

News release

RSA press office

RSA

Encouraging enterprise
Moving towards a zero-waste society
Fostering resilient communities
Developing a capable population
Advancing global citizenship

Photocall Opportunity: You are invited to send a film crew / photographer / journalist to the media launch event of the RSA WEEE Man on Friday 12 May at 10.30am. Meet in Waterfront Square in front of the RSA WEEE Man structure. Contact on the day is Jo Davies on mobile 07989 470 722. Rob Holdway of the RSA/Canon WEEE Man project, RSA WEEE Man sculptor Paul Bonomini, and Councillor Gary Hopkins, Executive member for Sustainable Environment and Neighbourhoods for Bristol City Council will be available for interviews. Information about a city-wide story telling competition about the RSA WEEE Man (to be launched on Monday 15 May) will also be available at the same event from Bristol storyteller, Martin Maudsley.

8 John Adam Street
London WC2N 6EZ
+44(0)20 7930 5115
www.theRSA.org

RSA WEEE Man Arrives in Bristol

The amazing RSA WEEE man – a seven metre tall, 3.3 tonnes giant robotic figure made from old televisions, mobile phones and washing machines – will open to the public on Monday 15 May 2006.

The sculpture, designed by Paul Bonomini, represents the amount of Waste Electronic and Electrical Equipment (WEEE) that one average person in the UK throws away in their lifetime.

The RSA WEEE Man is an awareness and education project to highlight the growing problem of WEEE in the UK and across Europe. It has been brought here by Bristol City Council with the RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce).

The project's main objectives are:

- To transform the public's perception of waste from 'out of sight, out of mind' to visible, thought-provoking and behaviour changing
- To encourage the public, retailers and manufacturers to think carefully about waste reduction
- To raise the profile of recycling in the city
- To educate people on ethical consumer choice and how to live sustainably
- To raise support among designers and manufacturers for environmentally friendly designs

The Royal Society for the
encouragement of Arts,
Manufactures & Commerce
Founded in 1754
Registered as a charity in
England and Wales no. 212424

The RSA WEEE man will remain in Bristol until 19 June. A host of activities and events have been organised under the RSA WEEE Man banner.

These include:

- The *Sustainable Bristol Festival* on Saturday 3 and Sunday 4 June. This is a weekend of fun events, celebrating the *Festival of Nature*, aimed at the public, to encourage individuals to take more responsibility for their waste.
- A businesses event will take place on Monday 5 June and Tuesday 6 June. The highlight of this is Cutting Edge, an environmental industries showcase at At-Bristol, with up to 30 Bristol businesses displaying the latest environmental technologies and services. It is also an opportunity for anyone who is considering 'greening' their business to network and get advice from experts. See www.bristol-city.gov.uk/cuttingedge for the seminar programme and more details.
- A citywide competition organised about the RSA WEEE Man is also being launched on 15 May. Martin Maudsley, a prominent local story teller, is writing the first chapter to fire the imaginations of local children to write more about the adventures of the RSA WEEE Man. Prizes will include places on the children's cookery courses at soon to open Bordeaux Quay and a top prize of a family trip to the Eden Project. For more details, entry forms and rules email weeman@bristol-city.gov.uk. The winner of the storytelling competition will be announced on Saturday 17 June 2006. Prizes giving will take place at the RSA WEEE Man and the winning stories will be read on local radio.

Councillor Gary Hopkins, Executive member for Sustainable Environment and Neighbourhoods said:

'We are delighted that the RSA have chosen Bristol to exhibit the RSA WEEE Man. We want to use RSA WEEE Man's presence in Bristol to encourage consumers, retailers, designers and manufacturers to focus on successfully dealing with WEEE. It's also the ideal opportunity to tackle the wider issues of waste in Bristol and promote everything the council is doing locally to tackle the city's rubbish problem.'

ENDS

For more information contact Bristol City Council Corporate Communications on 0117 922 2650.

Notes for Editors

The RSA WEEE Man & Exhibition in Bristol:

- WEEE Man will be in Waterfront Square, Bristol Harbourside, Bristol, from 15 May until 19 June.
- The WEEE man is made of a steel tripodic framework and a wide range of electrical and electronic household products from the 10 categories of the WEEE directive (see attached WEEE Man graphic figure 1). These include washing machines, TVs, microwaves, vacuum cleaners and mobile phones.
- 69% of Household WEEE arising by weight in the UK comes from Large Household Appliances – cookers, washing machines etc. Therefore the predominant weight of WEEE in the WEEE Man is large household appliances. Consumer Equipment (i.e. Hi Fi) accounts for 13%, 8% Small Household appliances such as vacuum cleaners, 7% IT & telecommunications (mobile phones) and so on.
- The WEEE Man represents the amount of electrical waste that one person will produce in their lifetime if we carry on discarding items at the current rate; this is estimated to be around 3 tonnes for the UK.
- The RSA WEEE Man is an environmental awareness initiative from the Royal Society of Arts (RSA) to highlight the growing problem of Waste Electrical and Electronic Equipment (WEEE) in the UK and across Europe.
- As part of the RSA's Manifesto Challenge of moving towards a zero waste society, the project will raise awareness of WEEE and be a catalyst for action for consumers, retailers, designers and manufacturers to focus on successfully dealing with WEEE, including recycling, reuse, repair, refurbishment, and sustainable manufacturing.
- The RSA WEEE Man project was developed and managed by Rob Holdway, Giraffe Innovation Limited, based on an original idea conceived by Hugh Knowles and developed in partnership with Mark Fremantle, both Fellows of the RSA. The RSA WEEE Man has been designed by Paul Bonomini and was produced by Stage One.
- There is a complete list of what RSA WEEE Man is made from at www.weeman.org

RSA WEEE Man city-wide story telling competition:

- Martin Maudsley works with children, young people, family groups and adults providing storytelling performances, specialising in themes of the natural world. Whilst often re-telling traditional stories, with their well-worn rhythm and timeless appeal, he also write original stories for telling on commission. Martin has developed story-making and 'imagineering' workshops with diverse audience groups for spontaneous and improvised storymaking. He also offers training and consultancy in inventive and imaginative communication within science, education and environmental organisations. He runs regular sessions in storytelling for theatre companies, and work freelance in schools and organisations as a resident storyteller.
- Martin's recent storytelling-related projects include: January – March 2006. Schools storytelling project, Read a Million Words, Bristol; February 2006. Storytelling performances for Storytelling Week; October 2005. Story Soup: Bristol Old Vic. Storytelling / physical

theatre show. Sell-out performances for five days; September 2005. Environmental Story project, Bristol City Council; September 2005. Roald Dahl Story Centre – performance & workshop; July 2005. Chester Zoo – wrote and directed an outdoor theatre show; June 2005. At-Bristol - storytelling performances and staff training; 2004. The British Association - Science in Museums project; 2004. Bristol Zoo – performance, commissioned writing, staff training; 2004. Eden Project – storytelling and creative word workshops. Contact: martinmaudsley@wildmail.com.

WEEE Directive:

The WEEE Directive aims to prevent WEEE arising to encourage reuse, recycling and recovery of WEEE and to improve the environmental performance of all operators involved in the lifecycle of electrical and electronic equipment, especially those dealing with WEEE.

The Directive sets requirements relating to criteria for the collection, treatment, recycling and recovery of WEEE. It makes producers responsible for financing most of these activities; retailers/distributors also have responsibilities in terms of the take-back of WEEE and the provision of certain information. Private householders are to be able to return complete WEEE without charge.

- The Waste Electrical and Electronic Equipment (WEEE) Directive was published on 13 February 2003.
- From June 2006 the DTI will be conducting the next round of consultation with regard to the directive's producer responsibility obligations for household and non-household WEEE and the take back obligations on retailers and distributors.
- It will have significant implications for importers, producers and retailers of electrical and electronic equipment.

Examples of equipment that will be covered by the Directive are household appliances, IT and telecommunications equipment, audiovisual equipment (TV, video, hi-fi), lighting, electrical and electronic tools, toys, leisure and sports equipment.

WEEE disposal facilities in Bristol:

- Bristol City Council will accept all domestic Waste Electrical & Electronic Equipment (WEEE) at the two main recycling centres in St Philips & Avonmouth.
- Reuse – The council promotes the reuse of domestic WEEE so if it is still working or repairable, please consider giving your items to the Sofa Project or other organisations for refurbishment and resale. Call Sofa Project on 0117 954 3567 to arrange free collection within the Bristol area. After testing and refurbishment these goods will be offered for sale at low prices to low income families.

Waste Facts:

- The UK produces more than 434 million tonnes of waste every year. This rate of rubbish generation would fill the Albert Hall in London in less than 2 hours. (source: Waste Online)
- Every year UK households throw away the equivalent of 3 million double-decker buses (almost 330 million tonnes), a queue of which would stretch from London to Sydney and back. (Source: Waste Online)
- On average, each person in the UK, throws away seven times their body weight (about 500kg) in rubbish every year. (Source: Waste Online)
- The average UK citizen produces 3.3 tonnes of electrical waste every year, equivalent to the weight of 626 Clifton Suspension Bridges. (Source: RSA WEEE Man Project/The Clifton Suspension Bridge Trust)
- The 6 million tonnes of waste electrical and electronic equipment (WEEE) disposed in Europe in 1998 consisted of an estimated 3.6 million tonnes of metal, 1.2 million tonnes of plastic, up to 27,000 tonnes of lead and 8 tonnes of mercury. (Source: AEA Technology)
- In the UK there are more than 15 billion electrical and electronic appliances, an average of 25 per householders and, at present, 90% of the electrical waste ends up in landfill sites. (Source: Royal Statistical Association)