



# The Future of Local Environment Policy: Working Towards a 'Zero Waste' Economy

A Public Policy Exchange Symposium

**Wednesday 14th July 2010**

10:15am – 4:30pm

**Guoman Charing Cross Hotel  
The Strand, London**

Public Policy Exchange, in association with the Centre for Parliamentary Studies, holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.

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**GOVERNMENT GAZETTE**

# The Future of Local Environment Policy: Working Towards a 'Zero Waste' Economy

## Overview

In 2007, with climate change rapidly rising to the top of the political agenda, the previous Government updated the *Waste Strategy* (2000), placing far greater emphasis on waste prevention, waste re-use and recycling. Although considerable progress has been made since 2007 to reduce the amount of waste going to landfill, Britain continues to lag behind its European neighbours.

Critical of the limited vision behind the waste strategies, the new coalition Government has stressed its commitment to achieving a 'zero waste' economy by 2020. Championing 'Big Society', the new Administration has sought to encourage a holistic and sustainable approach to waste prevention, promoting individual responsibility, encouraging partnership working across all sectors and utilising the potential of the third sector. Policies will include adopting the successfully piloted 'Recycle Reward' scheme to incentivise household recycling, working to reduce littering, introducing a 'Responsibility Deal' on waste with producers and putting a floor under landfill tax until 2020 in order to encourage investment into new and innovative forms of waste disposal.

As the new Administration sets out its roadmap for change, this special symposium offers a timely opportunity for local authorities, waste management and recycling stakeholders to consider the next steps in working towards a 'zero waste' economy.

**“ We will work towards a 'zero waste' economy, encourage councils to pay people to recycle, and work to reduce littering.”**

The Coalition: our programme for government, May 2010

**“ Windsor and Maidenhead Council have got it right by rewarding people for voluntarily doing the right thing, not penalising them for doing the wrong thing – that is how we can change behaviour, improve the environment and get people to play their part in a Big Society.”**

Environment Secretary, June 2010

## Venue & Accommodation

**Guoman Charing Cross Hotel, The Strand,  
London WC2N 5HX**

Built in 1865, the Charing Cross hotel has been transformed to bring it into the 21st century. The timeless gentility of Charing Cross gives it a unique atmosphere and outlook, with views over Trafalgar Square and the Strand. This Grade II listed building is ideally located to explore the West End, its theatres and galleries. Charing Cross railway and underground station are adjacent to the hotel should you wish to venture further afield.

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit [www.HotelMap.com/M5NUZ/](http://www.HotelMap.com/M5NUZ/)

Alternatively, if you would like to book your accommodation by phone, you can call **Daniel Spinner at HotelMap**, on **020 7292 2335** quoting **Special Reference Code M5NUZ**.



## Why Attend?

- ✓ **Examine how to remove barriers to recycling and strengthen incentives to reduce waste**
- ✓ **Discuss how best to tackle littering and illegal waste activity**
- ✓ **Consider how to engage and energise the public and increasing awareness of waste prevention**
- ✓ **Explore how to minimise food waste, encouraging behavioural change through education**
- ✓ **Debate, share good practice and network with colleagues across the local authority, environmental health/enforcement and government landscape.**

## Who Should Attend?

- Local Authority Policymakers in Environmental Services
- Waste Management Professionals
- Waste Prevention Officers
- Sanitary Services
- Recycling Officers
- Energy Efficiency Officers
- Renewable Energy Providers
- Environmental & Utilities Service Providers
- Planning Officers
- Chief Executives
- Directors & Elected Members
- Sustainability Advisers
- Climate Change Officers
- Strategic Policy Directors
- PFI Programme Directors
- Emergency Planning Officers
- Procurement Officials
- Transport Professionals
- Building & Estates Services
- Environment Engineers & Architects
- Technology Providers
- Packaging Industry
- Regulatory Bodies
- Central Government Departments & Agencies
- Third Sector Practitioners
- Academics
- Analysts & Researchers

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## Programme

- 09:30** Registration and Morning Refreshments
- 10:15** Chair's Welcome and Introduction
- 10:30** **Panel Session One:**  
**Developing the Blueprint for a Cleaner Future - The Next Steps**  
- Targeting Zero Waste: Progress Made, Challenges Ahead  
- Prioritising Incentives to Reduce, Re-Use and Recycle Waste for Business and Household Consumption  
- Removing Barriers: Providing Coordinated, Convenient, Consistent and Cost-Effective Recycling Services Across Every Community  
- Tackling Fly-Tipping and Litter: Preventing Illegal Waste Activity through Better Prevention and Enforcement
- 11:15** Morning Refreshments
- 11:30** **Open Floor Discussion and Debate with Panel One**
- 12:30** Networking Lunch
- 13:30** **Panel Session Two:**  
**From National Vision to Local Reality - Sharing Innovative and Sustainable Solutions for Recycling and Waste Prevention**  
- Engaging the Public and Encouraging Individual Responsibility  
- Extending Effective Partnership Working Between the Public, Private and Third Sector  
- Food Waste: Promoting Behavioural Change in Consumers through Improved Awareness and Understanding  
- Sharing Best Practice: Learning from the Pilots
- 14:15** Afternoon Refreshments
- 14:30** **Open Floor Discussion and Debate with Panel Two**
- 15:30** Chair's Summary and Closing Comments
- 15:40** Networking Reception
- 16:30** Close

**\*\*Please note that the programme is subject to change without notice\*\***



If you would like us to send you a certificate of attendance for CPD points please email your name and details of the event to [info@publicpolicyexchange.co.uk](mailto:info@publicpolicyexchange.co.uk)

## Event Details

**Date:** Wednesday 14th July 2010  
**Time:** 10:15am – 4:30pm  
**Venue:** Guoman Charing Cross Hotel,  
The Strand, London

## Forthcoming Events

The 3rd Sexual Health and Young People Symposium: The Next Steps in the Teenage Pregnancy Strategy  
*15th June 2010*

The 3rd Annual Domestic Violence Symposium: Addressing Gaps, Building Capacity  
*17th June 2010*

Child Health and Well-Being: Improving Services for Unaccompanied Asylum Seeking Children  
*22nd June 2010*



Child and Adolescent Health and Well-Being: Revitalising Front-Line Mental Health Services  
*30th June 2010*

Tackling Health Inequalities and Delivering Fairer Health Outcomes for All: The Next Steps  
*1st July 2010*

Community Cohesion 2010: New Challenges, New Solutions  
*15th July 2010*

## Sponsorship and exhibitors opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact **Parvin Madahar** on **020 7840 6081** or email [parvin.madahar@publicpolicyexchange.co.uk](mailto:parvin.madahar@publicpolicyexchange.co.uk)



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Central Government/Business Sector	£395 per delegate (1 Place)	£345 per delegate (2+ Places)

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