



## Belfast City Council

<b>Report to:</b>	Health & Environmental Services Committee.
<b>Subject:</b>	<b>Waste Week 2010</b>
<b>Date:</b>	12th April, 2010
<b>Reporting Officer:</b>	Mr Tim Walker, Head of Waste Management, Ext 3311
<b>Contact Officer:</b>	Mr Martin Doherty, Waste Business Development & Outreach Manager, Ext 3270

### Relevant Background Information

Members may be aware that, since 2003, the Business Development and Outreach section of the Waste Management Service has been running a waste awareness week in the first week of June, called Waste Week.

Last year, Waste Week won recognition at three national celebrations

- A Green Apple Award
- A Green Award and
- A Northern Ireland PR Award

In previous years, the Section has partnered with other Departments to ensure that the waste reduction and recycling message has been circulated to as wide and varied an audience as possible and we will be working again with the Parks Service's Education and Economic Development sections. Waste Week has sought to engage on a cross-community basis through events aimed at schools, communities and the business sector. This year we plan to:

- host school education fun-days in four parks across the whole of the city
- hold a car boot sale in the Council's Ormeau Avenue staff car park
- open a one-day reused/recycled household shop in Victoria Square
- host a Green "*Meet-the-Buyer*" Seminar
- position waste sculptures in various city locations
- re-erect our poster campaign
- launch the next phase of our communications campaign

**Key Issues**

In slightly more than a decade, waste management has moved from being all about disposal, through recycling and composting, to a growing recognition that greater emphasis needs placed upon reuse and waste minimisation.

There are direct and indirect benefits from taking this journey: recycling and composting now cost noticeably less than simple landfilling which, through the annual £8 landfill tax increment, has rapidly become the most expensive waste treatment/disposal option currently in use by the Council. There are several other reasons why recycling and composting make more environmental sense as well.

One of the biggest tasks facing the Council presently is the need to continue to increase householders' understanding of the costs and benefits from avoiding sending waste to landfill and to use other means to reduce, reuse and recycle their wastes. This necessity is also becoming more clearly framed by the EC Waste Framework Directive which places a responsibility upon the Council to recycle 50% of its waste arisings by 2020, as highlighted elsewhere in the Committee report.

Waste Week, and to an increasing extent, the European Week of Waste Reduction held in November, provides the Service with an opportunity to engage more comprehensively to relay these messages and to encourage action from the city's householders.

**Resource Implications****Financial**

The cost of Waste Week will not exceed £15,000 which has been budgeted for in this year's financial estimates.

**Human Resources**

Staffing at the various events will be by the Service and its partners.

**Recommendation**

The Committee is requested to note the report.

**Key to Abbreviations**

EC – European Commission  
PR – Public Relations

**Documents Attached**

None