

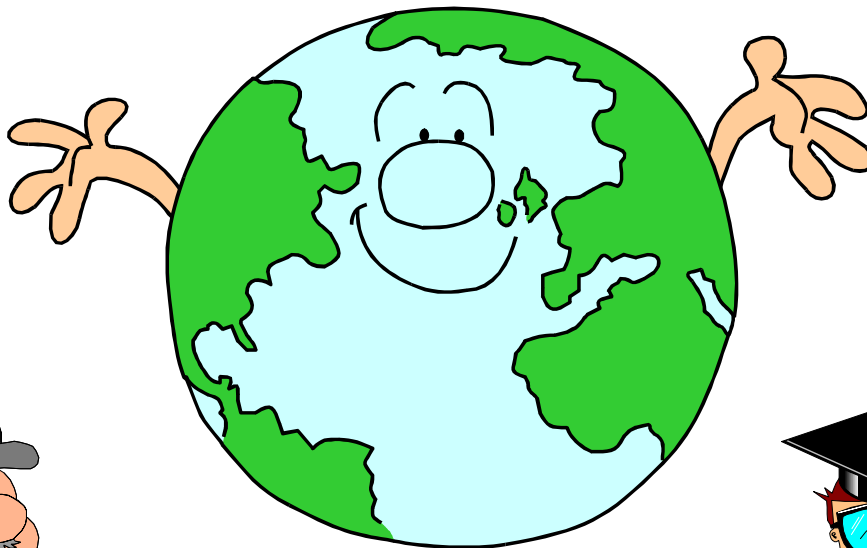
2.0 Waste Not through Whole-town Partnerships



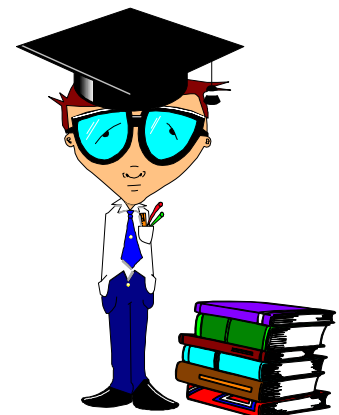
Schools



Community groups



Businesses



Graduates

Waste Not Partnerships

Community Groups

Businesses

Schools

2.1 Why this theme?

Using the Corby Waste Not example, this theme will explain what a whole-town partnership is, why they are such a good idea and how you can set up, manage or be involved in one.

2.2 What we did

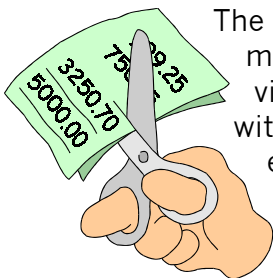
2.2.1 Whole-town Partnerships

Rubbish and global warming - both are examples of problems that we all contribute to and that can only be overcome if we all do our bit to help. But it is possible to go beyond just doing your bit. A whole-town partnership brings together different groups of people and helps them help each other as well as reduce their environmental impact. Working together to reduce waste really does make a win-win situation for all groups involved.



2.2.2 The Corby Waste Not model

Corby Waste Not (CWN) was a fixed length scheme, so the emphasis was on providing an environmental kick-start for the town, providing contacts and knowledge so that companies, community groups and schools could continue to reduce waste after CWN had ended.



The scheme placed a strong emphasis on the financial savings that can be made through improved resource efficiency and the income generated via reuse and recycling initiatives. These opportunities were enhanced with environmental education to provide a sound economic and environmental driver for cross-community involvement. Obtaining high levels of interest and support is a crucial factor for achieving results within a short-term scheme like CWN. The target audience therefore needs to be as big as possible – hence the term ‘whole-town’.

As well as the financial and educational drivers, whole-town environmental projects were set up to bring different sectors together. This community networking proved invaluable in ensuring that the waste minimisation projects and CWN Scheme as a whole were successful. The community groups, organisations and companies directly involved with CWN and the whole-town environmental projects implemented by CWN can be seen in figure 8.

“Corby Waste Not has been our most successful project working in partnership with businesses and communities”

Lynn Aisbett,
Strategic Director,
Corby Borough Council