



wasteaid^{UK}

Organisational Strategy 2015 – 2018



October 2015

**“A charity dedicated to improving waste management in
countries with poor waste services”**

**WasteAid UK
Registered Charity Number
1160263**

Introduction from the chairman

The creation of the WasteAid UK comes at a critical time for waste management and its contribution to global development issues. In September this year, the United Nations General Assembly formally adopted the 2030 Agenda for Sustainable Development. This included new Sustainable Development Goals, which replace the well known Millennium Development Goals.

Of the 17 new Sustainable Development Goals, 12 link directly or indirectly to waste management. As an example Goal 11 is to 'Make cities inclusive, safe, resilient and sustainable'. This goal specifically includes a target to reduce the adverse environmental impact of cities through municipal and other waste management. Furthermore, generating livelihoods from improved waste and resource management contributes to Goal 1 'End poverty in all its forms'.

WasteAid UK is in a strong position to support the Sustainable Development Goals and to work with communities affected by poor waste management, using both our passion and expertise. In our first few years we expect to adapt and change as we find our feet, however we will always continue with our initial aim of being a charity dedicated to improving waste management in countries with poor waste services. For this reason, I am looking forward to being part of WasteAid UK.

Mike Webster
Chairman WasteAid UK

November 2015



1. INTRODUCTION TO WASTE AID UK

This is the Organisational Strategy for WasteAid UK. It sets out the aims of the organisation, the organisational approach and the aspirations for the next three years.

Why is WasteAid UK needed?

Waste management has fallen through the gaps in terms of donor funding and has led to neglect. The Global Waste Management Outlook¹ confirms that sound waste management is much more than just desirable, **it is absolutely essential**. However globally, waste management is often overlooked:

- 3.5 billion people are without access to basic waste management services²;
- The World Bank states that waste collection rates are as low as 41% in low income countries³;
- Uncontrolled wastes have direct and indirect public health impacts⁴ with practices such as open burning having particular direct impacts on child respiratory health;
- Municipal waste tonnages are predicted to double by 2025, and urbanisation is increasing⁵ which compounds the waste management problems in low income countries;
- 40% of waste globally is disposed of in dump sites which affect health and quality of life of people nearby⁶;
- The link between waste generation and income has not been broken in most countries so increasing wealth leads to increasing waste arisings which developing economies are unable to manage.

These global scale issues contribute to the need for WasteAid UK to put waste management on the donor agenda and work towards supporting communities living with poor waste management impacting on their lives.

Our Vision

Our vision is a world where solid waste is managed without significant impact to communities or the environment.

Our Mission

We will work to improve solid waste management in communities which are negatively impacted on by poor waste handling. We will connect stakeholders, bridge the skills gap and share the knowledge required to catalyse improved solid waste management practices.

Our Aims

1. Raise awareness of poor waste management and communicate its scale and impacts.
2. Promote knowledge exchange between stakeholders.

1 UNEP (2015) Global Waste Management Outlook.

2 Waste management for everyone. (2012). D Waste, available at www.d-waste.com

3 What a waste: A Global Review of Solid Waste Management (2012) World Bank

4 UNEP (2015) Global Waste Management Outlook.

5 What a waste: A Global Review of Solid Waste Management (2012) World Bank

6 International Solid Waste Association: Wasted Health; the tragic case of dumpsites June 2015

3. Support the efforts of organisations working towards delivery of health, environmental and livelihood benefits through improved waste management.

Our Objectives

1. **Raise awareness of poor waste management and communicate its scale and impacts.**
 - a. Raise awareness through media, press, online and other platforms including waste management organisations;
 - b. Develop relationships with development sector influencers and donors; and
 - c. Explore and develop cross-organisational communications with partners.
2. **Promote knowledge exchange between stakeholders.**
 - a. Identify community groups, government bodies and not for profit organisations working in the field of waste management which require skills development and technical input to their projects.
 - b. Collecting and disseminating best practice examples of waste management;
 - c. Engage with waste management professionals willing to share their knowledge and their time;
3. **Support delivery partner organisations working towards health, environmental and livelihood benefits through improved waste management.**
 - a. Identify organisations in developing economy countries working towards improved waste management which would benefit from WasteAid UK's input; and
 - b. Provide support as required to deliver partner organisations.

Our operating principles and values

We will always operate according to these principles:

- To be open to the evolution of WasteAid UK whilst retaining the original vision
- To ensure the inclusivity of communities affected by poor waste management
- To ensure WasteAid UK learns from partners successes and failures
- To seek evidence of other approaches that may work to further WasteAid UK's aims.

The values we hold are:

- To be accountable, open and transparent
- To act with respect and integrity
- To maintain intellectual rigour
- To be responsive to local needs and proactive to achieve results
- To be pragmatic and realistic

2. ORGANISATIONAL APPROACH

WasteAid UK structure

WasteAid UK was incorporated as a private limited company on 15th December 2014. Company Number: 9355505. Charitable status was then obtained from the Charities Commission on 31st January 2015, Charity Number: 1160263.

Staff and trustees

At the time of registration, WasteAid UK had three Trustees including a Chairman and no paid staff members. Since registration two further trustees have joined; WasteAid UK recognises that each trustee must have appropriate skills and experience in order to ensure the organisation benefits from them.

WasteAid UK aims to engage up to seven trustees and will include not only people with waste management and development skills, but also business and management experience.

Over the duration of this Strategy, WasteAid UK intends to engage paid staff as appropriate, recognising that both funding and project needs will be key to growing the organisation.

Global WasteAid organisations

WasteAid UK is an independent UK registered charity, although shares its origins with WasteAid International and the other WasteAid organisations.

WasteAid UK will collaborate with other WasteAid organisations as appropriate, on the understanding that it does not compromise the values and operating principles set out in this strategy.

Partnership working

WasteAid UK will work with Delivery Partners. These are organisations or individuals in a position to impact positively on our target beneficiaries through project delivery. In particular, this is likely to be local or international charities which have access in terms of networks, language and other key requirements, to the communities who are in need of waste management related support. Local partners may also include local government departments or the private sector in some circumstances.

WasteAid UK has a rigorous and transparent delivery partner selection process. It ensures that organisational essentials such as internet access, English language skills and qualified staff are in place in order to ensure that project delivery is effective and communication about progress is clear.

Beneficiaries

The public (community) beneficiaries will vary according to the type of project. For example:

- A training project - may be specific to people (beneficiaries) within a certain industrial sector such as the catering sector if the training was relevant to food waste.
- A waste clean-up project – would see wider beneficiaries from the community if the project involved waste cleanup activities e.g. the cleanup of a public beach or park area.

- An awareness raising activity – beneficiaries ultimately will be those in developing economy countries however immediate benefits will be seen by those involved such as the waste management or donor sectors, which are now better informed of the key issues. Beneficiaries for UK based awareness raising will also include the participants at any events.

The Project Partners will be expected to reasonably identify and where possible quantify the project beneficiaries when they complete the Partnership Application Form.

WasteAid UK will ensure that the beneficiaries from any funding payment will be made clear and verified.

Monitoring and evaluation

WasteAid, like other charities, will ensure Monitoring and Evaluation is in place to check on whether we are operating and implementing projects effectively and meeting the aims of the organisation. This will include:

- Progress against WasteAid UK's aims and objectives - monitored through delivery of the actions/outputs under each Objective. This will be the responsibility of the trustees as designated by the Chairman.
- Project progress - monitored as set out in the Partnership Agreement and will be followed up by the Project Manager.
- Performance evaluation – an independent critical look at the achievements of WasteAid UK in the previous year.

3. OBJECTIVES

This section sets out the objectives, activities, actions/outputs which meet the WasteAid UK's aims. The actions/outputs are clearly defined so they can be used to monitor the progress of WasteAid UK and support the organisation's requirement to be transparent and accountable.

Objective 1. Raising awareness

We will raise awareness of poor waste management and communicate its scale and impacts.

Activity 1a: Raise awareness through media, press, online and other platforms including waste management organisations.

We will foster existing relationships with influencers, decision makers and media/social media outlets in the waste management arena.

We will ensure that articles, case studies and factually robust information are disseminated in order to gain support for the issue and bring it to people's attention.

We will engage with waste and resource management professional, institutions and companies.

Activity 1b: Develop relationships with development sector influencers and donors

We will engage with key international donors and development organisations which have or can have a key role in improving waste management.

We will understand how the work of these influential organisations can benefit from improved waste management through identifying gaps and areas for support.

Activity 1c: Explore and develop communications with partners.

Communication with partners will be beneficial to both parties.

We will support our partners with communication channels, ensuring their project work is inclusive to all.

We will use their experiences to improve the range of information we are able to present on how and why waste management practices should be improved.

Outcome of Objective 1:

WAKU is continually engaging with influencers and decision makers to increase understanding of the issues associated with neglecting waste management in developing economy countries.

Objective 2. Knowledge exchange

We will promote knowledge exchange between stakeholders

Activity 2a: Identify community groups, government bodies and NGOs which need waste management skills development and technical input to their projects

We will use existing networks and contacts to engage with organisations which need waste management related skills to further their aims.

We will seek to assess the needs of organisations and individuals who contact us and quickly respond to them as to how we may link them to waste professionals.

Activity 2b: Collect and disseminate best practice examples of waste management

We will identify proven and appropriate approaches to waste management and disseminate the information to stakeholders in order to enable those good practices to spread.

Activity 2c: Engage with waste management professionals willing to share their knowledge and their time.

We will develop a network of professionals with appropriate skills around the waste management sector, who are willing and able to share their skills with those in developing country communities

Outcome of Objective 2

WasteAid UK will facilitate a better understanding of development best-practice amongst the waste/secondary resources community and ensure understanding of latest developments, thinking and opportunities from the waste/secondary resources sector in the international development community.

Objective 3. Supporting delivery partner organisations

We will support delivery partner organisations working towards health, environmental and livelihood benefits through improved waste management

Activity 3a: Identify organisations in developing economy countries working towards improved waste management which would benefit from our input.

We will use networks, contacts and respond to direct requests in order to identify suitable organisations which both need and are ready for external support.

Activity 3b: Provide support as required to deliver partner organisations

We will support any partner we engage with as set out in our partnership agreement in order to further the partner's waste management related aims.

Outcome of Objective 3

WasteAid UK will financially and technically support sound partner organisations which are working on the ground to deliver projects which align with our aims of improved health, environment and livelihoods. We will be rigorous in choosing the right partners to work with who can support our needs of accountability to our donors.

Organisational Plans and Guidance

In addition to this strategy, WasteAid UK will operate according to a number of more detailed plans and guidance which steer us in line with our Aims and Objectives. These include our Fundraising Plan, Risk Register, Action Plan, Partnership Agreements and other guidance to ensure we operate to maximise the benefit of our funding.