

Initiatives to work towards future recycling targets

Brian Lyons – Clean Ireland Recycling & IWMA



Overview

Two trials currently in progress aimed at increasing householders recycling rates:

- Utilising available data to empower Irish householders to increase recycling levels
- A collaborative trial aimed at improving food waste recycling in Ireland



What do we need to do to reach our future targets?

There is no one solution to the difficult task ahead, a nationwide collaboration is needed between:

- Industry
- Policymakers
- Repak
- EPA, NWCPO, WERLA's
- Regional & Local Authorities, etc.
- Householders
- Businesses



MyRecycleRate

- Irish waste management operators are in a unique position after the recent legislative changes, whereby all weights are being recorded:

Weigh each and every collection of household kerbside waste collected separately in approved receptacles designed for reuse, and for the avoidance of doubt, approved receptacles designed for reuse do not include bags - **Waste Management (Collection Permit) (Amendment) Regulations 2016**

- We intend to use this data to provide current recycling rates to customers and to create interim & long term targets on a customer by customer basis.
- Research demonstrates that people respond pro-actively to measurable goals and targets. The general public do not know and have never been made aware of their individual recycling rate.



What is MyRecycleRate?

Mixed Dry Recycling(kg) + Organic Waste(kg)

Total weight (Mixed Waste+ Mixed Dry Recycling +Organic Waste) (kg)

Example:

Stream	Weight (kg)	Recycle weight (kg)
Waste	323	0
Organic	110	110
Dry	176.5	176.5
	609.5	286.5
Customer 737335 Recycle Rate		47%



MyRecycleRate Pilot

3 Operators are running a pilot, part funded by Repak, for a period of 6 six months with a sample size of 500 customers per company – giving an overall sample size of 1500 participants.



- We will give each customer their personalised recycle rate at the commencement of the programme.
- We will communicate with the participants monthly by text to inform them of their personal cumulative recycle rate from the pilot commencement.



MyRecycleRate Pilot

To gauge the drivers of customer behaviour we will split the 1500 participants into 3 smaller sample sizes:

- Offer a participation bonus & a further incentive for each percentage point increase in their overall recycle rate.
- No participation bonus but the incentive for each percentage point increase in their overall recycle rate will be given.
- No participation bonus or financial incentive. Just the information and environmental reasons to work on increasing their recycle rate.



- We will give them information on upcoming targets and will coach them through best practices to increase their recycling percentage specific to their own disposal rates.
- Data will be analysed frequently with continuous review of regressive/static performers.
- Trends will be established to ascertain whether financial incentivisation is a factor.



Micro-trial – Experience & Results

Micro-trial running with staff of a financial services company

- Average RecycleRate at commencement was - 41.23%
- Average RecycleRate after 10 weeks – 48.89%



Interim findings:

- Participants were receptive to the scheme
- Setting targets proved beneficial as overall average recycle rates improved from week one.



Benefits:

- Viable solution to address the national recycling target challenge.
- Greater transparency allowing the householder to take control of their own waste.
- Increased public awareness of National recycling targets and their input to same.
- Education on how to handle each waste stream.
- A financial incentive to reduce waste bills further in addition to pay by use/pay by weight.



Benefits

- Industry led drive toward reaching recycling targets.
- Likely to reduce waste levels generated and at a minimum, increase waste segregation.
- Potential to avoid fines from missed targets.
- Transparent reporting from the industry on average/individual recycling rates – unique to the Irish Waste Industry.
- Incentives potentially funded through a PRI?



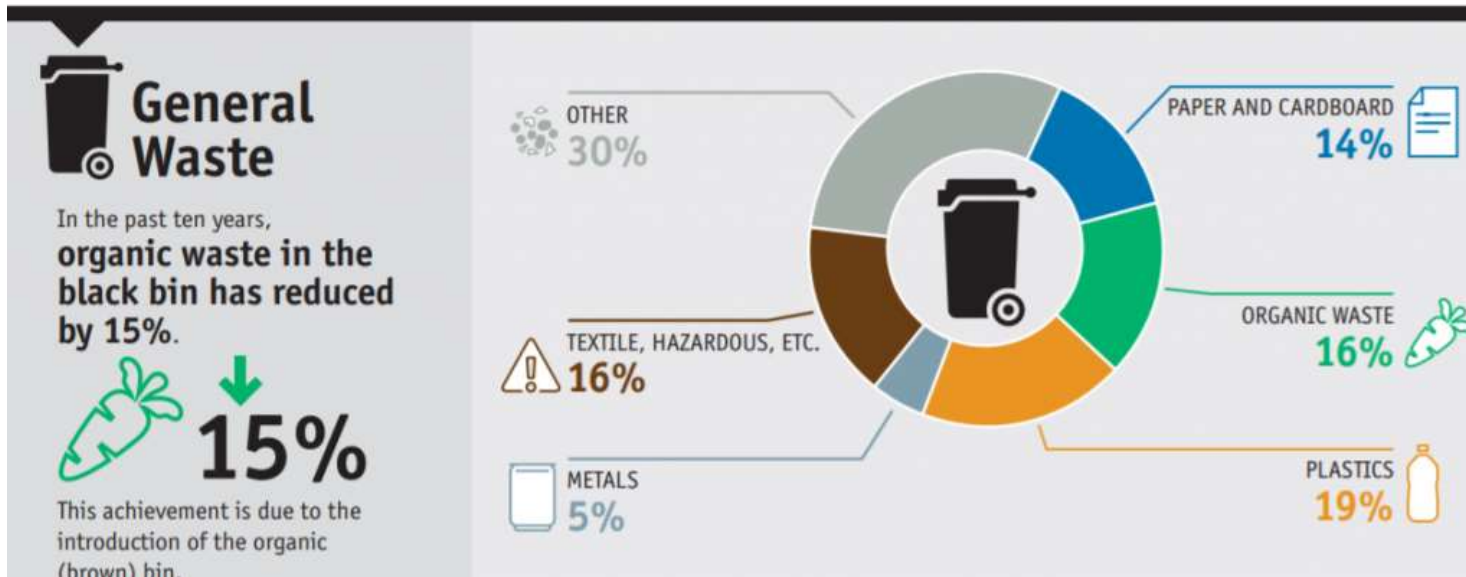
Collaborative Working Group to Improve Household Food Waste Collections in Ireland



Our Aim – to encourage more separation of food waste in the right bin, more often.

What is in our Household Bins?

EPA municipal waste characterisation study 2018



Our Collaborative Project

- Focus on three Towns:
 - Trim, Co Meath – circa. 3054 households
 - Ballaghaderreen, Co Roscommon – circa. 750 households
 - Borrisoleigh, Co. Tipperary – circa. 294 households
- Designed by the Working Group
- Workshop with WRAP UK
- Funded by DCCAE
- Procured by the Regions
- Delivered by the Waste Collectors

Waste Collectors



The Householder Pack

- A preliminary letter
- The household pack: Small kitchen caddy, 50 paper liners, a sticker & a leaflet
- Also a sticker will be placed on the General Waste bin:



The Householder Pack

What **FOOD WASTE** can I recycle?

- Bread
- Eggshells
- Fruit & veg
- Meat & fish
- Dairy Products
- Plate scrapings
- Kitchen roll/tissue
- Coffee grounds and tea bags

mywaste

For more information, visit Irelands Official Guide to Waste Management www.mywaste.ie

Here's how to **RECYCLE FOOD WASTE** at home

mywaste.ie
Food Waste Recycling Pilot Project

No food waste in this bin please.

mywaste

What's next?

- Gather baseline data;
- Complete the roll-out of the household packs;
- Gather data at 2,4 and 6 month intervals;
- Evaluate & Communicate our findings;
- Continue to collaborate but with a wider group.

Conclusions

- We feel that there is currently an appetite amongst the general public toward environmentally friendly measures.
- With this in mind, now is the time to drive home the need to increase recycling rates and to meet our targets.
- These initiatives can be implemented with a relatively short lead time and can consolidate resources that are already in existence (ie. MyWaste.ie, BrownBin.ie, etc.)

Thank You