Outline

1. Brief overview
2. The past
3. Our current situation
4. Our future:
   - Technology/integration
   - Design & Structure
   - Functionality
5. Next steps
BRE has 15 years of experience in developing waste management and reporting tools.
The Past....

The idea first came about in this very building 17 years ago!

When this building was built we were able to use some reclaimed products and recycle demolition waste

BUT couldn’t minimise construction waste as we didn’t know what it was, how much there was and why
The past (continued)

- This led to the development of a system to measure waste on site (paper based)
- This soon led to an electronic way of collecting data using a hand-held device
- Used an observer to collect:
  - Type of product that has been wasted
  - The amount of that product
  - Cause of waste
  - Linked to work package

- Used on a number of large projects to establish waste minimisation strategies
- Resource intensive BUT successful
The past (continued)

– Encourage the industry to start measuring their waste

  – SMARTWaste (observer required)
  – SMARTStart (cut down version)

– Which then lead to the development of SMARTWaste Plan in 2008 (with the introduction of the Site Waste Management Plan Regulations)
The current situation
The SMARTWaste family: now

SMARTWaste Construction

SMARTWaste Commercial

Bespokes

SMARTWaste International

Related tools

Memberships

BREMAP

True cost of waste calculator
SMARTWaste Membership

- **Bronze annual membership package**
  - £950 plus VAT
  - 39

- **Silver annual membership package**
  - £3.5k plus VAT
  - 11

- **Gold annual membership package**
  - From £8k plus VAT
  - 5
SMARTWaste data: Number of Projects and waste arisings (May 2013)

Total no of companies registered: approx 4500
SMARTWaste data: Project floor areas and values

Cumulative Total Floor area (Million m²)

Cumulative Total Project Value (£Millions)
SMARTWaste project data (based on 2012-13 data)

Projects by type (based on 2012-13 data)
SMARTWaste companies with projects 12/13 (300 approx.)

Companies by type

- Principal Contractor
- Developer
- Client
- Other contractors
- Waste management contractors
- Other

Companies by size

- 0-9 staff
- 10-49 staff
- 50-249 staff
- 250+ staff
SMARTWaste membership (based on 2012-13 data)

Companies by membership

Projects by membership
SMARTWaste Bespoke Clients (25 in total)
## Current functionality (developed via bespokes)

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<th>Features</th>
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<td>Responsible sourcing</td>
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<td>Use of sustainable technologies</td>
<td>Performance reporting</td>
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SMARTWaste: Our challenges

• Need to keep up with technology
• Tool is looking outdated
• Competitors
• Data collection methods
• Removal of Site Waste Management Plan Regulations
The future?
Considerations – for future development

- How far should we go?
  - A minor facelift
  - A major redevelopment
  - A completely new tool

- Depends on investment/revenue

- The commercial model

- Need to ensure we keep our existing users and attract more (do we move into other sectors?)

- Need to work closely with those that have invested in SMARTWaste (e.g. bespokes)

- Need to be able to provide appropriate resourcing and support
Potential platform/technology

Have to keep up with the times!

– Different platforms:
  – Apps (Apple/Android)
  – Mobile websites

Data storage
– Cloud

Uploading data
– Automatic
Examples of potential integration
Potential design/structure

– Needs an updated look especially for graphics
– Lots of good examples out there!
– How far do we go?
– Do we change structure
  – Adding waste management companies/subcontractors
  – Users
  – Adding other data
Potential Functionality

– Ability to bespoke the tool; for example
  – Turn functions on and off
  – Choosing waste types, containers etc
  – Build your own reports
  – Build your own graphs

– Communicate electronically across projects and companies
– Intelligent data entry
Next steps

– Focus groups after lunch
– Market research exercise (October)
  – Non users
  – Free users
  – Memberships and bespoke
– Competitor analysis (underway)
– Development of draft roadmap
– BRE Investment case (end of October)
Most importantly….

– SMARTWaste has always been developed with industry
– It’s a user driven tool
– We want that to continue
– We will be developing a users group to help us drive forward the roadmap for SMARTWaste

– Please let any of the SMARTWaste team know if you are interested in participating!
Thank you

Questions ?