

ReLondon

High Streets Beyond Waste: Get Started *Wimbledon workshop*

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Funded by
UK Government

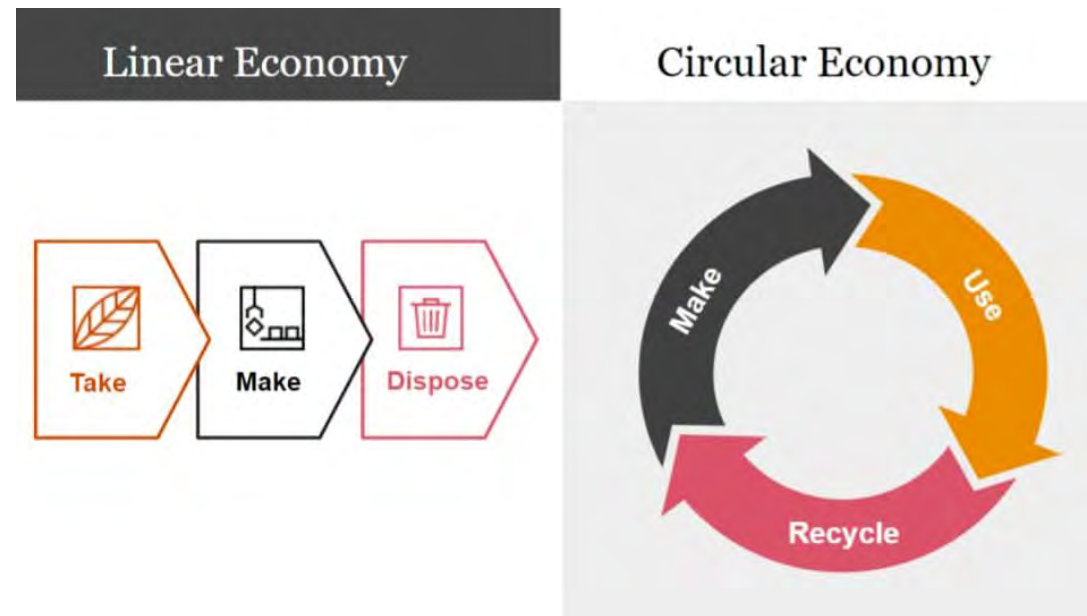


SUPPORTED BY
MAYOR OF LONDON



Sally Warren,
Sustainability, Place and Marketing Adviser, Love Wimbledon

We've started the circular journey





Working together, Wimbledon can
keep stuff in circulation.

 **Love Wimbledon**

Purpose of this workshop

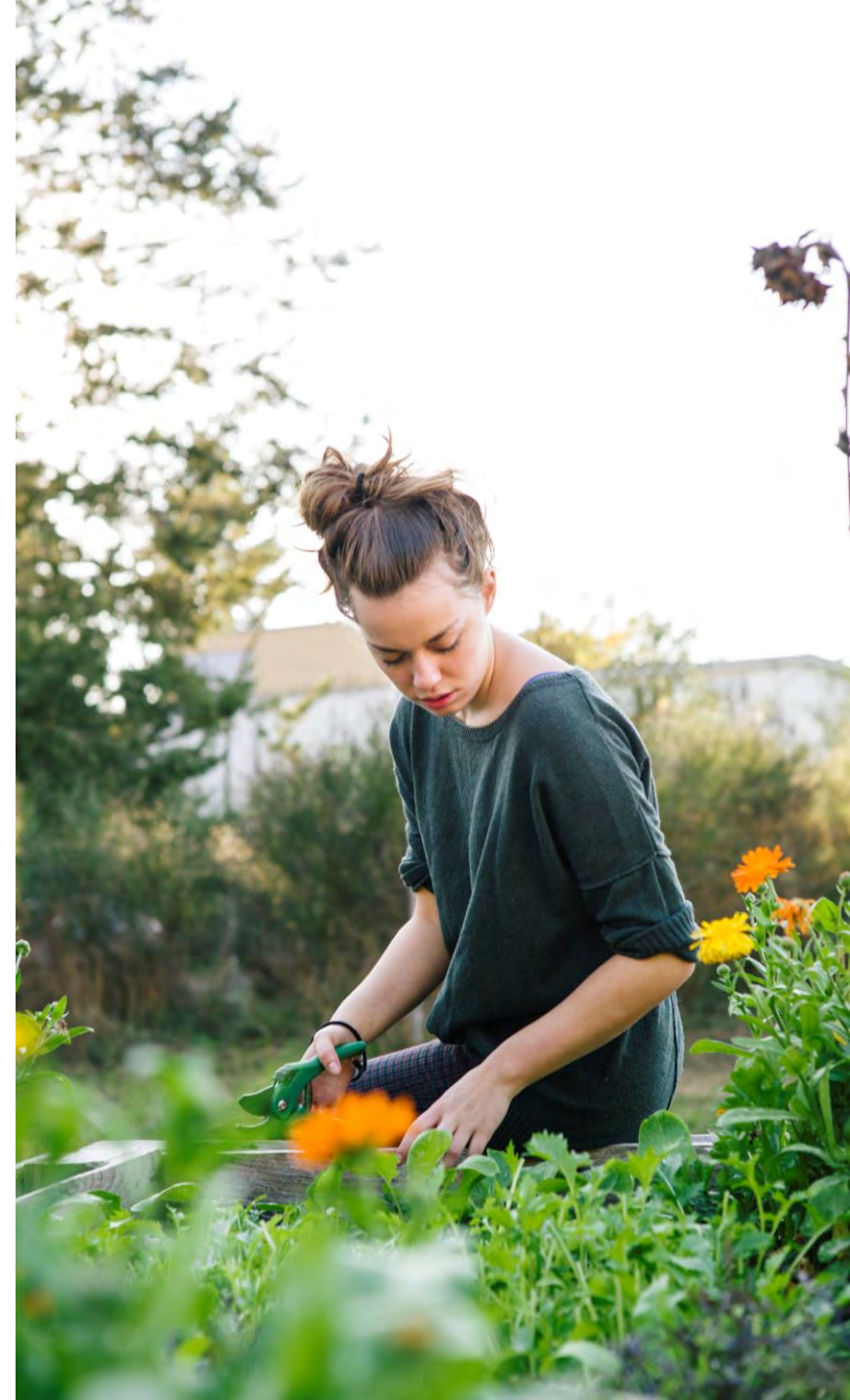
To take a different view on your business, considering opportunities to save money and grow while benefitting the environment.

- ✓ Understand what it means to move ‘beyond waste’
- ✓ Learn how careful use of resources can be a business opportunity - with case studies
- ✓ Consider your own business and plan some actions to take now and in future



Agenda

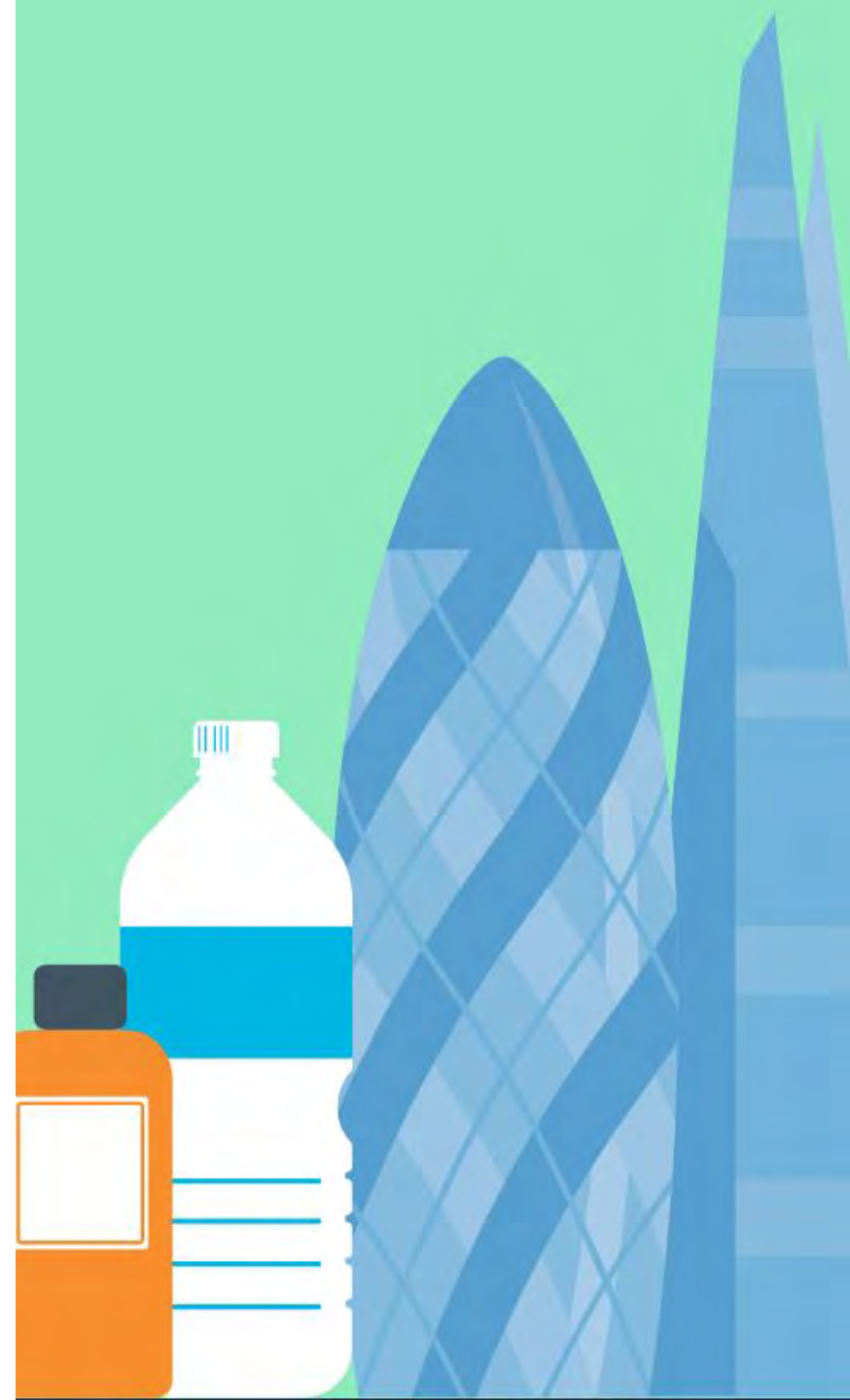
15 mins	Welcome and introductions Welcome from Love Wimbledon
20 mins	About the circular economy <ul style="list-style-type: none">• <i>Challenges of the current system</i>• <i>Circular economy opportunities</i>• <i>Discussion: examples and inspiration</i>
15 mins	Beyond Waste - high street business case studies
5 min break	
40 mins	Exercises: <ul style="list-style-type: none">• Mapping your material footprint• Discuss some new ideas
5 mins	<ul style="list-style-type: none">• Resources to use• Your personal Action Plan• Next steps
<i>(Optional) 30 mins</i>	→ Q&As



What is ReLondon?

ReLondon is a partnership of the Mayor of London and London Boroughs to make our city a leader in the circular economy.

- **Supporting London's small and medium sized businesses** to adopt or scale circular business models through advice, grants and connections.
- **Empowering & educating Londoners** to revolutionise their relationship with stuff through campaigns.
- **Helping local authorities** rethink plans and policies to support a circular economy through advice and projects.



Who's here?

- Your business name & location
- One challenge (related to “stuff” used in the business)



A future without waste

where the way we make, consume and dispose of stuff actively tackles the climate crisis and protects our planet.

45% of global greenhouse gas emissions come from all the food, materials and products that we make, use and consume everyday.





**75% of the food thrown away
in London's food services
is avoidable.**

Source: London's food footprint, 2021, ReLondon

An aerial photograph of a combine harvester working in a field. The harvester is positioned in the center, moving from the top-left towards the bottom-right. The field is divided into rows of crops, with some areas appearing harvested and others still growing. The overall scene is in a dark, muted color palette, with the statistics overlaid in white text.

26%

greenhouse gas
emissions come
from food

50%

habitable land
used for
agriculture

70%

freshwater
withdrawals used
for agriculture



**Londoners dispose of
142,700 tonnes of clothing
each year - 40% in the bin.**

Source: London's Fashion Footprint, 2023, ReLondon

A woman with long brown hair, wearing a green jacket and a dark patterned scarf, is looking at a rack of colorful clothing in a store. The background is filled with more clothing racks and shelves, creating a busy retail environment. The lighting is warm and slightly dim, typical of an indoor store.

**\$500
billion**
value lost every
year to clothing
that's barely worn
and rarely
recycled

Source: A New Textiles economy: redesigning fashion's future, 2017, Ellen MacArthur Foundation

This affects our ability to live comfortably and safely on our planet...



...and affects business and supply chain resilience.

Big Meat: facing up to demands for sustainability

Financial Times - 2021

Will Humans Run Out of Fertilizer?

The Atlantic - 2016

Mine e-waste, not Earth, say scientists

BBC - 2022

Amazon under fire for new packaging that cannot be recycled

The Guardian - 2019

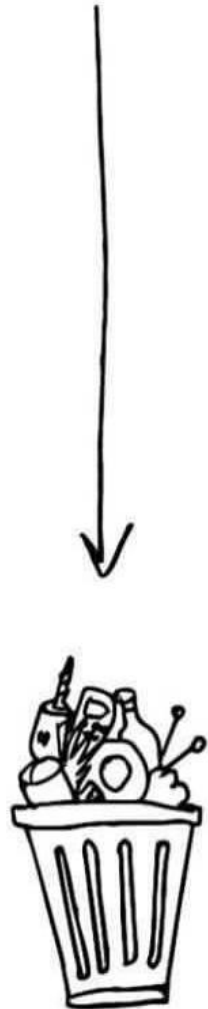
Fears mount over lack of recycled material to meet UK plastics tax

ENDS Report - 2021

Cardboard shortage forces retailers to box clever

BBC News - 2021

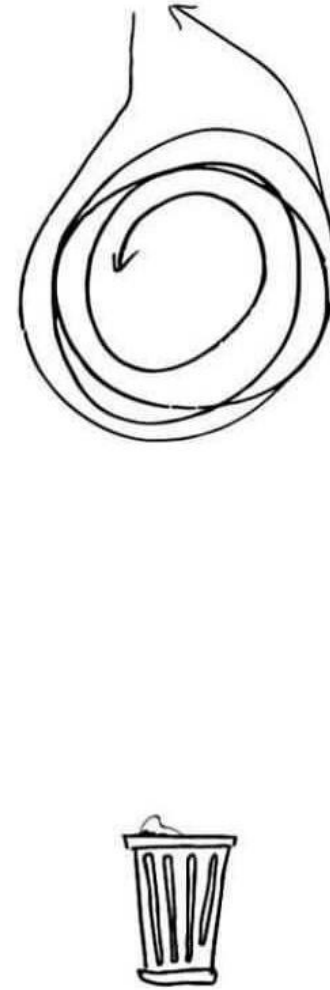
LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY

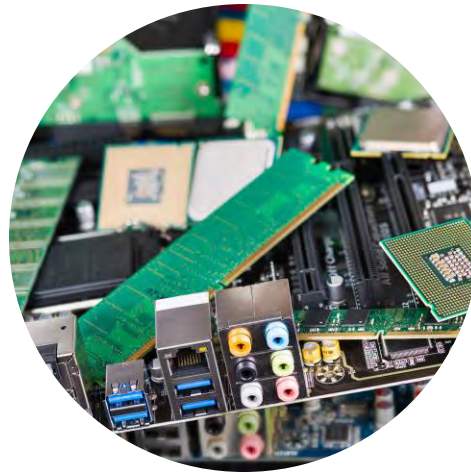


The circular economy is based on 3 principles.



Eliminate

Eliminate waste and pollution through design



Circulate

Circulate products and materials (at their highest value)



Regenerate

Feed the environment by breaking down naturally

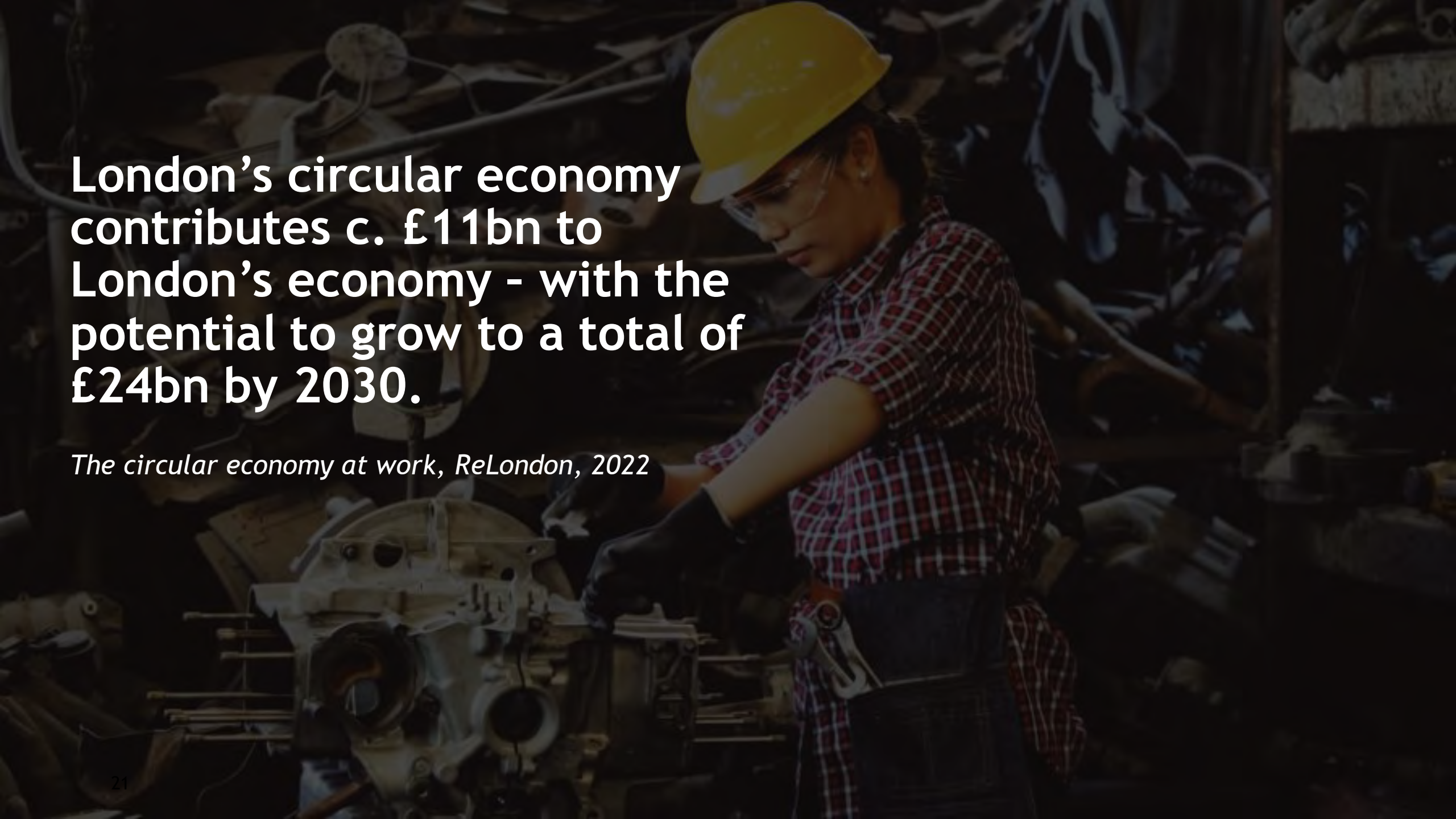


If Londoners swapped 12 purchases of clothes for second-hand items or repairing clothes... London's fashion-related emissions could come down by 30%.

London's Fashion Footprint, ReLondon, 2023

**Halving the amount of food lost
and wasted in London could
enable a 10.5% reduction in our
emissions.**

London's Food Footprint, ReLondon, 2021

A woman wearing a yellow hard hat, safety glasses, and a red and white checkered shirt is working on a large, complex mechanical component in a factory. She is wearing black gloves and has a tool belt. The background is filled with various industrial parts and machinery, creating a busy manufacturing environment.

**London's circular economy
contributes c. £11bn to
London's economy - with the
potential to grow to a total of
£24bn by 2030.**

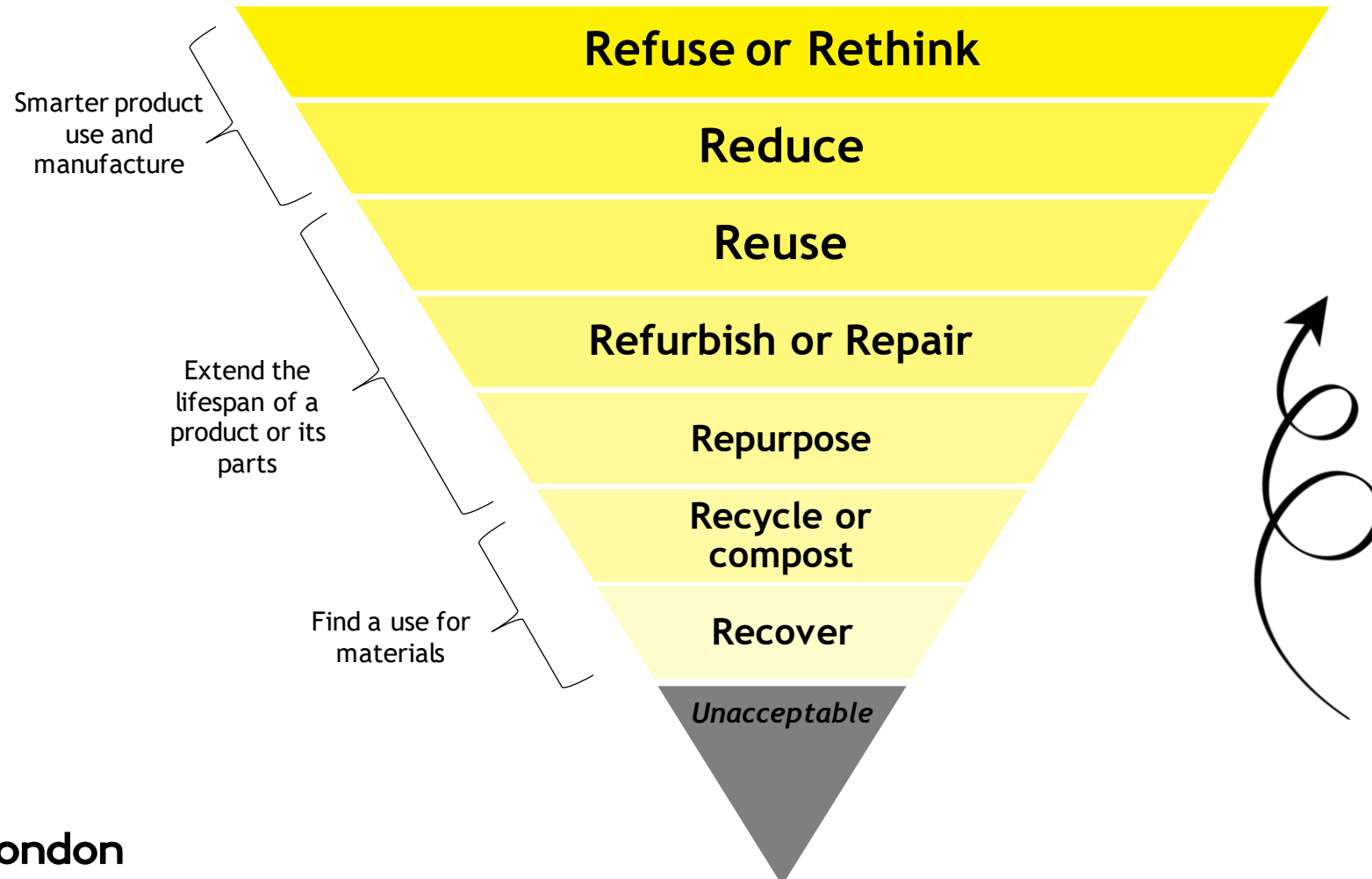
The circular economy at work, ReLondon, 2022

We can't create these benefits without brilliant small businesses.

- 99% of businesses in London are small or medium-sized
- 61% of employment in the UK is with small and medium sized businesses
- Small and medium businesses in England generate more waste than households
- Small businesses are often closer to their customers, can quickly respond to their needs, and influence their community around them



Moving up the waste hierarchy





...and there are many potential benefits

1 Lower costs of business

Businesses can reduce the costs of disposal or procurement, minimise exposure to price volatility and avoid compliance fees.

2 Higher revenues

Businesses can launch new products and services that generate additional revenue streams for the business, sometimes attracting new clients.

3 Better customer loyalty

Businesses can get better retention from customers that notice their environmental commitment and want to support them.

4 New skills

Businesses can foster new capabilities and knowledge within their staff - and where there is growth, create new job roles.

5 Higher staff motivation

Employees can feel more engaged working for a business that takes climate action seriously and where they are empowered to use new skills and creativity.

6 New partnerships

Businesses can develop new working relationships with peers in their community, building resilience and catalysing new opportunities.

Discussion: what's an example of an organisation using circular economy ideas?

[or type your ideas in the chat]

Top Cuvée

Islington and Tower Hamlets

- Local wine shop, bar and deli
- Operates a wine delivery subscription across the UK and event catering across London
- Trialled a wine refill service, both in-store and in partnership with other hospitality businesses (e.g. pubs) over a 6-month period

£29,000

made selling refill
wine from kegs

1,000

wine bottles
displaced

14

other local
businesses
equipped with
refill stations



Silo London

@ Crate Brewery, Hackney

The restaurant with no bin.

- Creates all dishes from whole ingredients from carefully chosen suppliers
- Storage and containers such as grates, pales and urns are used for deliveries and within the restaurant
- Creating “koji” - the foundation for many fermented foods like miso and soy sauce, using waste bread, grains and dairy.
- Glass wine bottles are ground down to create tableware

Awarded a **Green Michelin Star**

Demonstrating **Leadership** in the industry

New, unique products and new B2B markets



Flat Earth Pizza

Tower Hamlets

What they *actually* did:

- ✓ Conducted a food waste audit to monitor kitchen waste
- ✓ Reused 'preparation' waste like trimmings in their menu
- ✓ Sent *unavoidable* food waste to community composting
- ✓ Served drinks from refillable kegs, instead of single-use bottles

100 kg
food waste
reduced per year

Demonstrating
Leadership
in the industry

1
new partnership
with local
community garden



Homestead Café

Lewisham

- All-day venue in Beckenham Palace Park
- Serves drinks and takeaway food on-site as well as catering various events
- Testing reusable cups, containers and plates with return locations at the café and around the park over 6 months.

↑ choice

in packaging for customers, driving sales and loyalty

73%*

of people chose reusables for food

93%

coffee cup return rate

** Recent weekly stats*



Girasole, a taste of italy

Islington

- Small Italian café and deli with homemade dishes
- In-store sales and event catering
- Installed milk dispensers to avoid single use plastic bottles, as well as refills dispensers of household items and dried food. Also measured food waste to create and test new approaches to avoiding it.

↑ **loyalty**

from returning
customers

-73%

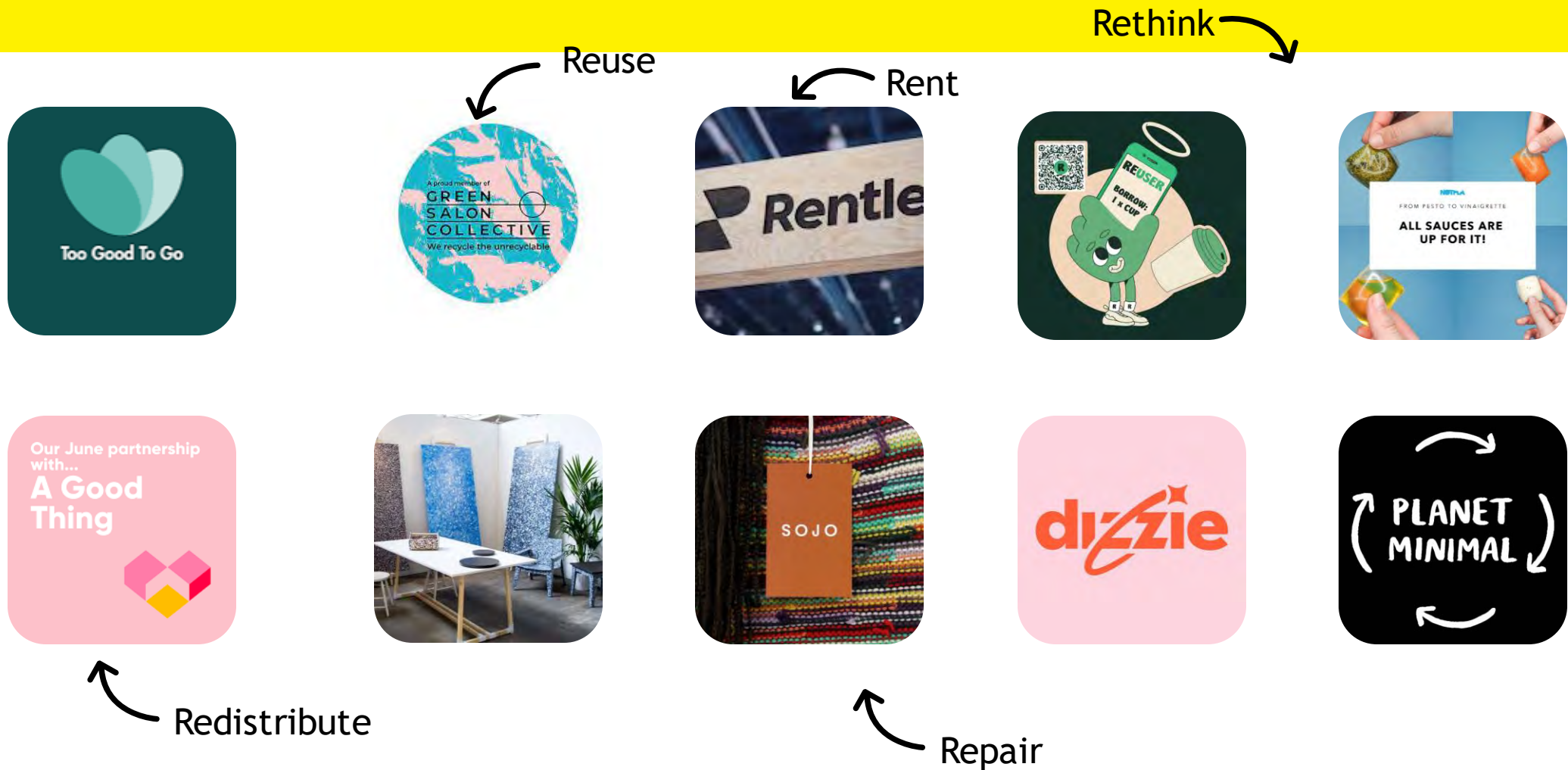
reduction in waste
disposal costs

175

single use milk
jugs displaced, per
month



Some partners who can help:



Short break! 

Exercise: mapping your material footprint

What comes in... and where does it go?

Put your ideas in the chat box:  "coffee grounds—compost bin"

 **Important: If someone beats you to it, send a reaction!**

1



Each day



customer packaging?
production?
cleaning?

2



Each month



delivery packaging?
overstock?
signage and displays?
wear and tear?
tools and equipment?

3



... A year or longer



fixtures and fittings?
technology?
uniforms?
warranty returns?

Exercise: testing some Beyond Waste ideas



- Make a note of the **3 most interesting** idea cards
- **By the end, aim to write down one idea you'd like to explore more**

Pick a number at random.
Does it make sense for
your business?

Does it trigger any ideas?
What else can you think
of?

At the end of the time, pick
one interesting idea to
share.

- 1 Measure food waste**

A food waste audit will help you understand the quantity of food waste produced as well as its source within your business. Understanding how waste is created during preparation, through spoilage/expiration or as plate waste/ leftovers is an ideal first step.
- 2 Speak to your suppliers**

If you've identified certain products that generate lots of waste (in your venue or elsewhere), a great first step can be to speak with your suppliers to understand alternative options that would make operations more efficient and reduce waste. Feedback or fresh ideas will usually be welcomed!
- 3 Set waste-reduction target(s)**

Setting targets (for example a 10% reduction in packaging waste) will kickstart efforts and drive creativity amongst staff. It is an important first step before starting to measure what is wasted and then taking action.
- 4 Create partnerships with circular or eco-friendly suppliers**

Circular economy-focused businesses have found great ways to reuse 'waste' products. Could you create a collaboration that supports your brand and also grow their customer-base?
- 5 Switch to suppliers that offer wonky/surplus produce**

A lot of food gets wasted because it looks different or there is too much of it in certain seasons - despite tasting just as good and being just as healthy! Luckily there are fruit and vegetable suppliers who specialise in finding these fruit and vegetable and offering them to you - often for discounted prices.
- 6 Develop a customer campaign about food waste**

Empowering customers about the positive impact they can make through tackling food waste doesn't have to be dull. Engage with your staff and customers to find champions - even kids can be a great ally.
- 7 Borrow equipment & tech instead of buying**

Save space and money by hiring equipment for your business, consider local rental businesses or share equipment with neighbours. For tech renting can enable you to always have the latest versions, reduce down-time and increase efficiency, while saving electronic waste.
- 8 Find local delivery options**

Providing local delivery can be an opportunity to reduce the need for certain types of packaging, implement reusable packaging and potentially gaining customers who wouldn't normally visit.
- 9 Develop a subscription offer**

Subscription models can provide convenience for customers and have added benefits, driving customer loyalty & enabling reusable packaging. Building a new monthly revenue stream could help stabilise seasonal revenues.
- 10 Purchase consumable cleaning supplies in bulk**

Many suppliers now provide cleaning or other supplies in bulk, saving on packaging waste, reducing delivery frequencies or reducing costs. Reusable dispensers can also look better when in view of customers.
- 11 Charge extra for single use items**

Provide customers with alternatives to using single-use items, and charge a nominal fee for those using them. This has been found more effective than providing discounts for those bringing reusables.
- 12 Consider more local suppliers**

Working with other local businesses can open new partnerships that reduce waste and use resources more effectively. Having local suppliers can reduce transport and logistics requirements, build good business relationships and help engage with your local community.
- 13 Food redistribution via charity networks**

Both local and London (or UK) wide charity networks have developed infrastructure to reuse edible food and provide for those in need. A partnership might demonstrate commitment to both environmental action and supporting communities in need.
- 14 Develop a circular product event series**

Events are a great way to introduce customers to new products and are particularly effective as an opportunity to tell a positive story about a new supplier or partnership. They're also a great opportunity to reach new customers who are interested in sustainability.
- 15 Survey your customers to measure interest in Beyond Waste ideas**

Do you know if your customers are keen to improve their environmental impact? What would they give up to reduce waste and maximise resources? Do they have ideas for new products? How can you gather their ideas & opinions?
- 16 Share your Beyond Waste ideas**

Sharing how you are making a difference, however small, with your customers can drive loyalty. If you've measured a reduction in waste or found a great way to stop stuff going to landfill - how can you let everyone know?
- 17 Ensure staff uniforms can be reused**

When staff uniforms and other textiles have been used, what happens to them next? Find out whether partly-used items can be repaired, reused or recycled. If not, what is stopping items being reused or repaired? Consider permanent logos, typical damage and durability issues.
- 18 Appoint a waste / environmental champion**

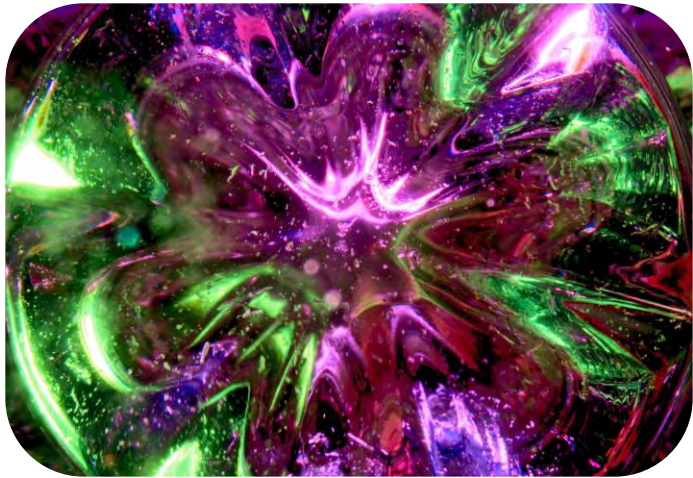
Your team will often notice where you could make changes to how resources are handled, engage with a motivated employee to identify new opportunities and keep track of waste.
- 19 Champion reused products for your fit-out**

Using vintage or upcycled products can save money on a fit-out or refurbishment. Think lighting, furniture, but also challenge contractors to find reusable building materials.
- 20 Work with a circular brand to turn waste into new products**

Circular economy-focused businesses have found great ways to reuse 'waste' products. Could you work with a business to reuse waste products from your premises or a group of businesses in your area? This can help boost your brand and reach a different customer base.

Next steps and resources

In summary



Be creative & curious

New ideas can take some trial and error - keep talking to your customers



It's a team effort

Many partners and innovators are keen to try new things and collaborate



Small changes add up

Be part of something bigger

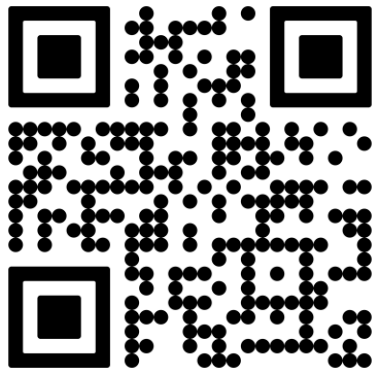
Your Action Plan

- We'll send you a personalised action plan
 - Ideas - from initial steps to more advanced
 - Partners & tools to consider
 - Waste to watch out for
 - Other ideas to reduce your environmental impact
- Let us know what you think!



Success stories

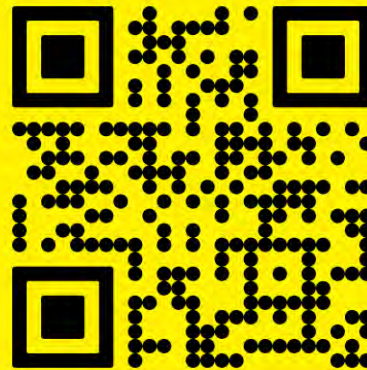
Check out some case studies from our archive:



[link](#)

Leaflets by topic

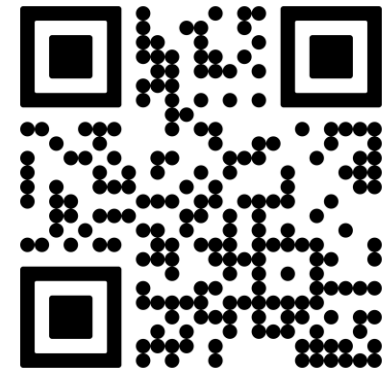
Short and sharp information on food waste, packaging and textiles



[link](#)

Food That Doesn't Cost the Earth

In depth guide to how food businesses can get more from less



[link](#)

Business grants to help realise your ideas

- Applications opening **6th February 2024**
- 20 grants of **£5,000 - £10,000**
- **Accelerate** Beyond Waste ideas
- Selection March/April 2024

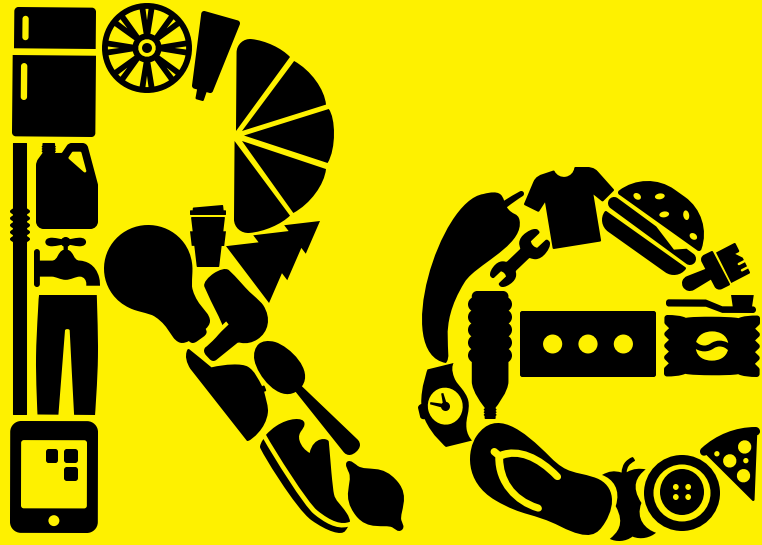


A background image consisting of a dense, overlapping pattern of blue pipes. The pipes are arranged in a way that creates a complex, geometric pattern of circles and lines. The lighting is dramatic, with some pipes appearing bright blue and others in deep shadow, creating a sense of depth and texture. The pipes are oriented in various directions, some pointing towards the viewer and others away from it.

Q&A

Please fill in our workshop survey!





ReLondon

Get in touch

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