

SUBJECT:	BUSINESS WASTE RECYCLING – GIVING WORLD
REPORT BY:	WASTE OFFICER GROUP
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BACKGROUND INFORMATION

At the meeting of the Partnership on 27 September a presentation was given by the charity Giving World outlining how they work with businesses to recycle surplus production and end-of-line items through local voluntary groups and charities to stop these items being sent to landfill.

The presentation was well received with all Partners supportive of this initiative being introduced across Lincolnshire. This matter was referred to the Officer group for consideration as to how the individual members of the Partnership could best promote and develop this to assist community groups and charities within the county.

The Officer Group considered this matter and agreed that the following approaches would be suitable:

- Council website
- Council newspaper
- Community forums
- Economic Development contact with local businesses
- Letter to local Chamber of Commerce
- Press release

- Housing Association
- Community Groups
- Local charities

Whilst the County Council can co-ordinate a central publicity press release it will be the responsibility of each individual partner to use whatever methods they consider appropriate from the above list or indeed any other approaches they consider suitable to publicise this initiative and get in known within their district.

RECOMMENDATIONS

The Lincolnshire Waste Partnership is recommended to support the introduction and promotion of Giving World across Lincolnshire, with each partner agreeing to undertake the necessary work to launch this within their own district.