



# **Southern Region Waste Management Plan 2015 – 2021**

2nd Annual Report 2017



## southern waste region

The Southern Region Waste Management Plan sets out the framework for waste prevention and management in the region. When waste is generated, maximum value must be extracted from it by ensuring that it is recycled or recovered, including by the appropriate treatment of mixed municipal waste or residual waste.

### Our Vision

The strategic vision of the regional waste plan is to rethink our approach to managing waste, by viewing our waste streams as valuable material resources, leading to a healthier environment and sustainable commercial opportunities for our economy.

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### Our Targets



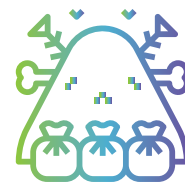
#### Prevention

1% Reduction Per Annum in the Quantity of Household Waste Generated per Capita over the Period of the Plan



#### Recycling

Achieving a Recycling Rate of 50% of Managed Municipal Waste by 2020



#### Landfill

Reduce to 0% the Direct Disposal of Unprocessed Residual Municipal Waste to Landfill (from 2016 onwards) in favour of Higher Value Pre-treatment Processes and Indigenous Recovery Practices

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### Reaching the Targets



Monitoring



Data Gathering



Awareness Raising



Partnership & Networking



Guidance



Research



Enforcement

# Introduction

The Southern Waste Region comprises 10 local authority areas namely Carlow, Clare, Cork City, Cork County, Limerick City and County, Kerry, Kilkenny, Tipperary, Waterford City and County and Wexford. Limerick City and County Council and Tipperary County Council are the lead authorities for the region. Through the Southern Region Waste Management Office (SRWMO), the lead authorities are responsible for the coordination, implementation and monitoring of the Southern Region Waste Management Plan 2015-2021 (the Plan).

The Plan, which is a statutory document, is the framework for the prevention and management of wastes in a safe and sustainable manner. The scope of the Plan is broad with an ultimate aim to provide policy direction, setting out what we as a region need to achieve and a roadmap of actions to get us there.

The SRWMO is a knowledge resource team for all stakeholders, with the capacity to promote higher order waste activities in the areas of prevention, reuse, resource efficiency and recycling.

The SRWMO collaborates closely with the Eastern and Midlands Waste Region and the Connacht and Ulster Waste Region, to ensure consistency in the national implementation of waste policy. The three regions work collectively on a variety of waste monitoring activities and campaigns.

The successful implementation of waste policy depends on a high level of engagement between all stakeholders and in particular the local authorities in our region. The SRWMO and the other waste regions have an ongoing engagement with the Department of Communications, Climate Action and Environment (DCCAE), the Environmental Protection Agency (EPA), the Irish Waste Management Association (IWMA), and other key stakeholders to manage the implementation of policy and mitigate against potential waste related problems.

The SRWMO is responsible for the preparation of an annual report highlighting the region's performance under each of the policy headings contained within the Plan. The first annual report covered the period from the launch of the Plan, May 2015 to May 2016. This annual report covers the period from May 2016 to December 2017 to bring the reporting period into line with the calendar year.

Waste statistics contained in this annual report are from 2015, as these are the latest validated statistics available.

This annual report describes the key waste themes during the period and presents activities and achievements in each of the policy areas under the eight Strategic Objectives of the Plan.

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# Key Statistics for Southern Region

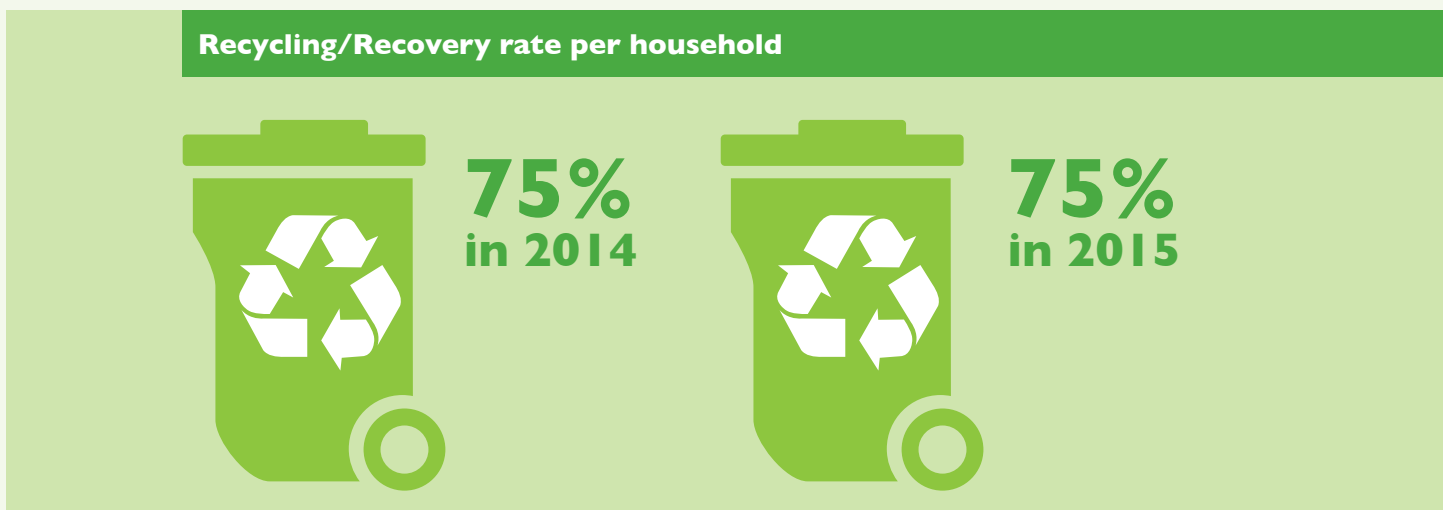
Note: The 2015 statistics are calculated based on the 2016 CSO data.



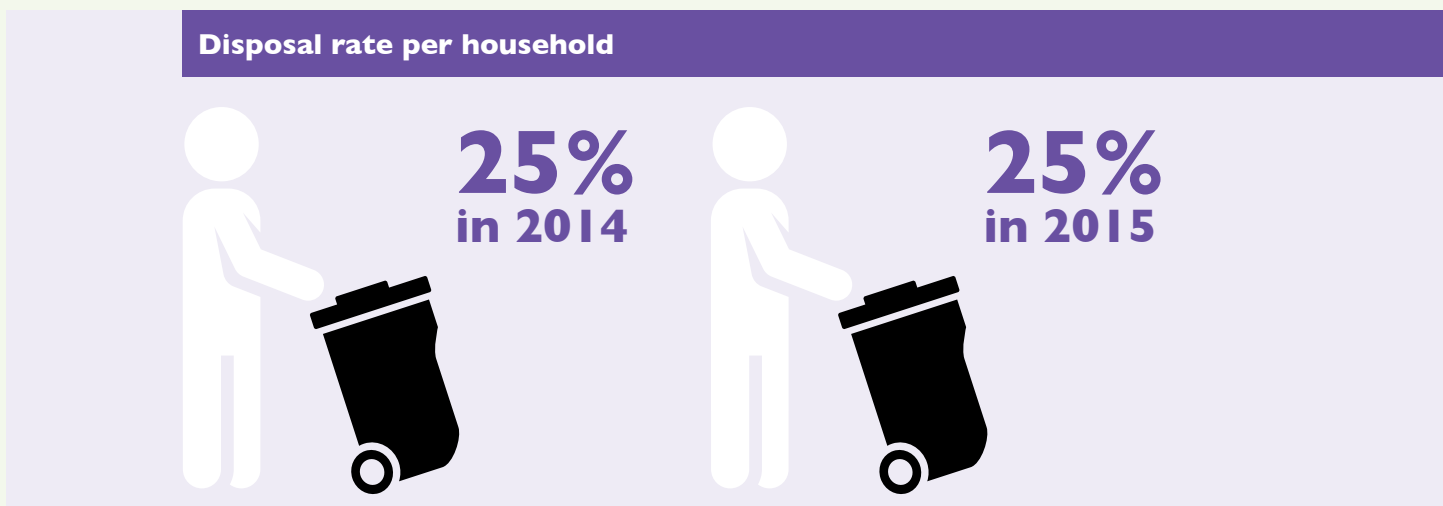
## Amount of household waste produced per person in the Southern Region



## Recycling/Recovery rate per household



## Disposal rate per household





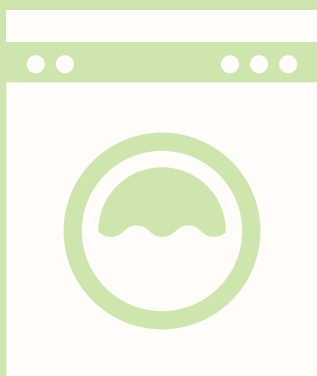
## Amount of household waste produced per household in the Southern Region



**810kg**  
in 2015



## Household Waste Electrical and Electronic Equipment per person



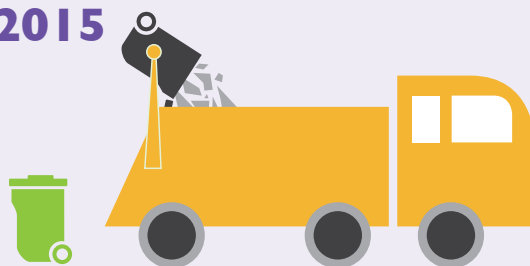
**7.99kg**  
Per inhabitant

**TWICE** the EU minimum  
target of 4kg per inhabitant

**52%**  
OF HOUSEHOLDS  
AVAILING OF A  
COLLECTION  
SERVICE HAVE AN  
ORGANIC BIN  
**2015**



**65%**  
OF HOUSEHOLDS  
HAVE SIGNED UP FOR  
COLLECTION SERVICE  
**2015**



# THEMES



## Reporting Period - Themes

Since the last Annual Report, there have been many changes to policy at EU, national & regional level. The Circular Economy Package continues to gather momentum while at a national level Government took decisive action on the removal of flat fees for household waste collection. At a regional and local level, the policy actions contained in the regional plans continue to be implemented and are summarised under each of the relevant policy objectives further on in the document.

## EU Policy

The EU Circular Economy Package contains an EU Action Plan with measures to stimulate the transition to a circular economy. The action plan will contribute to “closing the loop” of product life cycles through reuse and recycling with associated environmental and economic benefits. The package contains new targets for reuse, recycling and landfilling practices in addition to proposed incentives for producers to support recycling and recovery.

The annex to the circular economy action plan refers to “the identification and dissemination of good practices in waste collection systems” amongst other issues.

## National Policy

Ireland’s current national waste policy document is “A Resource Opportunity - Waste Management Policy in Ireland (July 2012)”. Section 4 of this document “Regulation of the Household Waste Collection Market” sets out a range of policy measures and actions including “operating pricing structures designed to incentivise environmentally sustainable behaviours by households in terms of waste reduction and segregation”.

In line with this in 2017 the Government announced a policy to discontinue the use of flat fees for household waste collection, to be phased in as customer contracts are renewed between September 2017 and September 2018.

## Policy Measures

The discontinuation of flat fees enables service providers to price services in a way that incentivises customers to prevent waste and increase recycling. Under the new policy customers have access to their waste data and can learn about the quantities of waste presented. The Government have established a Price Monitoring Group (PMG), to monitor pricing throughout the implementation period and have agreed to an annual subvention payment to incontinence wear dependents.

*A KEY COMPONENT OF THE POLICY IS THE DEVELOPMENT AND DELIVERY OF A COMPREHENSIVE EDUCATION AND AWARENESS CAMPAIGN TO SUPPORT AND COMPLEMENT THE POLICY OBJECTIVES.*

## Education

A key component of Ireland’s national waste policy is the development and delivery of a comprehensive education and awareness campaign to support and complement the policy objectives. The waste regions have developed and delivered a campaign which focused on the use of the brown bin, where appropriate. The waste regions in consultation with key stakeholders have drawn up a list of the materials you can put in your household recycling bin so to increase quality of recycling and reduce contamination in the recycling bin [www.recyclinglistireland.ie](http://www.recyclinglistireland.ie).

The regions have maintained waste prevention initiatives in parallel with the campaign to reduce residual waste arisings.



# OPERATIONAL ISSUES



## Dublin Waste to Energy Plant-Covanta

The Dublin Waste to Energy project is a Public Private Partnership (PPP) between Dublin City Council (acting on behalf of the four Dublin Local Authorities) and Covanta, to provide a sustainable treatment of waste that cannot be reused or recycled. The Waste to Energy (WTE) plant was commissioned in early 2017 and accepted 270,000 tonnes of waste in 2017. In 2018 the plant has the capacity to accept 600,000 tonnes of MSW and this will help to divert waste away from landfill disposal to a recovery option.

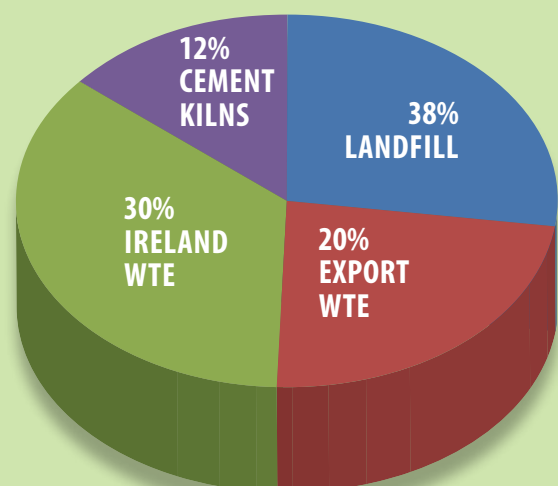


## Municipal Solid Waste (MSW) Capacity 2017

MSW processing options were not as restricted in 2017, with the commencement of the Dublin Waste to Energy Plant that alleviated some of the pressure on processing options that were evident in 2016. Figure 1 shows the various options for processing MSW in 2017 and processing at Waste to Energy plants in Ireland was at 30%. When this is added to the amount of MSW processed in cement kilns it indicates that almost 42% of the MSW was thermally treated in Ireland in 2017; however we are reliant on export for processing of 20% of the MSW generated. Exporting waste has the added issue that it generates organic fines which have to be stabilized and outlets for fines were quite restricted in 2017. Indications are that MSW waste arising will continue to grow in 2018, 2019 and 2020 and this will put pressure on processing options going forward.

[At the time of publishing it was noted that An Bord Pleanála granted permissions to Irish Cement for their plants in Limerick and Drogheda to process an additional 130,000 tonnes of MSW - subject to amendment of EPA Licence requirements]

**Fig 1. MSW to Processing - Ireland 2017**



# OPERATIONAL ISSUES



## Construction & Demolition (C&D) Waste Capacity 2017

Volume output in the construction sector grew by 16.3% in 2017<sup>1</sup>. As a result, there was a correlated growth in C&D waste generated in 2017. This growth put pressure on the processing options for C&D waste with the EPA prioritizing the applications for inert soil & recovery facilities and licensed an additional 1.4MT during 2017. Non-hazardous-non-inert C&D waste has very few processing options in Ireland and is mainly restricted to being directed to lined landfills with the added pressure of using void space that otherwise might be available for MSW disposal. Export options were found for this waste in 2017 and whilst some national projects were delayed these export options came on stream during 2017. Exporting the non-hazardous C&D waste is set to continue as a necessary option in 2018.

<sup>1</sup> (<http://www.cso.ie/en/releasesandpublications/er/pbci/productioninbuildingandconstructionindexquarter42017/>).



## Mixed Dry Recyclables

Recycling operators used to depend on exporting recyclable materials to China. In 2016, up to 95% of Irish plastic waste was exported to China. However in July 2017 China notified the World Trade Organisation that it would be imposing a ban on the imports of certain kinds of solid waste by the end of 2017, including certain types of plastics, paper and textiles due to the high levels of contamination. In April 2018, China banned another 32 types of solid waste — including stainless steel scraps, compressed car scraps and ship scraps. Sixteen of them will go into effect at the end of this year, and the other half at the end of 2019.

Explaining the decision to the World Trade Organisation, China's environment ministry said:

*"LARGE AMOUNTS OF DIRTY... OR EVEN HAZARDOUS WASTES ARE MIXED IN THE SOLID WASTE THAT CAN BE USED AS RAW MATERIALS. THIS POLLUTED CHINA'S ENVIRONMENT SERIOUSLY."*

Irish operators have now located alternative options in Europe and Asia however there are large fluctuations on the commodity pricing. Recyclable waste is normally a tradeable commodity, and its value depends on the level of contamination.

In order to address the contamination issues with our recycling waste, the Government, Local Authorities, Waste Industry, Repak and Environmental NGOs come together, in November 2017, to launch a clear message on the suitable content for recycling bins [www.recyclinglistireland.ie](http://www.recyclinglistireland.ie). Ireland's Recycling List is simply paper, cardboard, rigid plastics, tins and cans which must be clean, dry and placed loosely in the bin.

The Regions also coordinated the delivery of the national recycling ambassadors programme to increase awareness about recycling practices and Ireland's Recycling List.



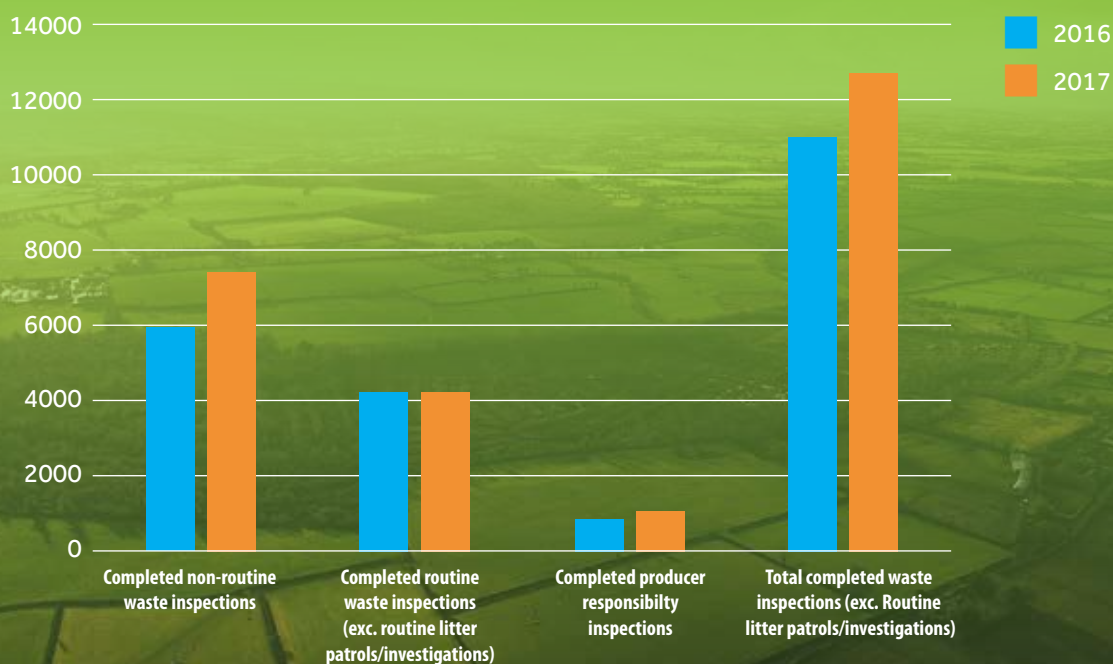
## Enforcement and Regulation

The role of the Southern Waste Enforcement Regional Lead Authority (WERLA), established in October 2015, is to drive effective and consistent waste enforcement across the Southern Waste Region (SWR). The WERLA co-ordinated a programme of work for 2017 to align with the national waste enforcement priorities set by the DCCAE and relevant policy actions under Strategic Objective F of the Southern Regional Waste Management Plan.

The SRWMO worked closely with the WERLA office in order to ensure waste management and waste enforcement work in tandem to effectively implement relevant policies and priorities. This work plan formed a core focus of the waste enforcement plans prepared by the individual local authorities within the region, in accordance with Recommendation 2001/331/EC for the Minimum Criteria for Environmental Inspections (RMCEI) adopted by the European Parliament and the Council. 12,679 waste related inspections were carried out across the SWR in 2017.

Figure 2 below presents a breakdown of inspection activities in the SWR for 2017. for 2017. This illustrates an increase on the number of inspections carried out across the region compared to 2016.

Figure 2. Waste Inspections in Southern Waste Region



## Objective A

The region will implement all waste management related environmental policy, legislation, guidance and codes of practice to improve management of material resources and wastes

**Policy A** Take measures to ensure the best overall outcome by applying the waste hierarchy to the management of waste streams

- Quarterly reports produced on Capacity Issues for MSW and C&D Waste
- Reference also policy actions under the other Strategic Objectives

## Objective B

Prioritise waste prevention through behavioural change activities to decouple economic growth and resource use

**Policy B** Promote Behavioural Change and extend Waste Prevention Activities through information campaigns, targets training and local capacity building.

- Smart Store Cooking Events
- Reusable Cup Campaigns
- Food Waste Prevention
- Brown bin Campaigns
- Hazardous Waste Collections
- [www.recyclinglistireland.ie](http://www.recyclinglistireland.ie)

## Objective E

The Region will promote sustainable waste management treatment in keeping with the waste hierarchy and the move towards a circular economy and greater self-sufficiency

**Policy E** There are 29 Policy recommendations directed at developers to deal with development of waste infrastructure so that outcomes are in keeping with the waste hierarchy.

- A review of the waste projections is being prepared to assist with analysis of capacity needs going forward.
- Reference also policy actions under the other Strategic Objectives

## Objective F

The Region will implement a consistent and co-ordinated system for the regulation and enforcement of waste activities in co-operation with other environmental regulators and enforcement bodies.

**Policy F1** Enhance the enforcement of regulations related to household waste  
**Policy F2** Enforce all waste regulations through increased monitoring activities and enforcement  
**Policy F3** Take Measures to prevent and cease unauthorised waste activities  
**Policy F4** Improve the consistency of local authority waste authorisations and conditions

- Southern Waste Enforcement Regional Lead Authority ( WERLA) co-ordinated programme of work for 2017.
- SRWMO worked closely with the WERLA office. The work plan formed a core focus of the waste enforcement plans of the region's local authorities.
- 12,679 waste related inspections were conducted in the region in 2017.



# OBJECTIVES

## Objective C

The Region will Encourage the Transition from a Waste Management Economy to a Green Circular Economy to enhance employment and increase the value recovery and recirculation of resources

Policy C Promote reuse, repair and preparing for reuse, secondary materials markets, green procurement and resource efficiency

- Reuse Month
- SME Guide Quick Wins in Resource Efficiency
- EcoMerit Programme
- Smile Exchange

## Objective D

Co-ordinate the activities of the regions and work with relevant stakeholders to ensure the effective implementation of objectives

Policy D1 Participate in National Co-ordination Meetings  
Policy D2 Lead & Local Authorities working together  
Policy D3 Foster Links with Stakeholders

- The Regional Co-ordinator attends National Co-ordination Committee Meetings/ Capacity Meetings & Recycling Meetings
- Partnership Developed with the Other Regions, the DCCAE, EPA, Industry & Business and representative organisations

## Objective G

Apply the relevant environmental and planning legislation to waste activities in order to protect the environment

Policy G1 Ensure the highest environmental and human health benefits  
Policy G2 Roadmap for Historic Landfills  
Policy G3 Protection of the Environment  
Policy G4 Address unmanaged waste  
Policy G5 Achieve conservation objectives for EU protected sites

- Funding received for remediation of ranked landfills
- Pilot scheme underway for low collection coverage

## Objective H

The Region will establish policy measures for other waste streams not subject to EU and national waste performance targets.

Policy H1: Work with relevant stakeholders and take measures to ensure systems and facilities are in place for the safe and sustainable management of sludges  
Policy H2: Investigate the opportunity to establish and expand management schemes for particular wastes  
Policy H3: Co-operate and input into the setting up of new national producer responsibility schemes

- A number of DCCAE-funded hazardous waste collection days took place at specific Civic Amenity Sites in the region in 2017.
- From October 2017, a new national producer responsibility tyre compliance scheme came into effect under new regulations.
- The SRWMO has ongoing participation in different stakeholder groups e.g. National Waste Prevention Plan Committee, Waste Forum, Mattress Working Group.

# FUTURE CHALLENGES



**Waste management planning faces many challenges from a political, policy and operational perspective. The following are some of the key challenges for the next reporting period.**

## **Brexit**

Following the UK vote to leave the EU the withdrawal date has been set for the 29th March 2019. Free movement will continue during the transition period. Following the withdrawal date EU waste law will no longer apply in the UK. This has implications for the transboundary shipment of waste as the export of waste for disposal is prohibited as is the export of mixed municipal waste for recovery.

The export of other waste streams electrical, batteries, packaging and end of life vehicles for recovery in the UK post withdrawal is permitted assuming that waste treatment is equivalent to that required by the relevant EU Directive.

There is still a lot of detail to be worked out and an all-Ireland Civic Dialogue on Brexit has commenced. Sector specific events, including waste, will be taking place in the coming months.

## **Plastics**

The EU Circular Economy Action Plan, Legislative proposals, secured political agreement in December 2017. The agreement includes ambitious long-term targets on recycling, reuse, and further restrictions on landfill. From a policy perspective the EU Plastics Strategy aims to ensure the vibrancy of the plastics industry while protecting the planet from the impact of plastic waste. The Plastics Strategy sets a goal of ensuring that all plastic packaging is recyclable by 2030 and each member state will be required to develop proposals to meet this goal.

From an operational perspective China announced in 2017 its intention to impose tighter waste import controls from 2018. While these controls extend to a range of materials there has been a particular impact on the movement of mixed plastics due to the reduction in the level of contamination permitted. This has resulted in higher costs to the collection industry which are now being passed on to customers by way of specific charges for the contents of recycling bins.

The [www.recyclinglistireland.ie](http://www.recyclinglistireland.ie) campaign anticipated these developments and will continue to encourage the improvement in the quality of recyclable material presented – more details on this campaign are available in the case studies.

## **Waste Capacity**

Waste capacity (treatment, recovery, disposal, and export), continues to be a challenge. While recovery capacity increased during the reporting period, with the commencement of the Dublin Waste to Energy project, disposal capacity to landfill has decreased in the same period. The country continues to depend on the export market for the recovery of residual municipal waste. There are indications that increased recovery capacity will be provided by the cement manufacturing industry; however, this is likely to be offset by the closure of the East Galway Landfill.

In this scenario, export dependency will rise for the foreseeable future in the absence of any further major waste infrastructure developments.

Waste prevention is a key target of the Regional Waste Management Plans and notwithstanding renewed economic growth there are signs that prevention measures together with increased recycling and diversion are having an impact on the quantity of residual waste arising.



### Participation

The Competition and Consumer Protection Commission, (CCPC), were requested by Government in 2017 to carry out a study of the Household Waste Collection Market. The Waste Management Regional Offices made a submission to this process which again considered the issue of participation by households in kerbside collection systems. Current data (2015) indicates that 72% of households nationally participate in a kerbside collection service; however, the regional picture is varied with participation rates as low as 51% and as high as 98% in the Southern Region. Of the households with a kerbside collection service 47% of these are provided with an organic bin; however, the regional picture is varied with provision, in 2015, as low as 16% and as high as 85% in the Southern Region.

*THE REGIONAL WASTE MANAGEMENT PLAN SUPPORTS THE PRIMACY OF KERBSIDE WASTE COLLECTION WHILE ACKNOWLEDGING THE USE OF ALTERNATIVE WASTE MANAGEMENT METHODS WHERE REQUIRED.*

There are a range of factors influencing participation, including the availability of civic amenity sites, viability of certain routes, operational considerations, and illegal dumping.

The Regional Waste Management Plan supports the primacy of Kerbside Waste Collection while acknowledging the use of alternative waste management methods where required.

The standardisation of Waste Presentation By Laws nationally, led by the regions will also help with increasing participation rates in kerbside collection.

### Brown Bins

Data from the National Waste Collection Permit Office (NWCPO) indicates that the roll out of brown bins to households is continuing in the prescribed areas, agglomerations greater than 500 population. While the roll out of brown bins is critical to the achievement of diversion targets for biodegradable waste, the degree of use of brown bins by households is of greater concern.

Preliminary market research carried out during the reporting period indicates that in some cases where households have been provided with brown bins there is a reticence or reluctance to utilise the bin as intended.

This is an education and awareness challenge and the regions have responded with a targeted brown bin awareness campaign nationally which will be rolled out in 2019.



# NATIONAL CAMPAIGNS

## Recycling List Ireland Campaign

The national recycling awareness campaign, Recycling List Ireland, was initiated in September 2017. It represents a collaboration between the Department of Communication, Climate Action and Environment (DCCAE), the Irish Waste Management Association (IWMA), Repak and the Regional Waste Offices to produce one official list of materials suitable for collection at kerbside in Ireland

The campaign aims to reduce the levels of contamination in kerbside mixed dry recyclable collections, increase the quality of the material collected and empower citizens to feel connected and positive about their recycling behaviour. A multidimensional approach has been adopted within the campaign strategy to deliver a clear message right across the nation, ensuring all sectors of the community are exposed to the campaign through Radio, TV, Press, Social Media and Out of House material nationwide.

In addition, the campaign is supported by local workshops delivered through the Recycling Ambassadors Programme (RAP).



## Recycling Ambassador Programme (RAP)

Officially launched by Minister Naughten on November 29th 2017 and running until December 2018, RAP is Ireland's first large scale community based social marketing project. RAP is funded by the DCCAE and managed by the 3 regional waste management offices and delivered by environmental NGO VOICE.

The programme proposes to train citizens to learn about current recycling practice and to become champions of that knowledge within their communities. The pool of community Ambassadors host interactive recycling workshops for local groups and at local events. The workshops emphasised the correct presentation of recyclable materials in the green bin and the importance of avoiding contamination as well as discouraging the use of single use and disposable items.



While RAP has a national target of directly engaging 15,000 people, it is anticipated that the reach of the project will be far wider as those attending the workshops will be incentivised to spread the word within their social circle and neighbourhood.

## Green Christmas

The 2017 Green Christmas campaign reflected the Recycling List Ireland. Unsurprisingly, Christmas is a peak time for waste and a sizable proportion of recyclable household waste is produced at this time of the year in the form of gift packaging, food packaging and so on. The Recycling List Ireland campaign was adapted for Christmas and highlighted materials commonly used during the festivities.



## Brown Bin Campaign

In Ireland, over one million tonnes of food waste is disposed of each year. On average, households in Ireland throw away €700 worth of food each year. An estimated 60% of this food waste is entirely avoidable.

Where a brown bin is provided, food waste is no longer permitted in the general waste and in 2017, the Regional Waste Management Offices launched a campaign to increase the usage of food waste bins (brown bins). The messaging aimed to encourage householders to use the brown bin and to do so correctly.

To ensure impact, the style of the campaign was engagingly quirky and humorous. The messaging underscored ways for householders to avoid issues that concerned them about the brown bin, such as mess and odour.



## Back to Basics

Back to Basics was a central theme of the education/awareness programmes carried out by the three Regional Waste Management Offices' in 2016/17. The theme design uses a retro aesthetic to suggest a 'make-mend-do' mind set and purposely contrast with a disposable throwaway society. The Back to Basics theme stressed living well without using an excess of resources.



# PARTNERSHIPS

## Conscious Cup Campaign

The Conscious Cup Campaign (CCC) is Ireland's first national voluntary network inviting purveyors of hot and cold drinks to move away from the disposable cup. The campaign aims to reduce the enormous number of disposable coffee cups disposed of in Ireland each day by promoting the use of reusable coffee cups. The campaign targets both the consumer and the café through a slick social marketing strategy.

The CCC encourages cafés to agree to accept reusable cups and to offer incentives, such as a discount on the price of a beverage, extra loyalty card points or even a free treat, to customers who bring their own cups.



At the time of publishing in September 2018, over 1000 cafes have signed up to the campaign. The initiative takes its inspiration from similar projects all over the world. By tapping into an emerging global trend and using a distinctively branded network, it has created a momentum in Ireland for reusable cups. The CCC is a partnership between the three RWMOs and VOICE and is supported by the Department of Communications, Climate Action and Environment (DCCAE).

## Smile

SMILE Resource Exchange is a business-to-business platform that allows companies to connect and identify materials for exchange. The concept works on the basis that waste materials produced by one business may be useful (or a resource) to another business. The SMILE team combine technical, regulatory and business expertise to assist such exchanges while ensuring that the correct processes are followed. Facilitating companies to donate, locate and exchange materials in this way prevents waste, reduces disposal costs and brings cash savings for companies. In addition, business-to-business material exchanges are crucial to creating a circular economy versus a linear 'take-use-discard' economy model.



The SRWMO is delighted to be a SMILE partner, enabling SMILE to offer advice regarding materials exchange to companies based in the Southern Region. Between 2016 and 2017, SMILE facilitated 155 synergies nationally translating into a saving of almost €2.5 million and amounting to a diversion of over 15.5k tonnes of materials from being discarded.

## EcoMerit

The EcoMerit programme is a three-year environmental certification programme helping businesses and organisations to achieve measurable environmental and sustainability improvements. In making these improvements, companies generally find that they also realise significant financial savings. The programme offers a tailored, practical service facilitating companies with a range of activities including preparing an environmental policy, reviewing current water, energy and materials usage and waste management, drawing up an environmental plan and devising systems for more sustainable business operations. The EcoMerit programme suits micro, small and medium sized companies across all sectors.

The programme fee is heavily subsidised by the local authorities and is therefore offered to business at a significantly reduced rate. During the first year of certification alone, the average cost saving identified is approximately €8000 and to date,



EcoMerit certificate holders have achieved an average annual improvement of 9% in their energy consumption.

The SRWMO joined the EcoMerit steering group in 2016 and contributes funding to the programme on behalf of local authorities in the Southern Region. Other steering group members include the Eastern & Midlands Regional Waste Management Office, the Connacht-Ulster Regional Waste Management Office, Environmental Protection Agency, Dún Laoghaire-Rathdown County Council, Wexford County Council and Econcertive. By the end of 2017, there were 99 EcoMerit certifications, of which 74 were in the Southern Region.



# CASE STUDIES



## Hazardous waste collection days

The DCCA again funded the regions to host standardised household hazardous waste collection and awareness events. Collections in the Southern Region were held over October & November in Carlow, Ennis, Mallow, and New Ross.

To create brand identity each participating local authority used the same branding for information in the run up to the event and a standardised list of materials was collected at each event which included: paint, detergent, waste oil, filters & containers, mixed fuel, aerosols, pesticides, herbicides, medicines, adhesives, anti-freeze, grease cartridges and vegetable oil.

Local authorities were encouraged to promote alternatives to household hazardous waste at the collection days and the SR provided awareness tools including guides on greener cleaning, gardening, DIY and labels/recipes for making homemade cleaning products. All of which were very well received by the attendees.

In the Southern Region 24,467 kg's of household hazardous waste was collected between the 4 events. The total cost of SR collections = €22,778.87

## Paint

Paint overall represents 79% of all hazardous waste collected on the days and it accounts for 58% of the total cost of running the days. In the Southern Region, paint accounted for 76% of all waste collected.



## LAPN/15c projects

Each local authority in the Southern Region had secured a waste prevention budget of 15cent per inhabitant to spend on waste prevention initiatives in the local authority area.

This equates to a total spend for the region of €231,215 on local waste prevention projects. In addition, many local authorities apply for and are awarded additional funds from the EPA funded Local Authority Prevention Network (LAPN) programme, which further increases & enhances local promotion of waste prevention.

Highlights from 2017 projects funded by the local authority waste prevention budget include:

- Carlow – Reuse Month activities with libraries, crèches & early learning groups
- Clare – Greening Fleadh Cheoil Na H'Eireann accommodation & food service
- Cork City Council – Greening of City Hall staff conscious cup campaign
- Cork County Council – Reuse Republic Cork County Hall
- Kerry – Reusable crockery & cutlery pack & greening of Dingle Food Festival
- Kilkenny – Waste Prevention grants to local community groups to stimulate action
- Limerick – Repair Directory
- Tipperary – Food waste Prevention Demo with Zero Waste Cashel
- Waterford – Waste Prevention grants to local community groups to stimulate action
- Wexford – Waste Prevention grants to local community groups to stimulate action

# CASE STUDIES



## Zero Waste Cashel

The Zero Waste Cashel project commenced in March 2016, managed by VOICE Ireland (an environmental charity dedicated to reducing waste creation and conserving natural resources). It is funded through the EPA's Green Enterprise funding initiative, additional seed funding from the DCCAE and supported by the SRWMO. After successfully recruiting a local project manager, the launch took place in March 2016:

The project has set ambitious targets including:

- Set a goal of waste reduction of 25% within one year,
- Engage and work together with local groups/businesses/schools/households,
- Organise Town meetings/school assemblies to instil the importance of zero waste initiatives,
- Establish sharing and reuse enterprises,
- Plan repair and upcycling workshops, and
- Educate on effective recycling and composting.

The SRWMO's Prevention Officer is a member of the Steering Committee for the project and the office further supported the project by providing funds to host numerous awareness campaigns during Reuse Month 2017, the highlights of which can be seen here: <https://www.youtube.com/watch?v=-hiuxYfh9eA>

Additionally to correctly inform the project, with the ultimate goal of achieving overall waste reduction of 25%, the SRWMO commissioned a waste characterisation of household waste in Cashel in November 2017. The characterisation results clearly showed the need to improve awareness in the local community on waste segregation as:

- The Mixed Dry Recyclable (MDR) stream had 38% contamination,
- There was 96% contamination of the Organic stream
- 22% of the MSW stream was in fact organic waste
- 12% of the MSW stream was in fact MDR

## Resource Efficiency - Linking with business

The Southern Region's Resource Efficiency Officer has made contact with many business associations and support agencies throughout the Southern Region and at national level. These links help to spread resource efficiency awareness messages and identify good practices.



## EcoMerit Case study: Brian Scully Services

Established in 1987, Brian Scully Services (BSS) is an Irish owned company, based in Newcastle West, Co. Limerick. BSS focuses on the supply and installation of air conditioning equipment backed up by a professional service and maintenance division. Clients range across many sectors including financial, retail, leisure, commercial, motor and pharmaceutical.

## EcoMerit Environmental Award

Following onsite review of their Environmental Policy and Action Plan, BSS met the criteria of the EcoMerit Certification programme – they were certified in 2016. The company has an ongoing continuous improvement programme in place, which helps them improve resource efficiency, reduce their Carbon Footprint, and at the same time achieve considerable cost savings.

As well as planned longer term improvement options, the following are some examples of BSS environmental achievements:

Action	Capital Cost	Annual saving	Payback Time
Electricity Supply - Reduce Maximum Input Capacity (MIC) from 35 kVA to 29 kVA	Nil	€975	Immediate
Upgrade the higher usage lights throughout the building to LED lights.	€500	€190	2.5 years
Fit plug-in timer to water cooler. Ideally a 7-day timer.	€12	€50	2 months
Introduce a recycling bin to supplement the general waste bin currently on site.	Nil	€600	Immediate



## Reuse Month

Despite its relatively recent development, Reuse Month, which runs during October every year, has become an established fixture on Ireland's

environmental calendar. The community-based initiative aims to promote reuse, repair and upcycling of materials to demonstrate more sustainable ways of dealing with waste, thus moving Ireland towards a Circular Economy model of production and consumer choices.

Reuse Month fosters behavioural and attitudinal change by encouraging people to pass it on, sell, repair, refurbish, repurpose and lend; all of which are ways that can extend the life of our possessions.

Increased reuse in society will cut down on waste and excessive consumption. This in turn will help preserve natural resources and reduce the amount of waste going to landfill.

Reuse Month 2016, which was shortlisted for two Green Awards and for the National Recycling Awards, involved an array of community groups, reuse organisations, social enterprises and individuals all over Ireland. For 2017, the focus expanded to include local businesses, particularly local repair and repurposing expertise.

Over 30 Reuse Month 2017 events and activities took place throughout the Southern Region. One of the activities was a flagship experience with Cork City Council hosting a preloved fashion show featuring vintage & charity shop clothing – the show took place in a city vintage store. In St. Peter's Cork arts and heritage visitors centre, the city also had a lifestyle event exhibiting reuse at home and in leisure activities. Both events were organised in conjunction with Cork Environmental Forum, and were promoted as part of Cork City's Urban October calendar.

**reuse  
month**  
repair - remake - reimagine



## Data validation protocol

Waste collection and local authority authorised facility permit holders submit their annual returns via the NWCPO on-line portals, which allows relevant authorised personnel to readily access data.

In order to ensure the consistent validation of statistics a validation protocol, for local authorities, was developed by the Waste Management Regional Offices in conjunction with the EPA, the NWCPO and the WERLAs. The protocol was subsequently endorsed by the County and City Management Association (CCMA).

## THE PROTOCOL AIMS TO STRENGTHEN THE SYSTEMS ALREADY IN PLACE TO IMPROVE DATA REPORTING

The protocol, which was issued by the DCCAE in April 2018, sets out clearly the roles and responsibilities of the various local authority waste regulatory bodies in terms of collating and validating annual return data. The protocol aims to strengthen the systems already in place to improve data reporting, which is vital in terms of measuring Ireland's performance against targets and informing future policy decisions as well ensuring the timely submission of data in order to meet our EU reporting requirements.

## Abbreviations

Competition and Consumer Protection Commission	(CCPC)	National Waste Collection Permit Office	(NWCPO)
Connacht-Ulster Regional Waste Management Office	(CURWMO)	National Waste Prevention Programme	(NWPP)
Conscious Cup Campaign	(CCC)	Non-governmental organisation	(NGO)
Construction & Demolition	(C&D)	Price Monitoring Group	(PMG)
County & City Management Association	(CCMA)	Public Private Partnership	(PPP)
Department of Communications, Climate Action and Environment	(DCCAE)	Recommendation 2001/331/EC for the Minimum	
Department of Housing, Planning and Local Government	(DHPLG)	Criteria for Environmental Inspections	(RMCEI)
Eastern-Midlands Regional Waste Management Office	(EMRWMO)	Recycling Ambassadors Programme	(RAP)
Eastern-Midlands Waste Region	(EMWR)	Regional Waste Management Offices	(RWMOs)
Environmental Awareness Officers	(EAOs)	Regional Waste Management Plan	(RWMP)
Environmental Protection Agency	(EPA)	Small to Medium Enterprises	(SMEs)
European Union	(EU)	Saving Money through Industry Links and Exchanges	(SMILE)
Household Hazardous Waste Collections	(HHWC)	Southern Region Waste Management Office	(SRWMO)
Irish Waste Management Association	(IWMA)	United Kingdom	(UK)
Local Authority Prevention Network	(LAPN)	Volunteer's Organisation for International Cooperation and Equality	(VOICE)
Municipal Solid Waste	(MSW)	Waste to Energy	(WTE)
		Waste Enforcement Regional Lead Authority	(WERLA)



## Southern Region Waste Management Team



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Cork County Council



Comhairle Contae Chiarraí  
Kerry County Council



Comhairle Contae Chill Chainnigh  
Kilkenny County Council



CARLOW COUNTY COUNCIL  
COMHAIRLE CHONTAE CHEATHARLOCHA



Comhairle Cathrach  
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Limerick City  
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Comhairle Contae Thiobraid Árann  
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