



Zero Waste Towns

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What are Zero Waste Towns?

Community level action on circular economy

- Capannori in Italy
- Spread across Europe
- 1st Zero Waste Scotland call for projects in 2013

Zero Waste Towns in Scotland

Why did we want to fund them?

- Circular economy relies on behavior change – we need to understand how to change behavior on communities up and down the country
- ZWTs allow us to pilot activity in different communities too see what elements are **successful, replicable** and **scalable**



Zero Waste Dunbar

Scotland's first Zero Waste Town, which ran from 2014 to 2017, delivered by local sustainability group Sustaining Dunbar

- Wide range of projects to engage with householders, schools, businesses and more
- Genuine social enterprise legacy has grown from the re-use project
- Lasting effect on schools and local businesses





Zero Waste Bute

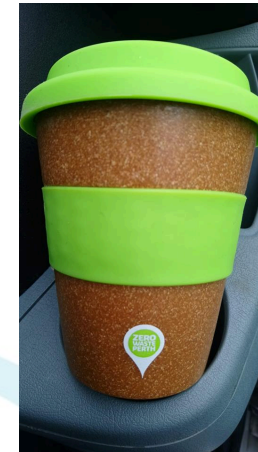
Scotland's second Zero Waste Town, which ran from 2014 to 2017, delivered by social enterprise Fyne Futures

- Expansion of island's community run recycling collection
- Intensive school engagement
- Business resource efficiency support
- Pilot of closed loop food waste collections, using reverse logistics for local seasonal veg box deliveries



Zero Waste Perth

- Funded to run from 2017 to 2020, and delivered by Beautiful Perth, Perth and Kinross Council and Perth College
- Wide ranging project range including
 - Tool library
 - Collaborative re-use projects
 - Resource efficiency support for businesses
 - Coffee cup pilots/refill stations



Zero Waste Leith

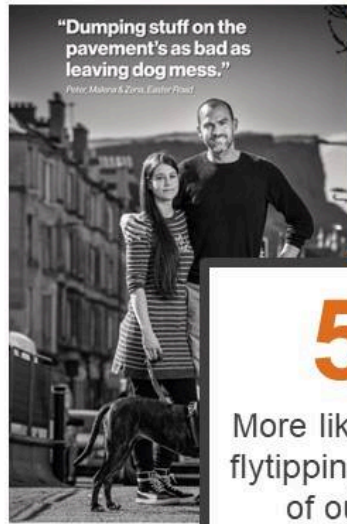


- Funded to run from 2017 to 2020 and delivered by Changeworks
- Wide ranging project range including
 - Litter and fly-tipping projects
 - Schools engagement
 - Business ambassadors



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Zero Waste Leith



Flysp

54%

More likely to report flytipping as a result of our campaign

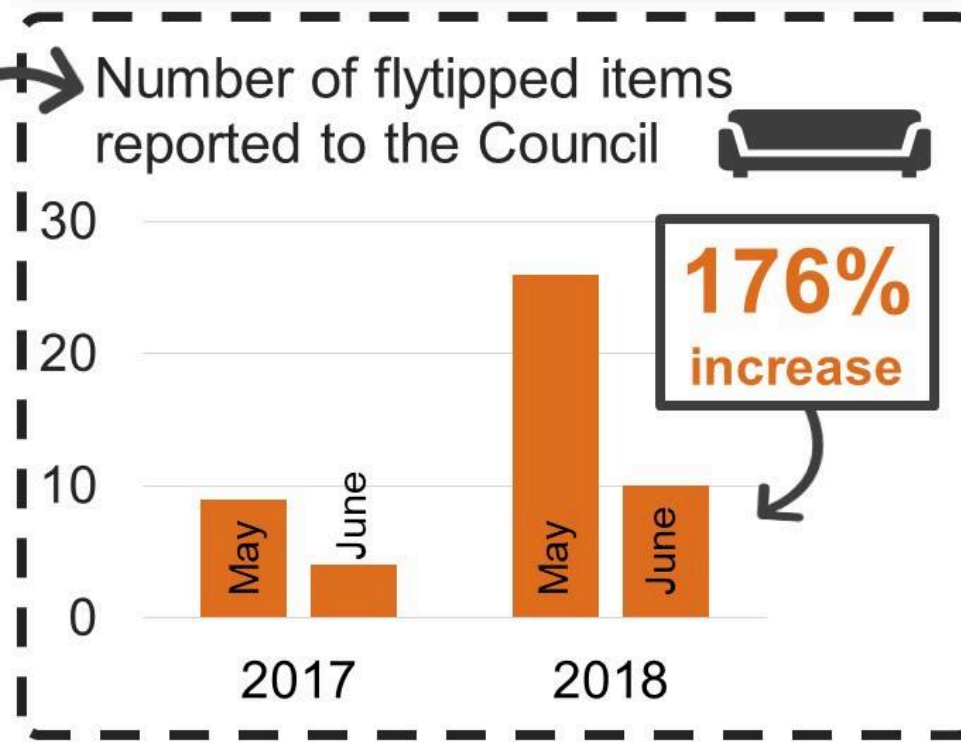
85%

said they are now more confident that their community is equipped to tackle flytipping

Awareness of bulky uplift service increased by

50%

Are Leithers more engaged and aware of flytipping?



Flyspotting

Zero Waste Edinburgh



Run by SHRUB student co-operative

- Re-use collections of items left by students at end of academic year, redistributed to new students at start of next year
- Food rescue, food sharing hub and pay as you feel supermarket
- Material workshops, showing how to repurpose, repair and upcycle



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What's next?

- 'Action on Plastic' Zero Waste Towns
- Replicate and scale up key activity





https://youtu.be/q_F8Hz8aVuE