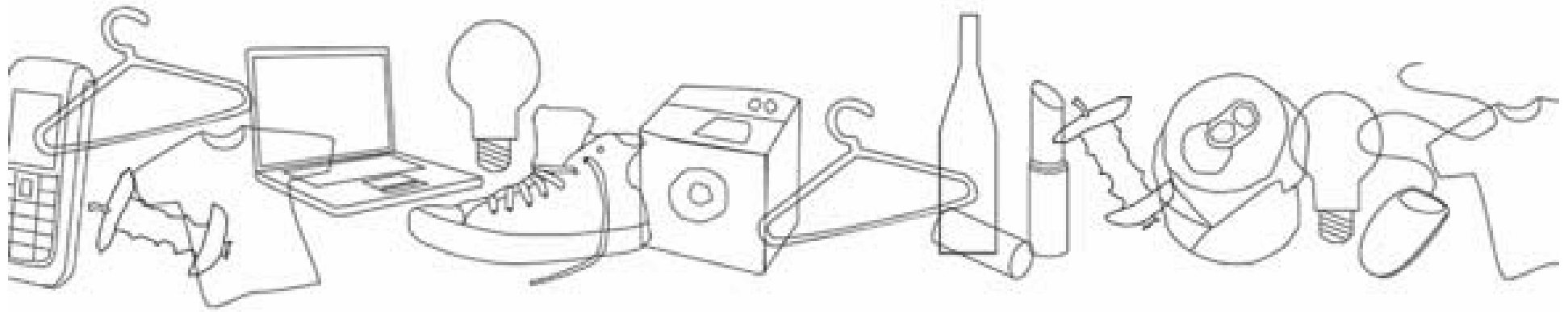


# DESIGNING OUT WASTE



green  
alliance...

**Julie Hill, associate  
Green Alliance**



# DESIGNING OUT WASTE

**ASDA**



GlaxoSmithKline



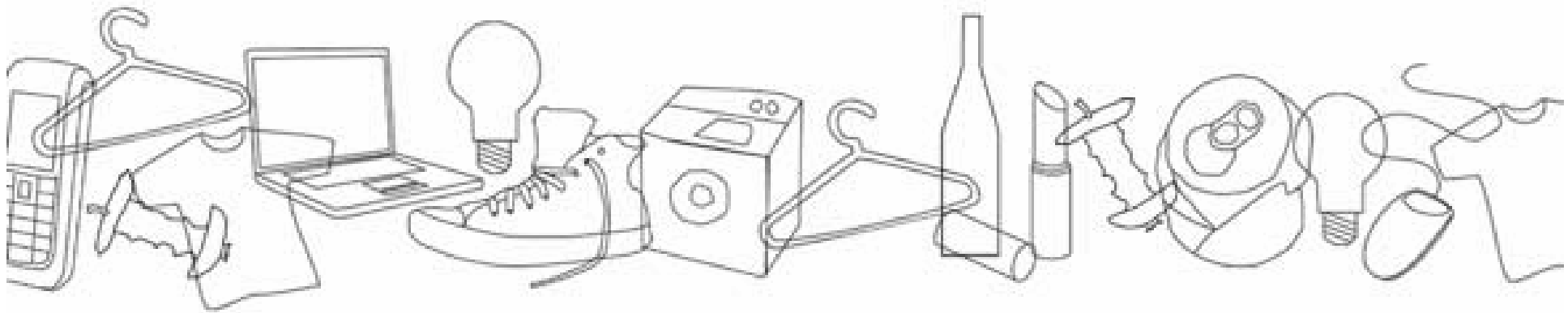
*incpen*



**Sainsbury's**

**shanks. waste solutions.**

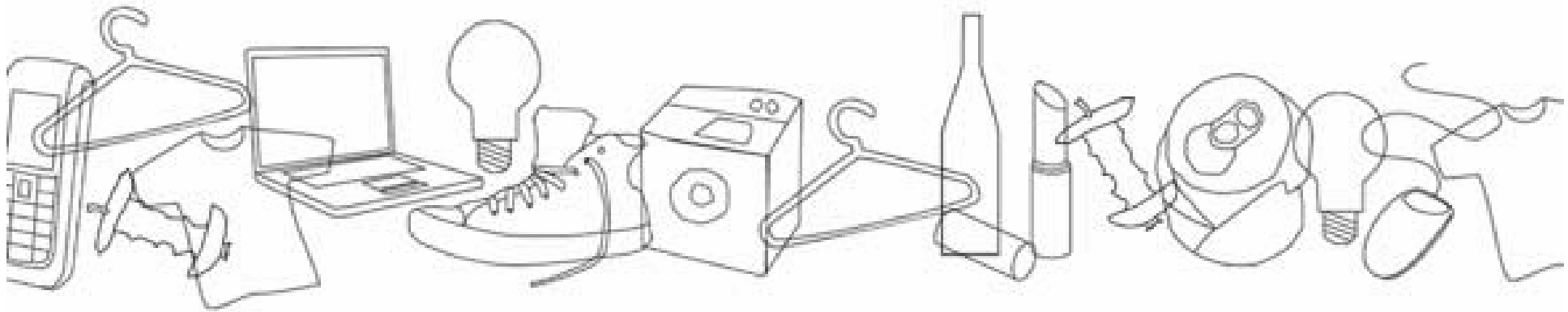




## A Pathway to Greener Products

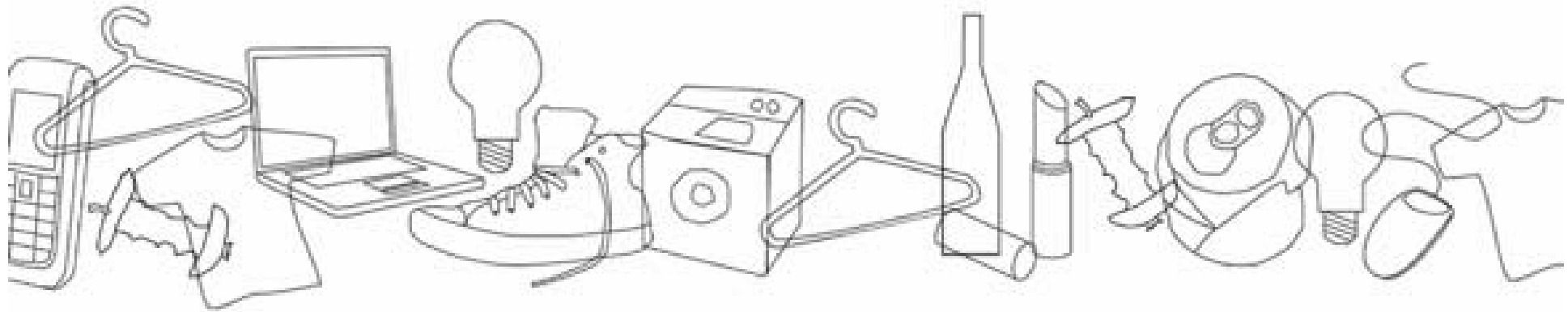
- A joint statement from the Designing out Waste consortium
- An agenda for tying up product design with waste solutions
- A successor to our 'Closing the Loop' work
- An initial focus on packaging, but extending from that to consider all products





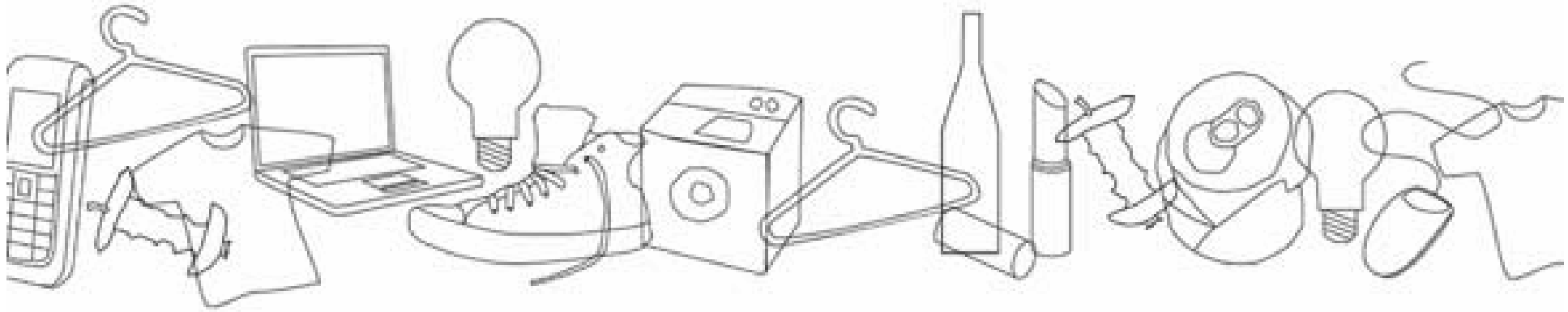
## Key messages

- We need agreed ways of measuring what is good or bad about product lifecycles
- Carbon is important, but not the only consideration
- We should work towards standards for products (preferably by voluntary agreement)
- More attention is needed to product 'shadow', starting with commercial and industrial waste



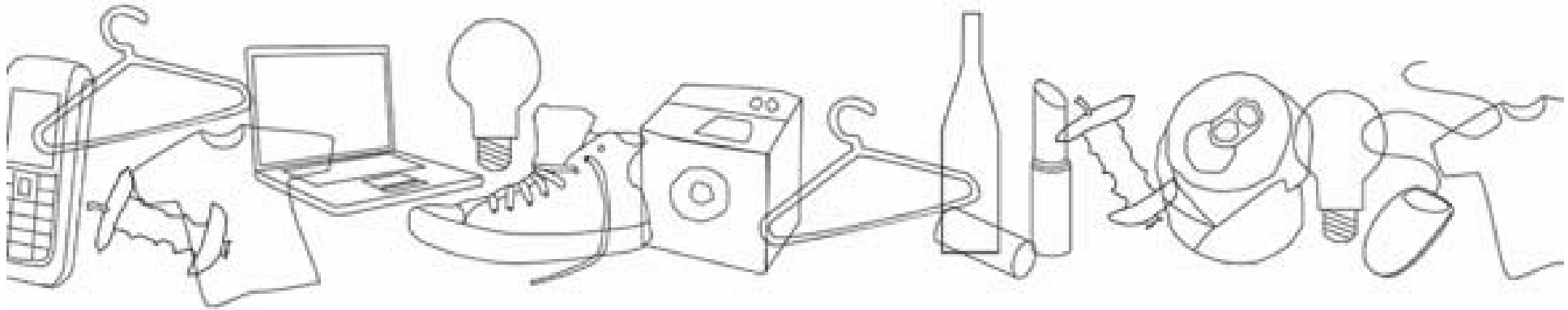
## Why better measurement?

- **There are too many initiatives asking companies to measure environmental impacts in different ways**
- **Better protocols for data and much greater data sharing would be to everyone's advantage**
- **Consumers don't want to conduct in-depth research every time they buy something**



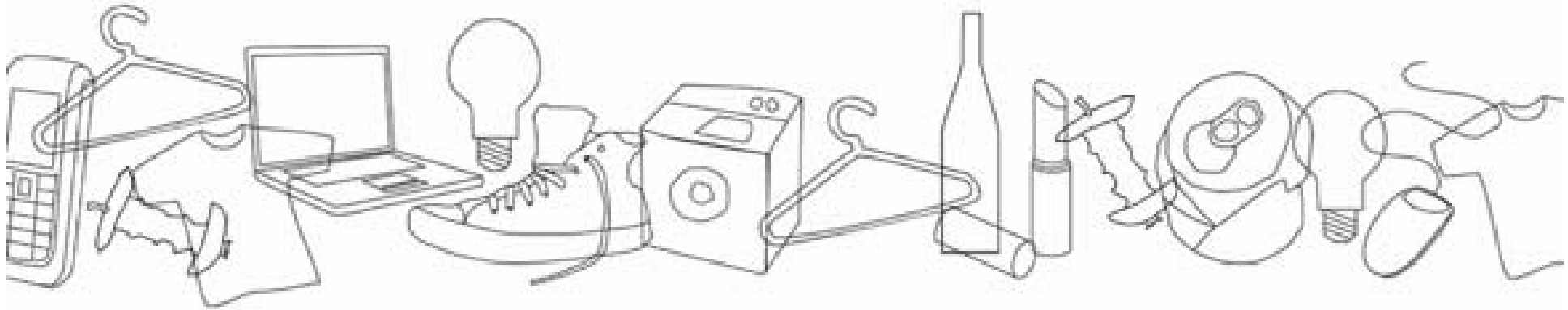
## Why go beyond carbon?

- Carbon (CO<sub>2</sub>e) *is* important to measure, including ‘embedded’ carbon
- Carbon from energy use is a good ‘proxy’ for efficiency of material use
- But carbon doesn’t capture: embedded water; upstream extractive impacts such as biodiversity, land use, local pollution and material ‘security’



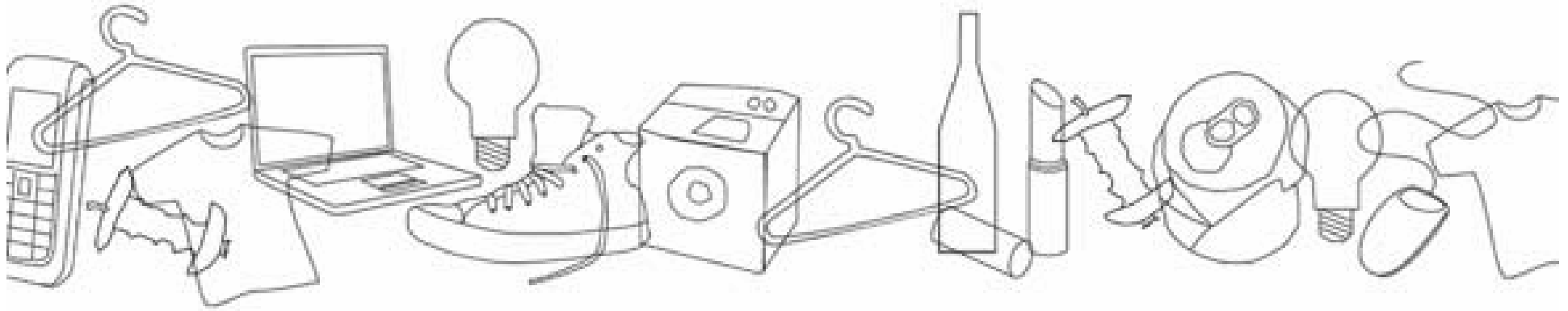
## Why set standards for products?

- Drive down impacts – energy use, water use, material impacts, and ensure recovery and recycling
- Give clear signals to consumers
- Create a clear pathway for future product design and waste infrastructure design



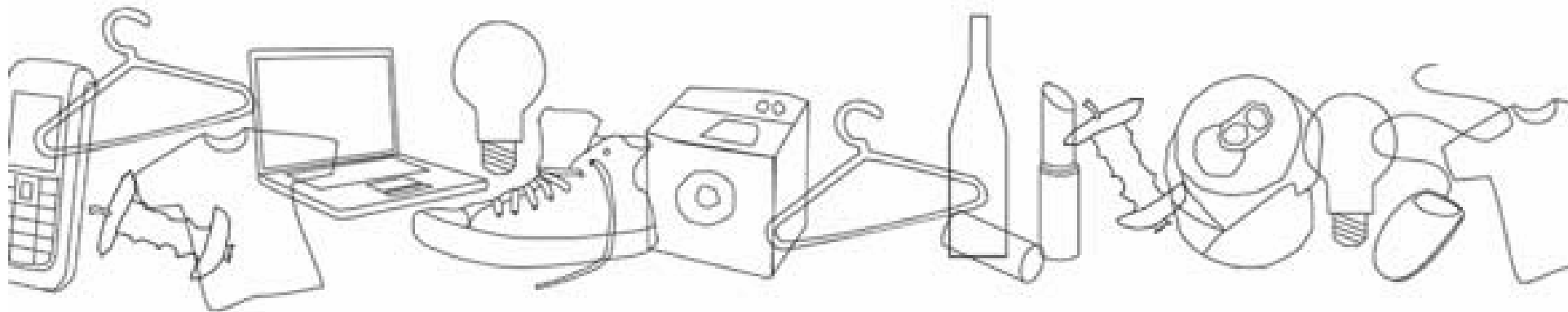
## **Why more action on commercial and industrial waste?**

- **It is the unseen ‘shadow’ of our products**
- **For waste generated in the UK, it is subject to very few targets or drivers**
- **For waste generated outside UK, it is almost impossible to quantify**
- **We need to understand the extent to which we are exporting our environmental impacts to other countries**



## What happens next?

- Take conclusions to new administration
- DOW consortium recommended more exploration of economic instruments, so seminars this autumn
- Next phase of Designing Out Waste will focus on material 'security' and 'limits to growth'
- 'The Secret Life of Stuff' book brings these issues to a popular audience



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