake.

Group discussions provided CIWM with views and insight

into key areas of work, and informed the Institution's feedback to Defra and its agencies on issues including: critical-worker status and access to testing; availability of personal protective equipment (PPE); the guidance on re-opening of HWRCs, and regulatory issues.

In addition, a range of concerns raised during the meetings were shared with policy officials. These included: the impact of a sharp reduction in feedstocks on part of the recycling supply chain – notably composting and anaerobic digestion (AD) plants, wood recyclers, and waste electrical and electronic equipment (WEEE) reprocessors; the problem of littered PPE waste and spikes in fly-tipping; and the need for accurate data on the impact of Covid-19 on collection and HWRC operation costs.

### Service provision and spare capacity

As the longer-term impacts of lockdown and self-isolation started to become apparent, feedback from the government stakeholder groups and CIWM's own Trustees highlighted the reduction in personnel available for local authority collection services – at the same time as there was a steep drop-off in work for commercial and industrial (C&I) waste collection companies, who were considering furloughing staff to protect their businesses.

Looking to match up spare capacity in the C&I waste sector with additional resource needs of local authorities, CIWM developed the WasteSupport platform with cross-sector support from the Association of Directors of Environment, Economy, Planning & Transport, the Environmental Services Association, Local Authority Recycling

Advisory Committee, London Waste & Recycling Board, United Resource Operators Consortium and WRAP, in discussion with Defra. Each partner contributed insight into the respective needs of local authorities and commercial waste companies, and helped to beta-test the platform, which was refined over time with further user and partner feedback.

The service aimed to provide an online sharing forum that enabled local authorities facing resource challenges in maintaining all of their household waste collection services because of Covid-19 to indicate where they needed service-capacity support, as well as other requirements, such as PPE or vehicle maintenance engineers. In turn, commercial waste collection firms with surplus capacity could use the platform to indicate those services they were able to supply, thereby providing a 'virtual marketplace' to facilitate sharing.

### WISH and Defra guidance

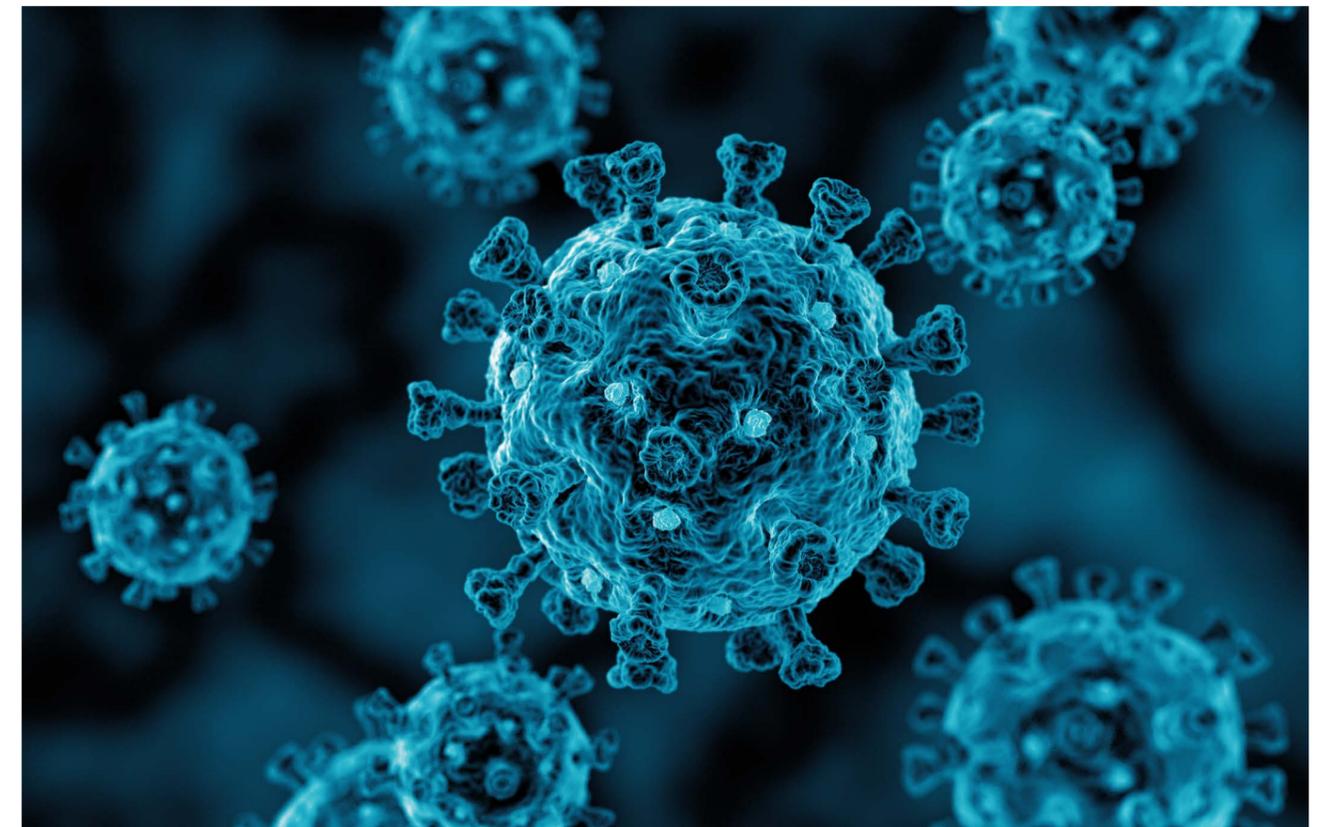
At the end of March, CIWM collated and submitted members' responses to the first iteration of the WISH Covid-19 information note. It said in a position statement that further clarity was needed in three key areas: social distancing and collection crews; household waste recycling centres (HWRCs); and personal protective equipment (PPE) and hygiene for higher-risk activities. Following this, discussions about re-opening HWRCs gathered pace in April, and CIWM responded to a guidance consultation by

Defra by emphasising the need for:

- Clear interpretation of the law regarding whether travelling to an HWRC was allowable under the 'essential travel' restrictions
- Clearer guidelines to support local authority decision-making and inform a consistent national approach, both by local authorities and police forces tasked with policing the essential travel requirements
- A continued emphasis on delivering effective kerbside residual, recycling, food and other collections as the primary solution during the lockdown
- Work to map the full economic cost of re-opening HWRCs in a manner that ensured effective social distancing and general safety.

Engagement in the Test & Trace system, and its potential impact on service provision if cases of self-isolation were to rise significantly, were on the agenda during early May. As UK border controls were implemented, CIWM fed into the thinking regarding exemptions for those travelling into the UK with specialist skills to keep waste management plants and facilities functioning.

Later in the month, as talk turned to the easing of lockdown, CIWM received a number of calls from various sectors – from construction to chiropractors – about managing occupational 'social distancing' PPE. CIWM commissioned assistance from one of its healthcare experts to advise the chiropractic





# At a glance...

11 ways CIWM has supported, responded and adapted during the global pandemic

## 1 Interpreting and sharing guidance

To help professionals stay up to date with the latest developments, CIWM published a Covid-19 Briefing Note outlining the latest guidance as it related to the resources and waste sector, to be updated and reissued as new information became available.

## 2 Representing our sector

Pat Jennings, our head of policy, knowledge and external affairs, has been in close contact with government and other authorities throughout the crisis to represent our members and the wider sector in policy discussions, and in the development of new guidance and regulations. This included calling on government to ensure frontline waste and recycling professionals were classified as key workers.

## 3 Assembling a taskforce

To understand and monitor the impact of the coronavirus crisis on our sector, CIWM set up a Covid-19 Advisory Group to provide important information about developments and contingency plans in the sector that can be shared with UK governments and regulators, and to support us in developing responses to any new challenges that emerge.

## 4 Facilitating the sharing of resources

As local authorities have struggled to overcome a variety of resource challenges as a result of the Covid-19 crisis, CIWM created WasteSupport, a 'virtual marketplace' to enable resource sharing across the sector.

## 5 Supporting frontline workers

To support frontline resources and waste professionals, CIWM offered free access to a selection of member services to non-members who work for the NHS or a local authority, or who are responsible for frontline waste collection and handling teams.

## 6 Creating a sense of community

CIWM launched CIWM Connect, an online community where our members can share ideas and advice, solve problems, ask and answer questions, and, above all, connect with each other.

## 7 Reporting news and information

In addition to the usual content, the latest news surrounding Covid-19 was reported on Circular Online, in the Circular Online newsletter, and in our weekly member newsletter. CIWM's Knowledge Centre, hosted on Circular Online, also opened its content from being member only, so that the entire sector could benefit from the flow of vital webinars and content being updated daily.

## 8 Sharing knowledge, tips and ideas

With our usual face-to-face events, training courses and meetings unable to take place, CIWM launched a programme of webinars to share knowledge, tips and ideas on a variety of topics. Webinars have covered the WISH guidance on Covid-19 and waste management activities, remote working, the Job Retention Scheme, and mental health. CIWM has also developed four virtual training programmes, providing valuable opportunities for members and non-members to continue their learning and development remotely.

## 9 Supporting Centre AGMs

Webinar software was made available to our Centres to support them in running their AGMs. This software can also be used to facilitate webinars and virtual meetings at a regional level.

## 10 Supporting applications for Chartered membership

CIWM has continued to support members to upgrade to Chartered membership – for example, by creating a webinar version of our Chartered upgrade workshop and with interviews taking place online via GoToMeeting or Skype.

## 11 Adapting to the working in the 'new normal'

Like office-based organisations across the UK, CIWM employees needed to pivot to working from home and holding virtual meetings. To help adapt to the 'new normal' and furnish their homes or company offices sustainably, we have partnered with Rype Office to offer CIWM members a 10 per cent discount on as-new chairs, desks, storage and more in the Rype Office furniture shop.

community and produce a podcast on the CIWM Circular Online website ([www.circularonline.co.uk/podcasts/managing-non-healthcare-ppe](http://www.circularonline.co.uk/podcasts/managing-non-healthcare-ppe)) about managing non-healthcare PPE.

CIWM also highlighted to government the need for guidance for the business community as a whole on the disposal of social distancing PPE as the economy started opening up. The result was official guidance (for England) on how to dispose of personal or business waste, including face coverings and PPE during the coronavirus pandemic, which was published in early July (for more information, see [www.gov.uk/guidance/coronavirus-covid-19-disposing-of-waste](http://www.gov.uk/guidance/coronavirus-covid-19-disposing-of-waste)).

### Building resilience

In June, CIWM issued its final full weekly Covid-19 briefing as lockdown started to ease, although the weekly member newsletter continued to cover important news and developments relevant to the sector as they happened. Between March and June, 14 briefings had been issued and the page count was up to 17. During this time, more than 20 daily alerts went out to communicate urgent and important updates as they happened, and feedback

from members about the level of information provision was very positive.

During this time, other work hasn't stopped. Aside from Covid-19 activity, CIWM has:

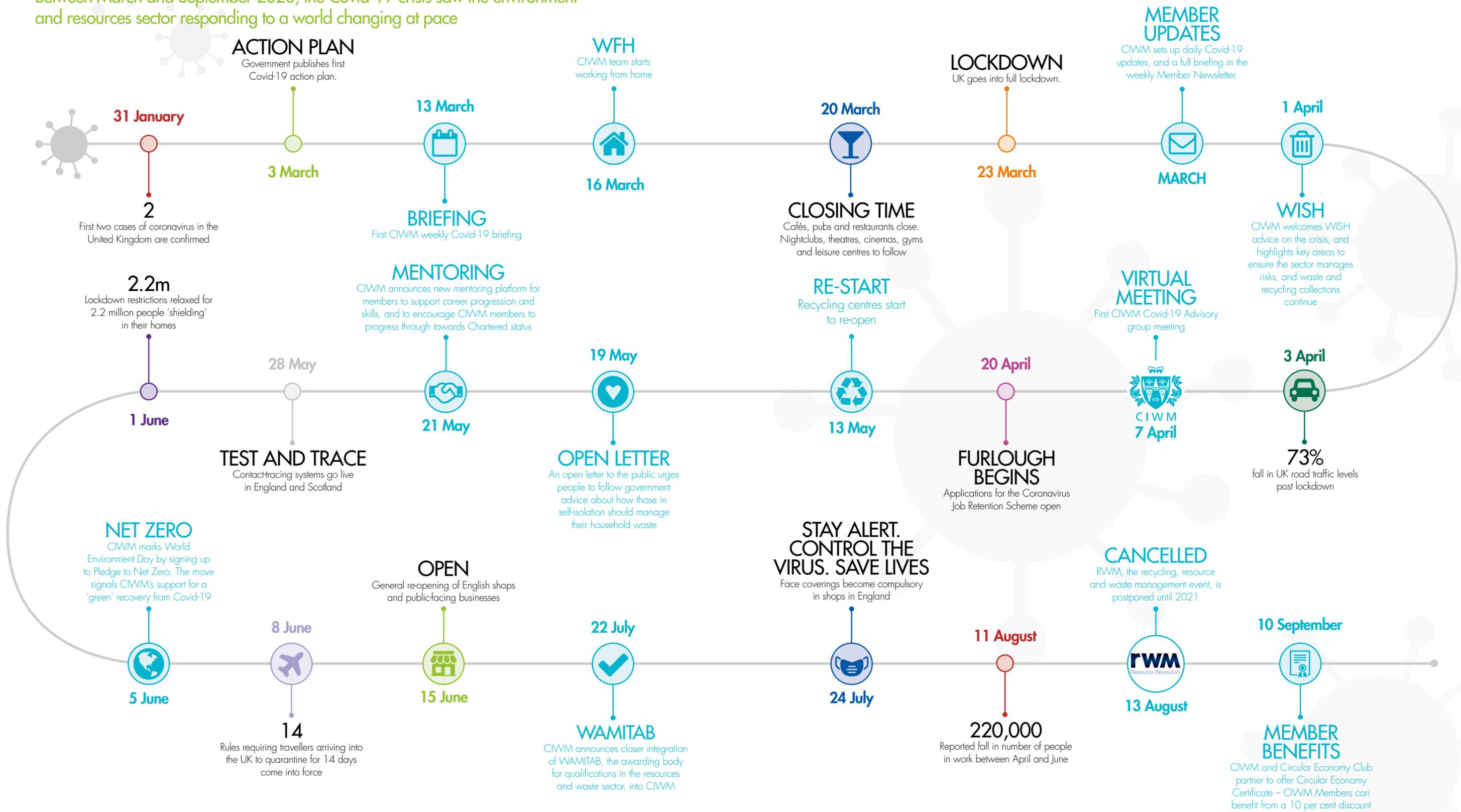
- Signed up to Pledge to Net Zero, with a number of science-based targets now being formulated
- Started on a major review of CIWM's Scientific & Technical Committee and Special Interest Groups, to ensure that CIWM is a 'powerhouse' of knowledge and expertise for the sector in the future
- Started research projects on sector resilience in the context of Covid-19 and lessons learned, as well as the role of the resources and waste sector in the 'green recovery'
- Been active in ongoing stakeholder engagement with Defra on the second round of consultations on packaging Extended Producer Responsibility, Deposit Return Schemes and Collection Consistency – now expected in early 2021
- Continued to work with the government to inform planned changes to the regulatory framework for waste carriers, brokers and dealers.

As we head into the winter months, much remains unclear about the eventual course of the pandemic and its ultimate effect on the UK and global economies. What is clear, however, is that, when CIWM helps in connecting communities together, the sector is better equipped to adapt and succeed in meeting any challenges that may lie ahead.

**When we connect our community together... we are better equipped to adapt and succeed"**

# Covid-19: a timeline of change

Between March and September 2020, the Covid-19 crisis saw the environment and resources sector responding to a world changing at pace



31 January

2

First two cases of coronavirus in the United Kingdom are confirmed

## ACTION PLAN

Government publishes first Covid-19 action plan.

3 March

13 March



## BRIEFING

First CIWM weekly Covid-19 briefing

## WFH

CIWM team starts working from home



16 March

20 March



## CLOSING TIME

Cafés, pubs and restaurants close. Nightclubs, theatres, cinemas, gyms and leisure centres to follow

## LOCKDOWN

UK goes into full lockdown.

23 March

## MEMBER UPDATES

CIWM sets up daily Covid-19 updates, and a full briefing in the weekly Member Newsletter.



MARCH

1 April



## WISH

CIWM welcomes WISH advice on the crisis, and highlights key areas to ensure the sector manages risks, and waste and recycling collections continue

2.2m

Lockdown restrictions relaxed for 2.2 million people 'shielding' in their homes

## MENTORING

CIWM announces new mentoring platform for members to support career progression and skills, and to encourage CIWM members to progress through towards Chartered status

28 May

19 May



## OPEN LETTER

An open letter to the public urges people to follow government advice about how those in self-isolation should manage their household waste

## RE-START

Recycling centres start to re-open



13 May

20 April

## FURLOUGH BEGINS

Applications for the Coronavirus Job Retention Scheme open

## VIRTUAL MEETING

First CIWM Covid-19 Advisory group meeting



CIWM 7 April

3 April



73% fall in UK road traffic levels post lockdown

## TEST AND TRACE

Contact tracing systems go live in England and Scotland

21 May



## OPEN

General re-opening of English shops and public-facing businesses

## STAY ALERT. CONTROL THE VIRUS. SAVE LIVES

Face coverings become compulsory in shops in England



24 July

## CANCELLED

RWM, the recycling, resource and waste management event, is postponed until 2021



13 August

11 August

220,000 Reported fall in number of people in work between April and June

## NET ZERO

CIWM marks World Environment Day by signing up to Pledge to Net Zero. The move signals CIWM's support for a 'green' recovery from Covid-19



5 June

8 June



14

Rules requiring travellers arriving into the UK to quarantine for 14 days come into force

15 June



22 July



## WAMITAB

CIWM announces closer integration of WAMITAB, the awarding body for qualifications in the resources and waste sector, into CIWM

11 August

10 September



## MEMBER BENEFITS

CIWM and Circular Economy Club partner to offer Circular Economy Certificate – CIWM Members can benefit from a 10 per cent discount

# Working for a green recovery

## In early June, as cases of coronavirus in the UK passed 250,000, CIWM was looking ahead to meet the environmental challenges posed by climate change

The Covid-19 pandemic has necessitated making many urgent changes to the way waste management services operate – but it has also highlighted the need for a longer-term commitment to environmental policy and targets.

During lockdown, CIWM marked World Environment Day on 5 June by signing up to Pledge to Net Zero, an initiative to make the environmental services sector a leader in climate-change action. The move signalled CIWM's support for a 'green' recovery from Covid-19.

The Pledge to Net Zero initiative is led by the Society for the Environment, the Institute of Environmental Management and Assessment, the Association for Consultancy and Engineering, and the Environmental Industries Commission, together with leading environmental consultancies WSP and AECOM. Signatories commit to the following three pledges:

- Set and commit to deliver a greenhouse gas target in line with either a 1.5°C or well below 2°C climate-change scenario – covering buildings and travel as a minimum
- Publicly report greenhouse gas emissions and progress against this target each year
- Publish one piece of research or thought leadership each year on practical steps to delivering an economy in line with climate science and in support of net-zero carbon

Under the Pledge, CIWM is due to set its first science-based target by 15 May 2021. It is also scoping out an interim target for reducing the impact of its own activities, and collaborating with other organisations and stakeholders to map how the sector can make the maximum contribution to a green recovery from Covid-19 – and what policies, actions and skills are needed to drive longer-term progress toward net zero.

## In numbers...

An overview of how and where CIWM members – and professionals across the resources and waste management sector – connected during the first months of the Covid-19 crisis

### Waste Support

The new 'marketplace' platform launched on 17 April 2020



**354**

organisations registered to offer available products and services to those with shortages caused by Covid-19

### CIWM websites

Circular Online news and knowledge website



**34%**

Visits to the award-winning website were up **34%** year on year in the six months between March and August 2020

### CIWM Connect

The new online community for members launched on 22 April 2020



**4,667**

logins on the day of the launch

**700+**

posts within the first month

**10,000+**

logins and **20,000+** unique pageviews within the first week



### Social media

@CIWM

**1,086**

new followers on LinkedIn

**541**

new followers on Twitter in the past six months



### Fellows



**21**

new Fellows by the end of September, compared with **2** in an average year

### CIWM webinar programme

**35**

webinars since 1 April 2020, compared with **3** in 2019

**5,851**

members and non-members registered for webinars, with **3,265** watching broadcasts in real time

**2,398**

views of webinar recordings hosted on the CIWM Knowledge Centre, up to the end of September 2020



'The Covid-19 pandemic has highlighted the need for a longer-term commitment to environmental policy and targets'

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*Inspiring excellence in resource management*