

**Asia-Pacific Environmental Innovation Strategies (APEIS)  
Research on Innovative and Strategic Policy Options (RISPO)  
Good Practices Inventory**

**London Remade-Strategic Partnership in Recycling and Regeneration**

**Summary of the Practice**

**Keywords:** Recycling, Multi-partnership, Recycling market development, Green purchasing, Greening supply chain

**Strategy:** Enhancing the recyclables market toward a resource-recycling Asian region

**Environmental areas:** Urban environment, Waste management

**Critical instruments:** Awareness/capacity building, Partnership, Self-regulation, Technologies

**Country:** UK

**Location:** London

**Participants:** Business sector, London boroughs, regional governments, waste management companies, and civil society groups

**Duration:** Since 2000

**Funding:** the London Development Agency and other principal sponsors such as Office Depot, Bywaters, M-Real, Brother UK Ltd, and Valpak

**Background:**

Whilst recycling rates are increasing, London continues to generate waste at an unsustainable rate. Traditionally London has used disposal in landfill as the principal way to 'manage' its waste. In England, the Landfill Directive has become more strict and stringent; restricting landfill spaces and the cost of waste disposal at landfills has been increased. Facing this challenge, the London boroughs (similar to municipal government having its own town council) have set some challenging recycling targets.



Source: <http://www.londonremade.com/index.asp>

Under these circumstances, London Remade was created in 2000, in order to improve the management of London's waste and to find innovative solutions to divert waste into marketable, high quality products within London. London Remade is a strategic partnership between the business sector, London boroughs, regional government, waste management companies and the not-for-profit sector. It is an innovative recycling programme aimed at increasing markets for recycled products and driving the development of an entrepreneurial recycling supply chain. Based on such unique multi-partnerships, London Remade uses recycling as a vehicle to drive economic and social regeneration and is principally funded by the London Development Agency to deliver green procurement and business support programmes. Through the development of a comprehensive recycling supply chain, which incorporates the collection and reprocessing of recyclable materials and the procurement of recycled content and resource efficient products, London Remade redefines recycling as a new way of generating economic, social and environmental benefits. As placing waste paper in the 'recycling bin' does not guarantee good recycling (completing the loop of the material), London Remade aims to secure the purchasing of post consumer recycled paper, for example.

**Objectives:**

London Remade aims to:

- Develop best practice and cost efficiency in collection,
- Regenerate land and create job and training opportunities in remanufacturing,
- Promote and increase the procurement of recycled and resource efficient products.

## Description of the activity:

### 1. Along with the recycling supply chain

#### Collect

The first challenge in the recycling supply chain is ensuring an efficient and consistent supply of quality 'feedstock' for reprocessing, collected from household and commercial waste streams across London. **London Remade has a range of different programmes that assist with improving the quantity and quality of collected materials for recycling, through working closely with boroughs to improve collection, increase resident participation and maximize recycling in estates and high-rise residential areas.**



Source: <http://www.londonremade.com/index.asp>

#### Make (Reprocessing)



**London Remade has been the driving force behind the development of a pioneering reprocessing initiative** to raise the volume and quality of recycling in London. Since January 2001, it has stimulated an additional 300,000 tonnes of reprocessing capacity in the capital.

**Four new material-specific eco industrial sites** -- specialising in glass, paper, organics and construction and demolition waste respectively -- aim to reprocess and re-manufacture waste for use in the capital. These facilities, developed with private sector partners through an investment of over £20 million, are **designed to become centres of excellence, showcasing a range of reprocessing techniques, technologies and research and providing extensive training, visitor and educational facilities.**

Source: <http://www.londonremade.com/index.asp>

#### Sell

London Remade is expanding markets for recycled products and materials, by raising awareness of green procurement and greening the supply chain. There is also a comprehensive brokerage service for **signatories of the Mayor's Green Procurement Code** to find markets for waste materials enabling the purchase of high quality, cost-effective, resource-efficient products in operation.

The Mayor's Green Procurement Code offers a sustainable business solution to tackling London's waste crisis, by developing markets for recycled products and recyclable materials and as such is a key component of the overall London Remade Programme. Signatories to the Mayor's Code have created a combined purchasing power of many billions of pounds. To date the Mayor's Green Procurement Code has 387 signatories. Current signatories include multinationals, small and medium-sized enterprises (SMEs), public sector agencies, and councils, including all of London's local borough councils, the Greater London Authority family, and the Environment Agency, with whom London Remade has developed a training course in conjunction with the Chartered Institute of Purchasing and Supply. Work encouraging more companies to show their commitment to purchasing sustainable products is on-going.



Source: <http://www.londonremade.com/index.asp>

Focusing on completing the recycling loop, London Remade strives to develop market demand for products made from recycled materials and has developed a ground breaking initiative to facilitate the procurement of these products supported by the Mayor of London, Ken Livingstone.

The Mayor's Green Procurement Code was launched by Ken Livingstone in June 2001 and was initially developed to stimulate demand for recycled products throughout the capital. This year we have expanded the focus of the Mayor's Code to look at the issues of material supply. Now London Remade is able to help organisations throughout the capital to 'close the recycling loop' by buying recycled-content materials and supplying their waste materials to the manufacturers of those, and other recycled-content products.

## **2. Business Support**

**London Remade also has established a range of support services geared specifically to the smaller businesses in the recycling, reprocessing and manufacturing sectors.** The London Business Support Service programme is a free service providing business support and advice to London-based organisations working along the recycling supply chain. It aims to support and develop SMEs collecting, reprocessing and remanufacturing recyclable materials. The partnering organisations, London Remade and London CRN will provide assistance to target organisations in the following areas:

- business advice
- mentoring support
- access to finance and markets
- assistance with marketing and branding
- product development support
- training

Currently, there are several small business support case studies.

Organisations currently supported by London Remade produce many different products from recycled materials. Products range from pencils made from plastic vending cups to recycled and refurbished white goods. Organisations include: CREATE, Debbie Little, Eight Inch, the Green Bottle Unit, Maxitech.biz Limited, Ozone Friends, Remarkable, and the Shaftesbury Society.

**CREATE:** Create, a **not-for-profit organisation**, was set up in 1999 with three main objectives:

1. Recycle and refurbish white goods and electrical equipment,
2. Provide vocational training to local unemployed people,
3. Provide a range of low cost items all with a guarantee sold at an affordable price.

Create receives unwanted white goods from retailers, manufacturers and local authorities which are then recycled and refurbished. Over 15,000 units were received between 2002 and 2003. The finished recycled products are sold on to housing associations, social services and low income households. Between 2002 and 2003 sales revenue increased from £50K to £200K. As well as producing recycled white goods and electrical appliances, Create uses the remaining spare parts to produce original items such as flower pots made from washing machine drums.

Create operates in partnership with Create UK Ltd, Dixon Store Group, the London Borough of Haringey and The College of North East London. London Remade has also provided support by providing a grant in 2003 for the redesign and upgrade of the refurbishment bays, water re-circulation bays and to enable Create to expand the IT workshop.

**Debbi Little:** Debbi Little, a clothes designer based in Tower Hamlets, began using recycled materials in 2002. Using recycled denims, scarves, silk ties and parachute canopies Debbi transforms unwanted and waste materials into beautiful vintage clothing. Her latest collection is inspired by the theme of 'make do and mend'.

In 2002, through the East London Small Business Centre, London Remade provided Debbi Little with a start up grant enabling her to embark on her new business. In March 2003, London Remade funded Debbi's display at the London Fashion Week and exposed her clothes to new designers.

Eight Inch: Eight Inch, a design and manufacturing company, based in Hackney, London was formed in 2000 by furniture and industrial designer Gary Nicholson. A range of high quality products were designed using recycled materials. For instance, TTURA is formed from recycled glass and a specially formulated solvent free resin. The material is cast before it is given a diamond finish and a hard wearing polish. The final product is a combination of 85 percent glass and resin. Each piece is manufactured to the client's specification. It is ideal for a number of surfaces including kitchen and furniture worktops, bathrooms, flooring, bars and restaurants. Eight Inch has won a number of international design awards for their completed projects.

Green Bottle Unit (Freeform): The Green Bottle Unit manufactures a range of high-value, decorative, recycled glass products using a kiln fired process. All the glass used, including green, blue and clear is sourced from waste materials. As well as using recycled materials the Green Bottle Unit is focusing on reducing energy consumption by using new methods of production.

London Remade has supported the Green Bottle Unit and provided a grant to enable the unit to undertake trials, using a furnace, to produce tiles using the glass from TV screens. The tiles have been a success and have met British standards. Funded by Biffaward, the Green Bottle Unit is completing a three year refurbishment and development project. Through this project the Green Bottle Unit aims to develop reusable moulds and complete the activities by 2004.

MaxiTech.biz Limited: Maxitech.biz Ltd. aims to achieve a cleaner environment through recycling computer equipment. With the implementation of the Waste Electrical and Electronic Equipment (WEEE) Directive and RoHS (Restriction of Hazardous Substances), directive organisations will soon have to dispose of e-waste in an environmentally friendly way. Maxitech.biz Ltd offers a service to assist companies looking to comply with this. Maxitech can test and refurbish equipment, find new equipment for an organisation or if the equipment can not be repaired and re-sold it will be recycled.

Maxitech has gained support from London Remade who has provided a grant to help the set up of the business. A loan has also been gained from Hackney Business Ventures.

Ozone Friends: Ozone Friends, a not-for-profit organisation, began in 1999. They collect, re-use and recycle discarded "white goods." As well as offering a specialist service for disposing of 'white goods' they offer a door to door collection service in central, north east and south east London, Essex, Kent and Hertfordshire. Once the goods, including washing machines, fridges, fridge freezers and cookers have been recycled or refurbished they are then sold on through charity shops.

In 2003 London Remade provided a grant to help set up a second Ozone Friends site in Barking and Dagenham. This has allowed the organisation to expand to now employ over twenty people and provide vocational training schemes to those unemployed and wanting to gain skills in electrical appliances servicing.

Remarkable: Remarkable, based in Barnes, in southwest London, was started in 1996 by entrepreneur Edward Douglas Miller. The company, that produces modern, stylish, stationery from everyday waste, such as vending cups, really took off in 1999 when they were awarded a license to produce an official millennium product.

In 2002 London Remade provided Remarkable with a grant that enabled them to purchase a state-of-the-art binding machine. Purchasing this machine allowed Remarkable to gain control over purchasing of materials and production of recycled notepads. This ultimately increased efficiency and allowed Remarkable to manufacture products at a competitive rate. Floor space within the organisation doubled in size allowing Remarkable to stock large numbers of products to supply larger stores such as

Sainsbury's and Tesco's who now stock a variety of Remarkable products. A further grant has recently been presented to Remarkable by London Remade to facilitate the development of a recycled pen.

The Shaftesbury Society: The Shaftesbury Society, a long established Christian charity, is working for inclusion and justice in the UK. The Shaftesbury Society works in three main areas: education; adult support services; and development and regeneration. For instance, the Shaftesbury Society runs the furniture centre in Camberwell, in south London, to recycle and refurbish household items. Once the recycling process is completed is sold back into the community, to those with low incomes, through social services and local authorities. London Remade has provided a grant to enable The Shaftesbury Society to develop their facilities further and establish vocational training schemes for the local unemployed.

### **3. Other activities**

**The London Waste Reduction and Recycling Support Service** is a London Waste Action (LWA) initiative, delivered by London Remade and the Association of London Government (ALG) and supported by the Greater London Authority (GLA) and the Association of London Cleansing Officers (ALCO). It provides support to London waste authorities to assist them to reach challenging statutory targets for recycling and achieve the requirements of the Mayor's Municipal Waste Management Strategy. The service is dedicated to providing quality advice and support on implementing best practice in waste minimisation and waste management across the capital. Support is offered on two levels: a pan-London signposting and knowledge service, including 3-5 days of direct individual support per authority or a more 'hands on' consultancy support which can be paid for directly by the authority.

**Capital Waste Facts ([www.capitalwastefacts.com](http://www.capitalwastefacts.com))** was developed in partnership with the Greater London Authority (GLA), for the purpose of providing up to date London waste and recycling data and information about London's waste collection and recycling services. The website has been designed to show everyone, from politicians to members of the public, the extent of London's municipal waste challenge. The website displays how the 33 local authorities and the four Statutory Joint Waste Disposal Authorities each tackle municipal waste, the recycling services they provide, how much waste is produced, and how it is managed. The data centre section of the website displays an extensive amount of information including current data on recycling rates and modelling tools that enables you to carry out your own evaluations of what is happening in London. In addition there are numerous benchmarking tools available to compare various information fields on all the London authorities.

**The Supply Infrastructure Project (SIP)** was developed as one of the three key building blocks of London Remade's market development programme and involved providing funding for innovative recycling pilot projects across London authorities, and the setting up of [www.capitalwastefacts.com](http://www.capitalwastefacts.com) in conjunction with the GLA. Since 2001 London Remade has provided over £190,000 in capital funding to sixteen innovative pilot projects within the London boroughs. The pilot projects provide opportunities to identify and establish methods of best practice that will help London to improve its recycling performance and meet the government's statutory recycling targets. Case studies on all of the pilot projects can be found by clicking on [www.capitalwastefacts.com](http://www.capitalwastefacts.com) and visiting the project files page.

**Rethink Rubbish Western Riverside (RRWR)** is a Western Riverside Waste Authority initiative within the London boroughs of Hammersmith and Fulham, Lambeth, Wandsworth, and the Royal Borough of Kensington and Chelsea. This five year initiative encompasses a waste awareness, education and communication campaign delivered by Waste Watch and a market development, green procurement and waste minimisation programme with recycling consultancy services delivered by London Remade. The initiative is funded by Cory Environmental through the Landfill Tax Credit Scheme.

## Critical Instruments

### Overview

London Remade is a strategic partnership involving various actors like business, local government, recyclers (reprocessors), and civil society groups. London Remade aims to further stimulate the development of the recycling market by engaging collection of recyclables from the waste mainstream, promoting development of recycling technologies, supporting recycled product development, and encouraging private and public sector commitments on green procurement. Through engagement with various actors in the entire recycling chain, London Remade supports capacity-building and awareness of each sector in order to promote the recycling market in society.

### Awareness/capacity building

#### **Small size recycling business development promoted by London Remade, a strategic partnership**

London Remade, a strategic partnership, provides various types of financial support for small recycling businesses. This support contributes to innovative and good recycled product development. Often small size enterprises face financial difficulties, which prohibit good product development with stability and commercialisation of niche recycled products. Therefore, support from London Remade for small size recycling businesses helped for recycling market development (demand side).

#### **Development of recycling data system through partnership**

In partnership with the Greater London Authority (GLA), London Remade developed a waste and recycling data system, called 'Capital Waste Facts' ([www.capitalwastefacts.com](http://www.capitalwastefacts.com)). It provides up-to-date London waste and recycling data and information about London's waste collection and recycling services. The web-based data system allows free access to everyone, from politicians to members of the public. Thus, for public, this data system helps to raise awareness of waste and recycling issues, including green purchasing. For politicians, it helps to monitor progress, which enables an analysis of the status of the system, which will help to further seek better solutions and plans.

### Partnership

#### **London Remade involvement in a municipal waste management for improving waste minimization, for better recycling and also for ensuring quality of recyclables**

London Remade is involved in developing various programmes for municipal waste management systems, by providing advice and consultancy in waste minimization, and good waste collection, including proper sorting for recyclables, etc. Especially its strong support for good sorting system contributes to ensuring quality of collected recyclables, which further facilitates reprocessing and recycling of recyclables and developing good recycled products.

### Self-regulation

#### **Promotion of public and private sector green purchasing through the Mayor's Green Procurement Code**

Besides various types of support for recycled product development, London Remade works closely with local government in order to promote green purchasing. London Remade helped to establish 'the Mayor's Green Procurement Code' and continued to provide good advice regarding green products and recycled products. London Remade provides great support to promote green purchasing through encouraging various public and private organisations and business sectors to participate in the Mayor's Green Procurement Code.

## Technologies

### **Development of pioneering reprocessing initiatives supported by London Remade, a strategic partnership**

London Remade also supports and promotes pioneering reprocessing technology development. As seen above, London Remade supported the establishment of four new material-specific eco industrial sites, which became research and development and educational centres to demonstrate a wide range of reprocessing techniques and technologies, and to research and provide extensive training of such technologies. London Remade supports such recycling and reprocessing technology development for the future.

## **Impacts**

London Remade, a strategic partnership, contributes to the overall improvement of waste and recycling in London, including improvement of the entire waste management system (waste minimization, waste sorting and collection, better recycling and reprocessing, less amount of final waste disposal), recycling and reprocessing technology improvement, better and innovative recycled product development, improvement of market demand for recycled products through green purchasing, and improvement of public awareness.

Specific achievements of London Remade at present (December 2004) are:

- Establishment of four state-of-the-art reprocessing facilities within London, which stimulate further technology development for recycling,
- 16 pilot recycling projects in partnership with London boroughs,
- Creation and maintenance of 'www.capitalwastefacts.com' in partnership with the Mayor,
- Development and expansion of the Mayor's Green Procurement Code, a pledge for organisations to buy recycled,
- £400, 000 investment in business and social enterprise recycling initiatives in London,
- With partnership with Waste Watch, Cory Environmental and the Western Riverside Waste Authority and its four constituent boroughs, establishment and development of a complete recycling package,
- Doubled recycling rates through Rethink Rubbish Western Riverside.

## **Lessons Learned**

London Remade provides a good example of synergy creation by multiple partnerships and strong cooperation among all actors involved. Such a holistic approach taken by London Remade contributes to both improvement of waste management and general recycling market development.

It is a challenge to establish strong multiple partnerships, involving various actors. However, certainly there are a lot of opportunities to create various measures and mechanisms to support capacity building of each actor while at the same time encourage proactive cooperation among various actors.

## **Potential for Application**

Such strategic partnerships as demonstrated in the London Remade case can be applied widely. In order to create such a mechanism and to make it successful, there are important elements to be considered. These are:

- Clear and objective assessment of all actors currently involved in a waste and recycling management system,
- Identification of need for improvement of each actor (or sectors),

- Prioritization of support for improvement,
- Good communication for better understanding of the whole picture of the waste and recycling system, and
- Good incentives creation for each actor.

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<http://www.londonremade.com/index.asp>

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