



CAN AN AVERAGE PERSON REALLY CREATE ZERO WASTE? THE CHALLENGE WAS SET AND DURING THE WEEK 10-17 MARCH 2008, ONE MOTHER IN BURY ST EDMUNDS GAVE IT A GO. SHE ONLY THREW OUT A PLASTER. CAN YOU DO IT TOO? WHY NOT TRY YOUR OWN RUBBISH DIET AND SLIM YOUR BIN. YOU'LL BE AMAZED AT HOW EASY IT REALLY IS AND YOU COULD EVEN SAVE SOME MONEY. IF ALMOST MRS AVERAGE CAN DO IT, YOU CAN TOO.

The Rubbish Diet

Helping to create Zero Waste families

Karen Cannard

2008 Zero Waste Week challenge



- RECYCLE
- COMPOST
- LANDFILL WASTE



- COMMUNITY CHAMPION



Slimming the bin over 8 weeks

50% reduction

66%

75%

95%



Wks 1&2



Wks 3&4



Wks 5&6



Wk 7

Week 8 – Zero Waste Week



Why did it work?



The Rubbish Diet Challenge 2012



50%



2013 - The Rubbish Diet in the community

FINALIST - NESTA Waste Reduction Challenge

Partners include – ZWAUK, Cwm Harry, My Zero Waste, Transition Shrewsbury

- Trial period: April-Sept 2013
- Engage groups in an 8 week Rubbish Diet challenge – analogy of slimming clubs
 - Booklet – signposting to local resources
 - Email - weekly tips and mini-tasks
 - Regular self-monitoring
 - Praise & encouragement
- Promote National Zero Waste Week in September
- Outcomes:
 - Waste reduction & community giving
 - Self-empowerment, creating stories, peer-to-peer sharing



The Trial

TARGET:

100 homes in each county

Shropshire

- A choir
- Environmental Groups
- A street (10 residents)
- A brewery

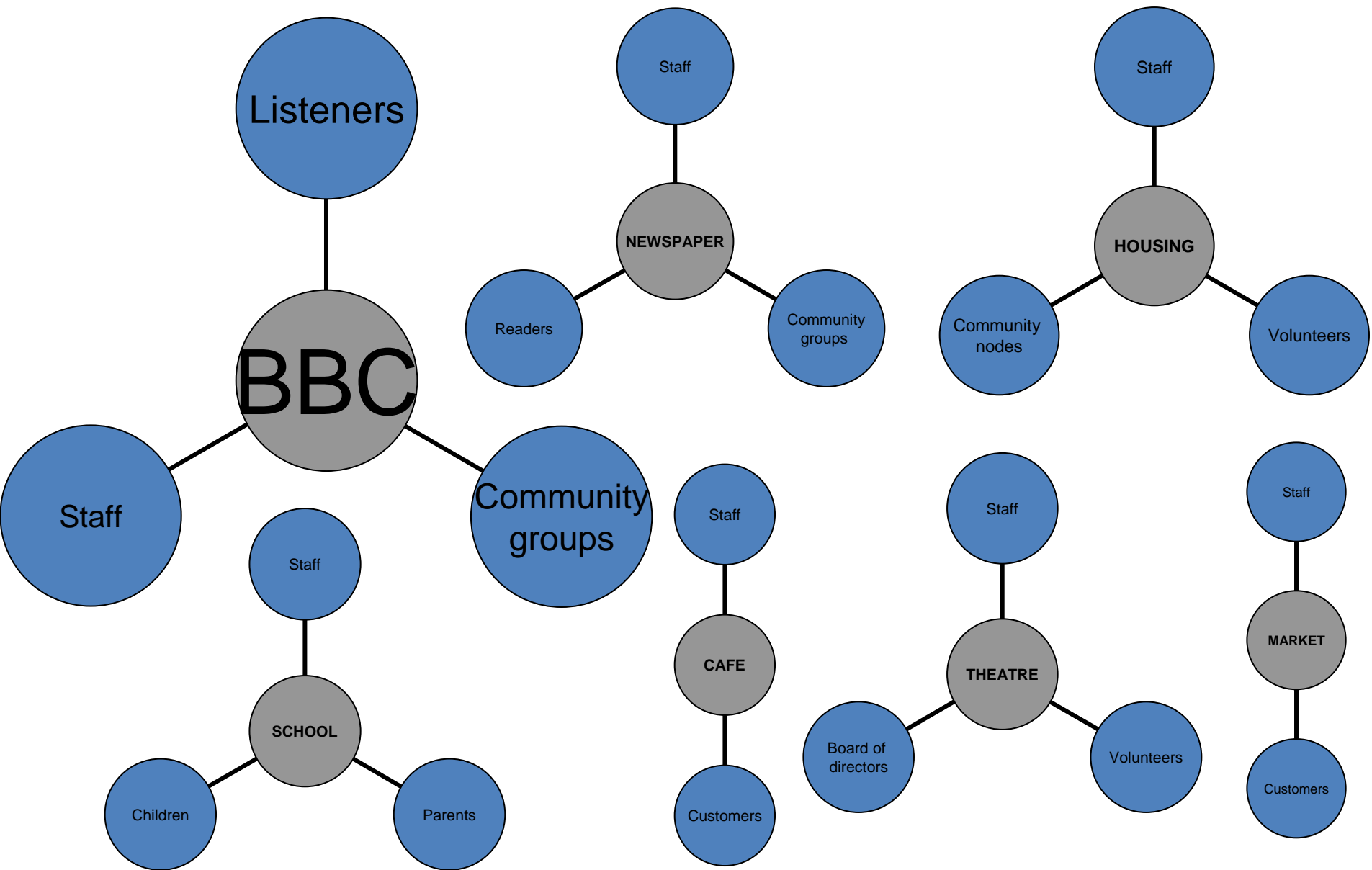


Suffolk

- BBC Radio Suffolk
- A well-known theatre
- A local newspaper
- Market stall
- A housing association
- A popular café
- Groups of friends
- Environmental groups



The BBC Radio Suffolk Rubbish Diet



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