

Crime Fighters

CIWM began 2016 with the launch of a 12-month dedicated campaign to help raise awareness of the Duty of Care and help in the fight against waste crime...

With the financial and environmental cost of waste crime continuing to escalate, CIWM has launched a co-ordinated 12-month campaign for 2016, which will see it contributing around £50,000 to a major initiative designed to raise business awareness of Duty of Care.

The CIWM funds, matched by a similar figure from the Environmental Services Association Education Trust (ESAET), will support the delivery of the second phase of the "Right Waste, Right Place" campaign, which has already received £95,000 from Defra via the Environment Agency to deliver a Phase 1 generic campaign targeted at small-to-medium enterprises.

Led by the ESA with other stakeholders, including CIWM, the first part of the project is close to launch and will be completed by May 2016. The additional funds from CIWM and ESAET will support Phase 2, which involves tailoring the campaign to specific SME sectors to extend its reach and penetration.

"CIWM believes that a more robust Duty of Care regime is essential for our sector; improved awareness of the requirements will deliver significant and widespread benefits right across our sector, including reducing the opportunities for waste crime by ensuring that businesses understand their obligations and have the right knowledge to avoid illegal operators," said CIWM chief executive Steve Lee.

"The Right Waste, Right Place campaign also complements other initiatives being rolled out, including Defra's efforts to remind the general public of their responsibilities as part of its ongoing crackdown on 'waste cowboys'," he added.

From Fly-Tipping To Enforcement

PLANNED TO span the whole of 2016, CIWM's own Fighting Waste Crime campaign will encompass a range of activities, from CIWM Centre Open Meetings exploring topics including fly-tipping and enforcement, to free waste crime webinars for CIWM members. Skills will also come under the spotlight, with a renewed focus on training and qualifications, particularly Technical Competence and Duty of Care for businesses to help them ensure they are compliant.

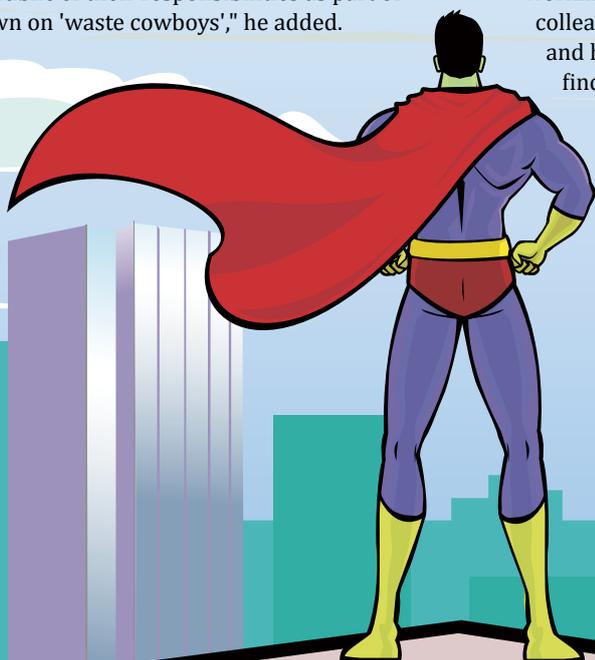
A dedicated section on the new CIWM website will provide access to archived articles and other information sources on waste crime and related issues.

Of course, CIWM has supported the fight against waste crime for many years, and through the Journal and Journal Online has spoken and aired the views of the Environment Agency's deputy director of illegals and waste, Mat Crocker.

Speaking last year, Mat said: "Do we all do everything we can to comply with our duty of care? That's the big question for me. There are some excellent examples out there, and there are some 'could do betters'. If everyone did the right thing, waste crime would shrink overnight, that's the truth of it. I know we can do better, because we still have a waste crime problem.

"If everyone involved in waste asked the right questions, went one step further, criminals would find it harder to get their hands on the waste in the first place."

CIWM hopes that this further, targeted campaign, working with the Agency and alongside our colleagues at the ESA, to promote the Duty of Care and help prevent waste crime, will help everyone to find it easier to do the right thing. ■



The Right Waste, Right Place Campaign

Sam Corp has been leading the Right Waste, Right Place campaign on behalf of the ESA. Here he gives some background to the campaign and highlights some of the work already done, and some of the initiatives that will soon be unveiled...

The waste Duty of Care is a vital tool in the armoury for fighting waste crime. Waste criminals don't produce or manufacture waste themselves, so it follows that if the right questions are asked and the right checks are made by waste producers, then the opportunities for waste criminals will be vastly reduced. Not only does effectively followed and effectively enforced Duty of Care discourage criminality, it also encourages the waste producer to think more carefully about the waste they produce, potentially leading to more efficient waste



and resource management, quite possibly even saving businesses money.

Unfortunately awareness of a Duty of Care across the wider business sectors is pretty low, with research showing that more than half of waste producers are

currently not complying with the legal requirements (according to a study by SUEZ in 2015). However, importantly, the same research has shown that over 90 percent of non-compliant businesses aspire to comply, but are not fully aware of what is required or how to go about meeting the requirements.

For this reason, ESA is delighted to be leading the "Right Waste, Right Place" campaign, supported by CIWM, the Environment Agency and the ESAET Charity to raise awareness of the duty of care amongst SME waste producing business sectors on an industry-wide basis. The campaign will highlight that complying with the Duty of Care is not only a legal requirement that can prevent waste from falling into the hands

of waste criminals, but that getting the "right waste in the right place" is also more efficient and could benefit a business's bottom line.

Underpinning the whole campaign will be the development of best practice guidance and a comprehensive website. The best practice guidance will comprise of a simple guide on how to comply with the Duty of Care, practical case study examples, as well as waste stream specific "key cards" with summary information on what to do with your waste. The website will provide interactive and downloadable content designed to inform and provide advice on what to do with business waste, including fact sheets, case studies, videos, infographics and interviews with practitioners.

The first phase of the campaign, launching in March 2016, will be a generic campaign aimed at SMEs (0-50 employees) with campaign materials being produced and promoted from March 2016. It will be designed to compliment Defra's updated statutory Duty of Care Code of Practice, which is due for publication shortly.

Phase two of the campaign is about extending the life, reach and penetration of the campaign so that target audiences not only engage with the issues but find their developing interest compels them to act. The second phase, launching in June 2016, will comprise "sub campaigns", focusing on a number of key sectors including construction and demolition, farming and the retail/building trades. Key to the success of the campaign will be generating media interest



through a programme of news releases and a strong use of social media to generate coverage of both the generic and sector specific campaigns.

We are fortunate to have strong buy-in from a number of waste producing and waste managing companies and sectors. The advisory group overseeing the campaign includes representatives from FSB, NFU, Veolia, Travis Perkins, EEF, UK Contractors Group, URoC, CO-OP, SUEZ and LARAC. We look forward to continuing to work with these and other stakeholders to deliver a really compelling campaign throughout 2016.