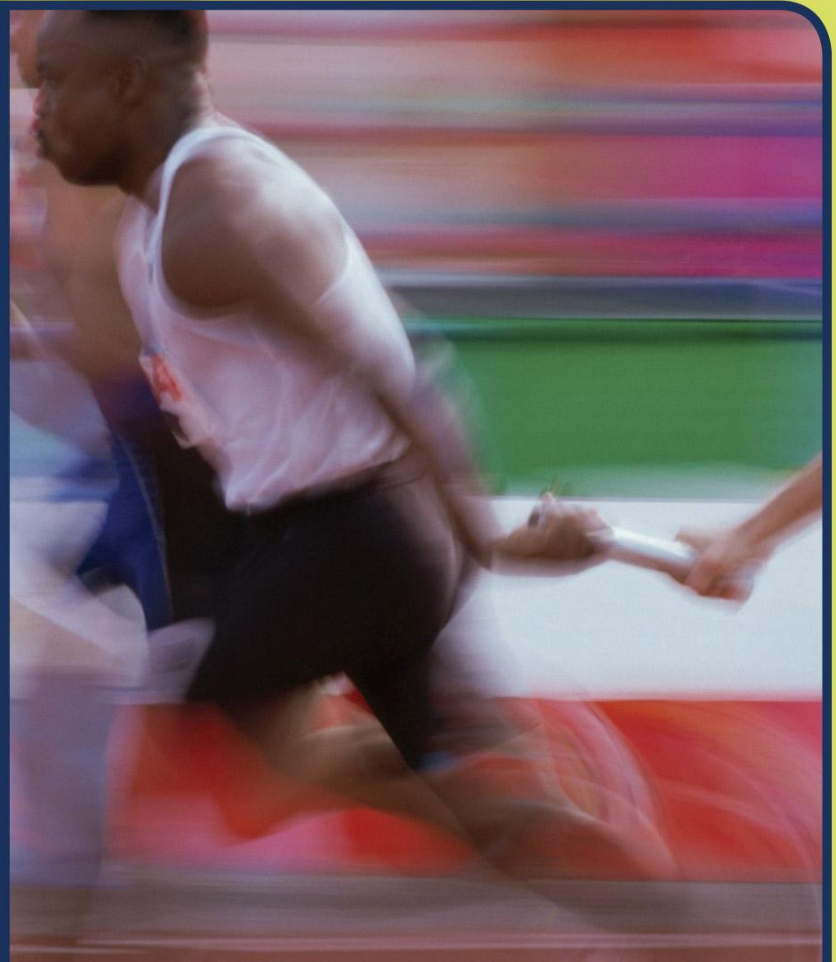


# **Strategic Co-operation Across the UK and Europe**



## ABOUT WRAP

WRAP's vision is a world without waste, where resources are used sustainably.

We help businesses, individuals and communities reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way.

## OUR PRIORITIES OVER THE BUSINESS PLAN PERIOD ARE:

- Minimising resource use in products and buildings
- Diverting priority materials from landfill



## OUR GOALS:

As a result of our actions there will be at least:

- **7 million tonnes** less carbon dioxide equivalent emitted
- **3 million tonnes** less biodegradable waste going to landfill
- **£1.9 billion** saved by consumers, businesses and the public sector
- **£130 million** growth in the resource management sector
- **3 million tonnes** fewer primary resources used
- **2 million tonnes** less waste produced

## WORKING IN PARTNERSHIP

WRAP is funded by **all Governments** across the UK who value our **expertise, research** and **practical advice**.

We work with a **wide range of partners** from major UK business, trade bodies and local authorities to individuals.

We **value** the partnerships we have forged with **business and communities**.

## VALUE FOR MONEY

- We have a **successful track record** of delivering resource efficiency programmes.
- We have over **10 years experience** – allowing us to refine processes and continually improve performance.
- We can run projects at a **UK-wide level**, allowing each nation to share **synergies**, benefit from **economies of scale** and deliver **greater impact**.

## TECHNICAL EXPERTISE

- We are an **evidence-based organisation** with sector-leading **expertise**.
- We develop **world-leading research** and development programmes that **drive innovation** from the laboratory to the market.
- We are **proud** of our reputation as the UK's **most authoritative body** on waste, recycling and resource efficiency.

## OUR SEVEN AREAS FOR ACTION:



Preventing food and drink  
waste



Increasing the resource  
efficiency of products





Increasing the resource  
efficiency of construction and  
refurbishment projects



Improving the collection of  
materials for recycling and  
reuse



Helping SMEs to become more  
resource efficient



Increasing the reuse and  
recycling of priority products



Recycling organic waste and  
recovering energy

## WRAP'S IDENTITIES ACROSS THE UK

WRAP delivers various programmes across the UK:



Working together for  
a world without waste



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## EU FUNDING ACTIVITY TO-DATE

- Currently involved in nearly £30 mil of projects with EU funding
- Mixture of WRAP led ERDF projects and partnerships for Life + and Eco Innovation
- Submitted three WRAP-led Life + bids in 2011 worth over £11 mil
- Involved as major partner in successful EU-wide FP7 Food waste bid led by Wageningen University

## EU FUNDING PLANS FOR 2012

- Overall target of ensuring that by year 3 of WRAP's BP, external funding will account for an additional 10% of our annual budget
- Focus on accelerating the delivery, expanding the scale or adding an international dimension to WRAP's existing work
- Aim to lead up to two bid applications under Life + 2012
- Aim to partner in at least a further four EU funding bids

## **PRIORITIES FOR 2012**

- EU wide collaboration on resource efficiency in the food and drink retail supply chain
- Removing market barriers and establishing standards in the reuse of furnishings and white goods
- Understanding and tackling market failure in textile recovery
- Marine Waste – Fishing Gear
- Skills Academy in Resource and Waste Management



**Working together for  
a world without waste**

**Julia Turner**

**[Julia.turner@wrap.org.uk](mailto:Julia.turner@wrap.org.uk)**

**+44 1295 819631**

**+44 7903 251287**

**[www.wrap.org.uk](http://www.wrap.org.uk)**

