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# **Next steps in PET bottle lightweighting**

**Tuesday 26<sup>th</sup> June 2007**

The background of the slide is a photograph of a bright blue sky with scattered white, fluffy clouds. The clouds are more prominent at the bottom of the frame, creating a sense of depth and light.

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# Phillip Ward

**Director for Waste Implementation  
Programmes: WRAP**

## WRAP: Waste & Resources Action Programme

- Private company, funded by DEFRA and the devolved administrations
- Set up in 2001 from Waste Strategy 2000
- 200 staff, 7 programmes

*“Helping businesses and the public to reduce waste, to use more recycled material, and recycle more things more often”*

## The role of WRAP

**“to minimise the production of waste by consumers and maximise the recycling of materials.”**

### **Minimising household waste**

Creating **markets for recycle**

Increasing recycling **infrastructure**

Training & increasing **collections**

Promotion of **consumer recycling**

# Waste minimisation, recycling, composting

