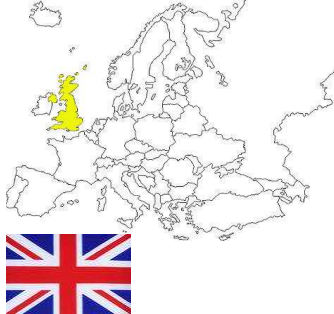


## The Real Nappy Campaign (UK)

	<b>Region</b>	United Kingdom
	<b>Type of prevention measure</b>	Promotion of Reuse and Repair
	<b>Geographical level of implementation</b>	Local
	<b>Target</b>	Consumers
	<b>Date of implementation</b>	1999
	<b>Type of waste</b>	Household Waste

*As a growing town popular with young families, Milton Keynes reduced pressure on local landfills by helping parents make the switch to reusable nappies, through a targeted local information campaign along with cash-back incentives.*

### Context

Disposable nappies make up half of the household waste produced by families with a new baby. Each infant will have used on average 4,000 to 6,000 nappies by the age of two and a half, contributing over a tonne of waste to landfill. Disposable nappies take 500 years to fully decompose, releasing methane, a potent greenhouse gas, in the process. The associated collection and disposal fees cost taxpayers in the borough of Milton Keynes around £400,000 annually.

### Objective

Milton Keynes has a growing population with a large proportion of young families. Facing increasing pressure to accommodate household waste in local landfills as well as new UK targets to reduce biodegradable municipal waste, Milton Keynes designed a targeted scheme to address this major component in the borough's landfill problem.

### Means

A guide for parents was created, featuring step by step instructions to simplify the switch to reusable nappies and detailed local information on suppliers as well as laundering services. There are a variety of types of reusable nappies and differences in cost, performance and environmental impact are described in the guide, which also responds to frequently asked questions and dispels common myths.

A central element of the real nappy campaign in Milton Keynes is its cash-back incentive scheme.

The cash-back incentive scheme is offering families who invest more than £60 in reusable nappies a payment of £35 to £40. The application form is included in the guide and payment is made within two weeks of sending receipts.



### Results

Using reusable nappies saves families up to £500 per infant, or more if they are used for subsequent children. The real nappy programme in Milton Keynes and other local programmes in the UK were supported by WRAP (Waste and Resources Action Programme) between 2004 and 2006, over which time 23,000 nappies were successfully diverted from landfill, awareness among parents of the environmental impact of disposable nappies grew significantly, and many new local incentive schemes were created.

### Further Information

Milton Keynes Council's Guide to Real Nappies:  
[www.miltonkeynes.gov.uk/recycling/documents/M72376 - Real Nappies Leaflet 2008.pdf](http://www.miltonkeynes.gov.uk/recycling/documents/M72376_-_Real_Nappies_Leaflet_2008.pdf)  
 The Real Nappy Information Service:  
[www.goreal.org.uk](http://www.goreal.org.uk)