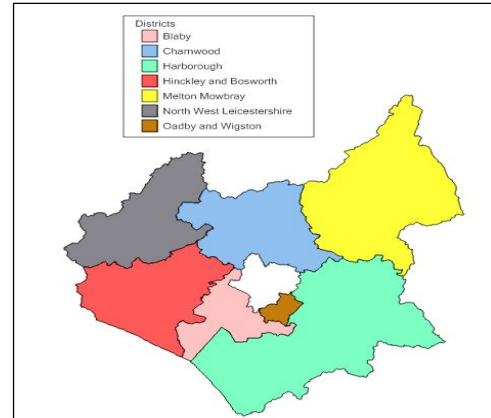


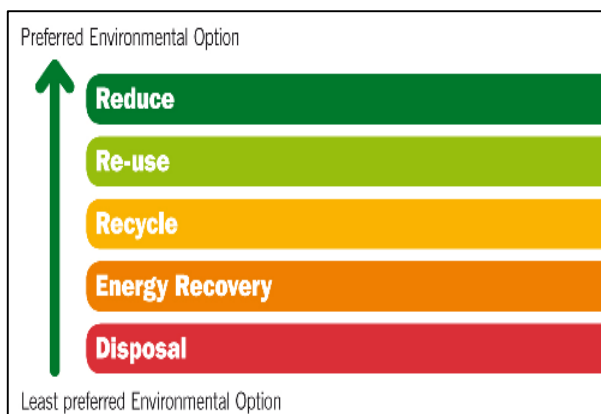
Leicestershire Waste Prevention Benefits Assessment

BACKGROUND

Leicestershire Waste Partnership has established a high and well deserved national reputation for developing a strong evidence base to support its waste management strategy, and M·E·L Research has been a steady and committed business partner in this effort over several years. M·E·L Research was commissioned in 2009 to carryout a strategically important new avenue of research, into waste prevention. The aim of the Waste Prevention & Reuse Project was to introduce a series of measures which would reduce the amount of waste that goes either into landfill or waste treatment facilities, specifically by encouraging the reduction of waste produced through both behavioural and operational change.



METHODOLOGY



Overall 700 face-to-face questionnaires were completed which were representative of Leicestershire. An experienced team of surveyors were briefed and deployed to carryout the research. In addition, focus groups with known composters and non composters were undertaken and also with users and non users of real nappies to gain more insight into residents understanding, motivations and behaviours towards waste prevention initiatives.

OUTCOMES

The project produced research data on waste prevention methods and this provided Leicestershire Waste Partnership with a valuable resource to aid in changing the behaviour and operational structure. These results helped measure the impact of the Waste Prevention & Reuse Project in terms of tonnes of waste prevented and the financial savings generated from this.

TESTIMONIAL

"The depth and breath of waste expertise and research knowledge of the M·E·L staff greatly helped in getting the most out of our research project."

James O'Brien, Waste Prevention & Reuse Project Manager, Leicestershire Waste Partnership.

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