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URGENT

09 - 27 September 2009
2009 Birmingham

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13 - 17 September 2009
 NEC, Birmingham

Welcome to the show

The Recycling and Waste Management Exhibition 2009 at Birmingham's NEC is bigger and better than ever. **Natasha Mann** discovers why waste matters

As companies look to cut costs in the economic downturn, they are increasingly trying to develop their waste management and recycling strategies as a way to improve efficiency. That's one reason for the accelerated growth of the three-day Recycling and Waste Management (RWM) exhibition, which this year expanded even further with 500 exhibitors.

"Since we opened the doors on Tuesday, we've been busy, with attendance up eight per cent from last year," says Gerry Sherwood, event organiser for the show at the NEC, Birmingham.

"There are several other reasons why the exhibition is growing, including government pressure and much more influence from EU regulations laying down rules about waste. The producers' responsibility guidelines, laid down by Defra (Department for Environment, Food and Rural Affairs), are an extension of the 'polluter pays' principle. They will involve more businesses and

organisations in managing waste."

The Government's increase in landfill tax has also fuelled growth. "With this tax, plus gate fees and so on, it will soon cost £100 a ton to put stuff in the ground," says Sherwood.

"At the exhibition, visitors can see demonstrations of processes to put less into landfill, which will improve costs and efficiency."

Keeping ahead of the competition in the downturn is a key theme of the exhibition, which is showcasing companies and organisations operating in all parts of the supply chain, from consultants and waste management companies to suppliers of bins and recyclers.

Highlights include a varied line-up of speakers and, according to Sherwood, "One of the seminars that has created a buzz was by Mr Julian Walker-Pain, head of corporate policy for sustainability and ethics at Asda, who questioned the use of carrier bags. He said, 'Carrier bags are seen as iconic, but I question the focus on them as they are a tiny percentage of the waste stream.'"

Other prominent speakers in the programme are representatives of Sainsbury's, Marks & Spencer, the Waste & Resources Action Programme (WRAP) and Miller Homes, as well as industry gurus Stephen Wielebski and Peter Jones, a former director of

Biffa Waste Services.

A new feature is the Energy and Water seminars for those responsible for energy and water resources. There is also a Pavilion with 21 South Korean companies displaying their recycling and waste management products.

Says Sherwood, "The then Department of Trade and Industry commissioned a report in 2006 which expected the waste management sector to grow in value from £8.1 billion that year to more than £16 billion by 2015. "With such growth come jobs and opportunities. Both the private and the public sector need expertise – whether it's in the skills required to educate households on waste, or about private sector businesses understanding how to improve operational efficiencies and cut costs. It is a good time to enter waste management."

To find out about training and courses in recycling and waste management, visit: www.ciwm.co.uk (The Chartered Institution of Waste Management) or www.esauk.org (The Environmental Services Association)

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CATCH THE FINAL DAY ▶▶▶▶

SPEECH: "Selecting a waste partner"

MANDY KEEPAX, HEAD OF FACILITIES MANAGEMENT

Mandy Keepax is head of facilities at Marks & Spencer, which puts her in charge of cleaning, pest control, and waste management.



Her speech on the process of choosing a waste partner is based on recent experience at Marks & Spencer. In June, recycling organisation Sevenside was contracted by the company to manage, collect and reprocess its waste. This was a step towards Marks & Spencer's target of sending zero waste to landfill sites by 2012.

Keepax's career began in 1984 when she worked in facilities management for the John Brown Group. She then worked at Hoare Govett, G&J publishing and Tarmac, before becoming sales director for Peartree Cleaning, which led to her current role.

SPEECH: "Selecting a waste partner"

TIM PRICE, ACQUISITIONS AND COMMUNICATIONS MANAGER, SEVERNSIDE



Tim Price joined the market-leading recycling company Sevenside in 2000 to work on the roll-out of a package recovery network aimed at bringing extra recycling services to a variety of organisations. Since then, he has had roles both in a sales and operational capacity.

Price is heavily involved in the marketing of Sevenside's brand of Facilities Management, offering complete recycling and waste management to customers, with the aim of diverting as much waste as possible from landfill. He is also responsible for delivering Sevenside's Annual Recycling Awards, which recognise the achievements of customers - many of them big retailers, such as Marks & Spencer, see left - who have made sustainable improvements in their recycling and waste management techniques. Price is a member of The Chartered Institute of Marketing.



HELEN BIRD, NATIONAL CO-ORDINATOR, BREW

Helen Bird was appointed Business Resource Efficiency & Waste (BREW) Centre national co-ordinator in May 2009, a role that includes the

SPEECH: "Local authorities supporting local businesses - improving access to recycling"

overseeing and planning of the Centre's current and future work. Prior to this, she was their projects co-ordinator, with the responsibility of selecting and monitoring grant-funded local authority projects.

Bird's passion for resource efficiency stems from working in Kenya for an ecological engineering and consultancy firm undertaking energy and waste audits of safari companies, as well as promoting the use of sustainable energy, fuels and their technology. She has worked for several medium-sized companies, with duties including management of the global distribution network, sales and marketing.

RWM EXHIBITION HIGHLIGHTS

September 17

Midday in the business seminar theatre. Dr Nina Sweet of WRAP (which encourages the efficient use of resources in the UK) looks at food waste and its treatment - the challenges, opportunities and progress to date.

2pm in the business seminar theatre. The topic - the latest developments in London Thames Gateway, the number one clean-tech location - is led by Mark Bradbury, deputy director of development at the London Thames Gateway Development Corporation. "One day, every major city will have a sustainable industries park," says Mark. "And we're the first."

'With landfill tax and gate fees, it will soon cost £100 a ton to put stuff in the ground'



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