

Rebecca Colley-Jones

Qualifications	MBA Environmental Management PGDip Water Resources BSc (Hons) Applied Environmental Science including an Erasmus year at EPFL Lausanne
Professional Membership	Chartered Wastes Manager (FCIWM)
Directorships	Trustee CIWM Director Menter Môn, Ynys Resources Ltd, Ropeworks Active
Languages	Fluent English, Welsh and French

An innovative and experienced resource professional, I embrace the challenges presented in developing a more resource efficient future. Throughout my career I have delivered effective waste and resources management and sustainable solutions to business. As technology and attitudes have developed so has a natural progression towards a circular thinking approach.

I am well known as an effective and experienced communicator and networker with a proven track record for building & developing innovative partnerships between business, academia, local government and national government. Understanding that each business is unique and requires tailored solutions has been the key to successful interactions.

CAREER HISTORY

Bangor University Sustainable Development Research Manager – specialising in circular economy & resource efficiency

I act as a Circular Economy and Resource Efficiency specialist within the team working both internally to improve systems with the University and externally on research projects with both businesses and other organisations. Through raising awareness of sustainable development and providing training, we ensure that sustainable development is relevant to the way businesses, public bodies and society operate. I am able to advise on how the Welsh economy can benefit by developing new processes and adopting new business models. I lead on action research focusing on developing sustainable businesses, encouraging them to improve their existing practices and to take full advantage of new opportunities presented by adoption of Resource Efficiency and Circular Economy.

WISE Network Coordinator Phase 2 - Bangor University (December 11 – Present)

Following the success of the original WISE Network, a number of other large ERDF projects were successful in securing funding including SEACAMS a £25 million marine programme and BEACON a bio-refining programme which I advised on in the initial stages. WISE Network also was successful in securing £12 million for a second phase. Central to this is the development and management of strategic relationships between academia and business partners, my role is effectively bridging the gap between business and research. Working at a number of different managerial and operational levels I coordinate over 100 researchers involved in Resource Management, Sustainable Product development, Quality control and Analysis, GIS and Remote Sensing, Sustainable Business development and Sustainable Health and Wellbeing, and collaborative delivery of solutions to 200 businesses and the wider green economy community, generating over £2million in R&D investment to date into Welsh SMEs. This role includes my providing expertise and advice to local authorities and the Welsh Government about how these projects can benefit the Welsh economy, and developing strategic vision around process development and upscaling impact. This includes facilitating conversation and dialogue amongst business and government partners about the potential of the products on offer, and encouraging commitment to procurement and financial backing, embedding a culture of research and development into SMEs in Wales.

WISE Network Coordinator Phase 1 - Bangor University (September 2006 – Dec2008)

I was responsible for rolling out and coordinating the setting up of WISE Network, an £8.5 million pioneering ERDF funded project that brought the three universities of West Wales for the first time. Working in the energy, resource efficiency, quality control and marine sector, I initiated and established strong relationships with, over **600 SMEs**, enabling them to utilize the services and knowledge transfer offered by this project, identifying key experts and putting together specialist teams which led to **120 collaborative projects, 80 new jobs** being created and increased potential combined turnover of over **£4.6 million** within a 20 month period. In addition I forged excellent links with key external bodies from the public sector such as the Economic Development unit of the Welsh Assembly Government, other business support providers, local authorities, Environment Agency, Countryside Council for Wales and others to ensure that the objectives of the WISE Network project were met and that environmental sustainability and business viability were both increased.

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Contributing Lecturer – Bangor University (2006– present)

I am a co supervisor and advisor on a number of MSc projects and am a regular guest lecturer at Bangor University.

Director – Ynys Resources Ltd (October 2009 - present)

I established Ynys Resources Ltd as a professional waste, resource and environmental management consultancy working with business and other stakeholders to manage resources more effectively. Operating mainly in Wales, Ynys Resources is focused on providing specialist support in relation to assisting Welsh enterprises in evaluating what is considered waste and harnessing its potential.

Wales Environment Trust – Business Development Manager Sept 02 – Sept 06

I initially joined in 2002, as part of the CWMre team (Creating Welsh Markets for recyclates), where I developed specialist knowledge of glass recycling and acted as the point of contact for CWMre's North-Wales operations. My role was to provide business support for SMEs wishing to use recyclate to manufacture products and the work this included

- setting up a new business;
- investigating or instigating research projects;
- Developing consortia to benefit from best prices
- writing business plans;
- acquisition of financial grants;
- Providing networking opportunities.

Following a successful bid to the Aggregates Levy fund (for £250,000) I was instrumental in developing the North Wales capacity and use of recycled and secondary aggregates.

Egniol Ltd – Senior Environmental Consultant Dec01 – Sept 02

- Environmental Monitoring – Project Manager
- IPPC Applications – Leachate and Gas Management
- Environmental Monitoring Plans

Symonds Group Waste Management Team – Environmental Engineer 1999 to Dec 2001

- Review of Reed Beds at Sutton Landfill Site
- Annual Monitoring Reviews
- Regulation 15 (Groundwater Protection) Risk Assessment
- Landfill Gas Risk Assessments
- *Review Leachate Treatment Plants*
- Canal Restoration
- RE and CQA Engineer

Hanson Waste Management - Environmental Monitoring Technician. - 1999

Celtest Limited, Bangor - Site Services Technician - 1997 - 1999

EXAMPLES OF PROJECTS

MBA Dissertation - How resource efficient business models can be used to stimulate circular economy

Detailed analysis using case study and literature review on business operating a circular economy business model, identifying types of business model used and challenges and opportunities for adoption of the different models In addition to an extensive literature review the research was based on analysis of qualitative semi-structured interviews with 12 companies adopting different types of resource efficiency business model.

WISE Network & Sustainability Lab

Welsh Government Evaluation of the Wales Waste Plan

Managing CIWM's inputs, working as part of a consortium to evaluate the Wales Waste Plan. In particular considering the impact on employment of the waste management sector. This task has involved evaluating the progress including number and type of training courses available for the waste management sector, and identification of training gaps and training opportunities

WRAP/Bangor University -#LoveYourClothesBangor

Rebecca managed this event which saw Bangor University's Sustainability Lab (S-Lab), partner with WRAP as part of their Love Your Clothes (LYC) campaign (which seeks to help change the way UK consumers buy, use and dispose of clothing). Other partners included Age Cymru, British Heart Foundation (BHF) Cymru and Antur Waunfawr and Bangor Students' Union, ran a week-long event in Bangor, comprising of workshops, collecting a tonne of clothes and a swishing shop. The aim was to encourage staff, students and the wider community to think about the way they buy, use and dispose of clothes, strengthening Bangor University's mission to be The Sustainable University, and its strong desire to bring sustainability to life through teaching and public engagement.

Bangor University - Bangor on a Budget workshops - Part of the Campus Life experience

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Workshops were held at the two main student villages, St Mary's and Ffriddoedd, based on WRAP's Love Food Hate Waste 5 principles of Planning, Portions, Leftovers, Dates and Storage. These were practical sessions highlighting the positive economic benefits and relevance of shopping and cooking carefully to students' lives, leading to reduced food waste, increased segregated food waste for Anaerobic Digestion rather than landfill bins, and reduced food costs. These events were reinforced by "Nosh 4 Students", a series of sessions upskilling students with basic cooking skills. These activities were supported through our website, Facebook and Twitter activity.

FSB – Understanding the legacy of major infrastructure projects for SMEs to enable Welsh SMEs to benefit from new major projects such as Horizon- Wylfa B

A literature review on business models and legacy papers to establish a framework to assess the types of business model that creates sustainable SMEs as a result of large infrastructure projects. This was supplemented by qualitative interviews with local SMEs, Horizon Nuclear Project and the Land and Lakes development. The research enabled the identification of the methods and planning required to maximise the benefits from improved skills and investment.

Waste Management Study Uganda At the request of the Ugandan Dept. of Environment and Water (DEW) was part of a team of 4 funded by Falmouth Rotary Club as part of their WASH project. We visited Kanoni, Lwengo, Kyanzanga and Kalisizo, whose populations varied from 15,000 to 35,000 to identify the problems to health caused by their current methods of collection and disposal of Solid Waste. Following the visits a workshop was held and a report with an action plan was compiled to enable the town councils and DEW to decide their immediate priorities and create detailed and costed projects for these to be implemented, for presentation to outside funding bodies.

Cylch – Research into Re-Use potential in Wales – for Re-Use Hubs

Assisted Cylch and its selected consultants (CM International) to investigate and deliver their Wales Community Reuse Strategy. Carried out the data analysis and market research around material flows for WEEE, Textiles and Furniture. The objectives were to develop a detailed understanding of material streams in Wales and understand the market for reuse and recycling products. The outputs included material stream maps, market analysis, and development of first set of options for capacity development.

Bangor University – Initiative to increase Recycling & Sustainability

Worked closely with the Environment and Conferencing team to provide advice and training assistance to both improve recycling rates and establish sustainable conferencing practice. All domestic staff (200) underwent waste awareness training with myself and initiatives such as the sustainability pledge for students and transparent bin recycling have been implemented. Also part of pilot to assess the efficacy of solar powered talking recycling bins.

SEACAMS – Bangor University

SEACAMS is a partnership of universities bring together internationally renowned marine and coastal expertise for the benefit of Welsh business. Promoting the SEACAMS project to business, and working on a number of proposed tidal schemes. Assisting with the build of the new BREEAM excellent facility including sourcing local recycled aggregate and producing the SWMP.

Feasibility Study into Wood Use on Anglesey – Menter Môn

Project managed a study which looked at various options for utilisation of wood on Anglesey including: assessment of wood resource and availability. Various end uses were researched including; biomass fuel, heated timber and extraction of fine chemicals. This has led to exploring the possibility, with Menter Môn of setting up an ESCO, processing waste wood generated on Anglesey to fuel small WID compliant boilers in business.

Development of recycled and secondary aggregate use in North Wales

Following a successful bid to the Aggregates Levy fund (for £250,000) I developed the North Wales capacity and use of recycled and secondary aggregates. This worked to reduce the quantity of waste being placed in landfill. Assist Civil Engineers and Local Authorities to identify and use recycling facilities in preference to landfill. Assist recycling companies to recover the maximum amount of aggregates from their waste streams. Maximise the value of the recycled aggregates, by achieving the highest possible specification, working with local aggregate producers to implement WRAP's Quality Protocol and liaise with the EA on progress. Develop markets for recycled aggregates by liaising with specifying bodies and procurement officers to gain acceptance of recycled aggregates as the preferred option to virgin materials.

YNYS Resources

CIWM State of the Reuse Nation report Rebecca worked with Beesley Associates on this report which examined the challenges and barriers to reuse and considering the wide range of opportunities that reuse presents. Rebecca's role was to identify and interview good practice case studies, which were evaluated to develop clear recommendations for the future in terms of further developing the reuse sector.

WRAP - Literature review into the specific barriers to recycling for residents in flats and terraced properties in dense urban areas : Rebecca worked in partnership with Beesley Associates to identify, from existing research, the key barriers to recycling for residents in dense urban areas and draw out any opportunities and support for types of

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interventions or changes to recycling and waste collection services which might be effective in raising recycling performance. The research concentrated on high rise and terraced housing.

Client Forest Research/Forestry Commission – Business provision of recreation offers for disabled customers

Research into business and organizations providing people with disabilities with outdoor recreation opportunities. Analysis of communications and marketing. Partnership building between business providers and Forestry Commission contacts.

Resource Futures - Development of training materials for Love Food Hate Waste for WRAP

Development of off the shelf training materials to be delivered to community groups on an informal basis either in groups or one-on. Providing an opportunity to understand how reduce food wastage by planning, storage, understanding of dates & portion sizes and use of leftovers, in addition to contribution to literacy skills

WRAP – Recycle on the Go

Working with LA, events and leisure facilities wishing to apply for grant funding from the WRAP recycle on the go scheme. Providing support for assessing potential for segregated systems, design of systems, communication campaigns and implementation

WRAP - Resource Efficiency Reviews of Centres of Excellence in Wales

Conducted Resources efficiency reviews on a number of centres in North Wales including Glan Llyn, Coed Y Brenin and Llyn Brenig to look at current resource use and develop solutions for improving in the future. These included better waste prevention measures, potential for reuse, better recycling systems & potential for water saving measures, providing both economic and carbon savings.

Provision of consultancy support for facilities wishing to achieve PAS 100 - WRAP Cymru

Working with local composting facilities providing services to LA helped them to overcome the biggest barriers to achieving PAS100 Standard namely concerns about return on investment and ploughing through the legislation process. The work helped to secure good markets in the horticultural and topsoil markets in addition to the agricultural ones so as to prove value in adopting the PAS standard. I also has experience in sourcing FACTS advisors, , liaising with EA on permit issues and helping guide through the process

Interim Manager - Pas 100 Compost Market Development –Tyddyn Mon

Secured 10,000 tonnes PAS 100 compost from a local IVC, Anglesey. Development of agricultural markets and partnerships with local aggregate producers to develop a manufactured topsoil and range of horticultural products. This included back up technical support from an Access to Masters student and securing a KESS scholarship for the company to look at both the chemical and physical properties of the soil in addition to creating a variety of horticultural blends.

Interim Manager Ecoparc Môn

Business Development – including developing 12 month Sales Plan, establishing contractual process and signed contracts for both input and output materials. Identifying selected plant with delivered prices. Delivery, installation and commissioning of plant. Development of EM Ltd Processes including QA manual, Environmental Management System and Biodiversity Plan.

Waste Compositional Analysis

A Waste Compositional Analysis for Grays Waste Management was carried out, to ascertain quantities of food waste that might be available for collection as a feedstock for the proposed AD plant at Mona. I accompanied Gray's staff on their Commercial Bin round collection, assessing typical composition of their client's bins, in particular assessing the percentage of food waste available, taking into account waste food types and packaging types. In addition percentage quantities of other recyclables such as card, glass and plastics were noted. The aim was to establish what types of recyclables would be available for segregated collections. Assessed best practice collection methods for different types of customers including from local Hospitals, cafe, restaurants pubs, caravan parks and offices. Conducted interviews with a cross section to identify barriers to recycling and develop bespoke systems of collection from point of origin to bins outside.