



Two key events for the sustainable waste and resource management industry in Scotland have joined forces to create a single flagship conference and exhibition for 2011

.The Scottish Waste and Resources Conference (SWRC), which is now in its tenth year, and Zero Waste Scotland are joining forces to deliver an event that can provide a vital forum for expression and debate to help shape Scotland's vision of a zero waste society.

"The launch of Scotland's Zero Waste Plan and the new single Zero Waste Scotland delivery programme has upped the ante and highlighted the need to bring an increasingly diverse range of stakeholders together to influence the future of resource management in Scotland," says SWRC Chair Jim Baird. "It is also clear that in times of continuing economic uncertainty, a single, high profile event is what the industry needs."

The new joint event will be held on 5th and 6th October 2011 at the Glasgow Hilton Hotel, and will comprise a two-day conference, as well as a revitalised awards dinner and exhibition. Opening with a keynote address by Richard Lochhead MSP, Cabinet Secretary for the Environment, the first day of the conference will incorporate the Zero Waste Scotland programme, which seeks to engage a wider business audience. BBC Scotland's political editor Brian Taylor will chair a debate on the implications of the Zero Waste Plan and other sessions will explore how businesses can benefit fully from more sustainable waste and resource management. Day two has a more detailed focus on the issues that matter to the industry and to local authorities, with expert speakers looking at the future of waste collection, using data to inform waste policy, and procurement, as well as the Daily Record's political editor Magnus

Gardham talking about public attitudes to waste.

“The Zero Waste Plan is clear: changing the way we think about and manage resources will require all areas of society to play their part. So, engaging the broadest possible range of commentators and influencers in the opportunities around zero waste must be one of our top priorities,” says Iain Gulland, Director of Zero Waste Scotland.

More information and booking details for the event can be found at [www.scotwaste.org](http://www.scotwaste.org) and entries are still being accepted for the SWRC Awards until Friday 26th August. For details of how to enter, call the events team on 01604 620426 or email [mark.norton@scotwaste.org](mailto:mark.norton@scotwaste.org)