

ZWAP Key Area 4: Develop new recycling campaigns and community based recycling initiatives

The Waste Management Education and Promotions staff are divided into two teams, Resource Education and Promotion Officers (REPOs) and Resource Advisors (RAs).

Resource Advisors (RA)

The majority of the work carried out by the Resource Advisors is based around doorstep canvassing to encourage greater participation in kerbside schemes, promote new recycling initiatives reduce contamination and improve quality of material.

During the introduction of a new recycling scheme, such as the roll out of the new kerbside box scheme in 2013, the RAs canvassed the areas involved before the new recycling boxes arrived and then focused follow up canvassing to areas of low participation. They also canvassed apartments and re-canvassed blocks that were experiencing problems.

Ongoing work is targeted on areas with issues such as low participation or high contamination.

Activity	2012/13	2013/14	2014/15 (Q4 estimated)
Contamination visits	1,366	404	12
Chip Reading*	20,240	15	0
Assessments	253	103	205
Deliveries	14,326	797	1,716
General canvassing	34,328	459	0
Blue bin upgrade	9,367	0	0
Inner city roll out	0	106,000	1,551
Inner city poor performing	0	20,100	49,925
Inner city service issue	0	0	4,152
Overfilled bin education	0	0	33,957
Brown bin campaign	0	11,159	0
Glass rollout	0	11,000	11,000
Bin orders	546	1,853	588
LGR Door knock	0	0	25,000
Total Actions	80,426	151,890	128,106

* Electronic tagging of recycling bins - linking a recycling bin to a specific address

The table below shows the results of canvassing work carried out in poor performing areas with recycling boxes in September 2014.

Analysis of Participation of Poor Performing 3 Box Areas

	Kg per hh				3 month	
Bryson Route	Before	Oct	Nov	Dec	Average	Change
R3 Tues	1.46	1.46	1.55	1.7	1.57	0.11
R4 Weds	1.6	1.62	1.69	1.64	1.65	0.05
R4 Fri	1.64	1.64	2.14	1.85	1.88	0.25
R5 Mon	2	2	2	1.98	1.99	-0.01
R5 Thurs	1.38	1.38	1.34	1.23	1.32	-0.06
R6 Fri	1.18	1.18	1.53	1.65	1.45	0.27
R7 Weds	1.62	1.75	1.71	1.81	1.76	0.14
R8 Thurs	1.42	1.42	1.16	1.19	1.26	-0.16
R7 Fri	1.29	1.29	1.62	1.39	1.43	0.14
R11 Weds	1.3	1.3	1.39	1.35	1.35	0.05

Of the 10 areas targeted, 7 saw increases in the average amount recycle per household. Three saw reductions, but these areas all included significant numbers of student residents which may account for the reductions.

Resource Education and Promotions Officer (REPO)

The REPO work includes:

- giving talks and presentations to community groups
- organising waste awareness events and recycling campaigns (e.g. European Week of Waste Reduction, Waste Week etc.)
- producing articles for social media and print media
- attending resident's groups and community forums
working with community groups and other organisations to promote recycling

The majority of their work is also targeted on areas with traditionally lower participation and harder to engage community groups. They work in parallel to the RAs during any major recycling campaign for example during the kerbside box roll-out in 2013 the REPOS focussed their community information events in the target areas.

Activity	2012/13	2013/14	2014/15 (Q4 estimated)
Education visits	766	845	700
Number of public involved	24,775	16,001	16,420

Example Campaigns:

Recycling Box Campaign: The Education and Promotions team worked to support the roll out of the new inner city recycling scheme working in parallel to their RA colleagues. Activities included attending events, shopping centre road shows, info stands in a range of locations including libraries, community centres and supermarkets and visits to resident's groups. Included in the visits is work with apartments to facilitate the introduction of bespoke recycling schemes by additional staff.

The success of the introduction of the inner city two box recycling scheme and subsequent increase to the recycling rate for Belfast would not have been achieved without the work of this team.

This combined education programme was awarded Gold for 'Best Integrated Communications Campaign' by the Chartered Institution of Public Relations and the overall scheme and contributed to the service winning the 'Best Local Authority Recycling Initiative' category at the Awards for Excellence in Recycling and Waste Management.

More Recycling Here: Signage on refuse collection vehicles to promote the financial savings linked to recycling and how the money can be spent improving services elsewhere in the city. This replaced the previous 'Fresher, Cleaner, Greener' campaign promoting food recycling.

Community Fun Days: In 2014 we ran our first community fun day in Ardoyne Community Centre. This one day event had a recycling theme, although this was not obvious from the publicity material. The idea is to use smaller, localised events within hard to reach communities rather than hold large scale events in a central location. 109 local residents attended and participated in a range of activities including furniture up-cycling, a cookery demo on reducing food waste, junk art, book swap and recycled games. Following on from the success of this event, we intend to run more of these in communities across Belfast in 2015/16.

Annual Campaigns and Events

Spring Fair, Malone House: April. Information stand and children's activity

National Compost Week: May. Focused promotion of brown bins and food waste collections. Give away of free bags of compost at Recycling Centres.

National Recycling Week: June. Week of promotion at various locations over the years including City Hall lawn and shopping centres. For several years this incorporated the Waste Fair, a recycling event for schools held in four parks around the city. Themes have included 'The Waste Games' and 'Grow Your Own' (including construction of a greenhouse from reused plastic bottles)

Summer Events: July/August. Attending a range of events including summer fun days in parks and Rose Week.

Autumn Fair, Botanic Gardens: September. Information stand and children's activity

European Week for Waste Reduction: November. Various campaigns and events at a range of locations each year. For example sewing workshops, reuse events, collections of coats and bras for charities, cookery demonstrations aimed at reducing food waste, family events and screening environmentally themed movies.

Christmas Campaign, Shopping Centres: December. Activities to promote recycling at Christmas.

Zero Waste Community Grant, 2012/13 and 2013/14

Over three rounds of funding, £101,647 was allocated to 13 community projects including recycling events, community education campaigns to hand tool collections. It is intended that these projects will be assessed in 2015/16 to determine their contribution to the Reduce, Reuse, Recycle message.

Additional Activities

Keep Northern Ireland Beautiful/Eco-Schools: To counterbalance the reduction in school visits made by the REPO team, the funding provided to Eco-Schools was increased (circa £20k per annum includes Eco-Schools and annual schools competition). This additional work has resulted in the number of schools registered for the Eco-Schools programme increasing from 59% at the start of the campaign (Mar 2012) to 100% by March 2014.

Schools Competition: BEES (Belfast Environmentally Efficient Schools 2012/13 and 13/14 and the 'Wheelie Big Challenge 2014/15) Keep Northern Ireland Beautiful has also funded for three years to run a schools competition on our behalf. Over three years it has run, the focus has been increasingly on practical projects run by the school to make them more environmentally friendly by reducing waste and increasing recycling. It also dovetails into the Eco-Schools accreditation process. The final judging takes place in City Hall at an event in June each year, where schools who have achieved Eco-Schools Green Flag awards are also celebrated. This more inclusive, practical, team competition replaced our previous competition, 'Youth Speak' which focused on an individual's public speaking skills.

Bring Home Boxes: Aimed at reducing food waste, the Bring Home Box is currently available in 49 restaurants in Belfast. If customers cannot finish their meal they have the option of taking the leftovers

home for later consumption. The boxes are distributed to restaurants free of charge along with supporting information on food safety and menu inserts.

Green

Local groups work towards zero waste

The Zero Waste Community Grant has provided local groups with a round £135,000 of funding for recycling projects over the past two years. The grant funds community organisations to run projects and events to:

- divert waste from landfill,
- increase awareness, and
- increase the use of our recycling facilities.

Here are some examples:

Tools Recycling Project

Tools for Solidarity collect and refurbish unwanted hand tools and sewing machines to help improve the lives of some of the poorest people in the world. Local volunteers, many with learning or physical disabilities, carry out the work. Toolkits and sewing machines are then sent to partner organisations in Tanzania and Uganda. They estimate the project will have diverted 20 tonnes from landfill.



i To find out more visit www.toolsforsolidarity.com

Archway Recycling Community Awareness Scheme

Staff, volunteers and young people from the youth club delivered leaflets and arranged recycling workshops for local residents to raise awareness of the box recycling scheme. The project involved 2,200 people and helped increase the amount of recycling in the area.

Belfast Bin Smart

The Lower Malone Residents Association has used their funding to develop a smartphone app to tell residents of bin and recycling collection days and other services, like the free bulky waste collection. It's especially aimed at students in south Belfast who may be new to the city and are unaware of what recycling facilities they should have and collection days.



Download the free app at www.belfastbinsmart.com

The 10 cities project



We're taking part in an exciting two year Love Food, Hate Waste project to reduce the amount of food wasted by residents. The project is being launched this month and nine other cities in the UK will join us in hosting events, workshops and demonstrations on how to reduce food waste and save money. For more information visit www.lovefoodhatewaste.com

Food waste? What food waste?

We all produce food waste, but sometimes we just don't realise it.

What is food waste?

There are three types of food waste. All three can be recycled using your food waste collection at home.

Avoidable

In the UK and Northern Ireland we throw away 13 billion portions of fruit and vegetables every year. Most avoidable food waste is fresh, bought with good intentions, but allowed to go off. The average family with children throws away around £60 of food every month. Reducing the amount of food wasted will save you money.

Possibly avoidable

These are things like apple peel and the 'heel' of the loaf that some people eat and others don't.

Unavoidable

This is food waste that can't be eaten or avoided, no matter how careful you are and includes egg shells, tea bags, bones, orange peel and fruit stones.

Proper food storage

Along with checking the 'use by' dates on food, learning how to store food appropriately will help it stay fresher for longer and will reduce the amount you waste. For example most fruit and vegetables will last up to two weeks longer if stored in the fridge. Most packaging will provide storage instructions, including if the food can be frozen.



i To find out more about how to store food, plan portion sizes or to access hundreds of recipe ideas visit www.lovefoodhatewaste.com

Food waste bags

As well as using your red tag, you can collect food waste bags at any of our Recycling Centres and at the Consumer Advice Centre in Wellington Place.

What goes where?

We have several different recycling schemes currently operating in the city. You will either have recycling bins or recycling boxes, depending on where you live.

There are some differences in the materials that each scheme accepts. If you live in an apartment block, you should have a communal collection.

For more information go to www.belfastcity.gov.uk/bins

Here's a quick reminder of what goes where.



(Brown in Belfast and residents joining from Castlereagh and Lisburn, green for residents joining from North Down)

Compost bin

Garden waste - include grass, leaves, twigs, weeds, flowers (no soil)

Green food bin

Food waste - all raw and cooked food waste (no liquids)

Shredded paper

Takeaway pizza boxes (torn up)

Food waste - all raw and cooked food waste (no liquids)

Shredded paper

Takeaway pizza boxes

Red recycling box

Cardboard (must be clean and dry)

Glass bottles and jars (rinsed out)

Clothes (in a separate bag)

Batteries (in a separate bag)

Hand tools

Black recycling box

Food and drinks cans (rinsed out)

Paper

Aerosols

Waxed cartons (Tetra Pak™)

Foil (clean and in a separate bag)

Plastic bottles, pots, tubs and trays

Recycling bin (Blue in Belfast and for residents joining from Castlereagh and North Down, green for residents joining from Lisburn)

Paper

Cardboard (must be clean and dry)

Food and drinks cans (rinsed out)

Aerosols

Waxed cartons (Tetra Pak™)

Foil (clean and crumpled into a ball)

Plastic bottles (lids can be attached)

The range of materials accepted may increase over the coming year.

Recycling information for new residents

If you live in Lisburn, Castlereagh or North Down, and are joining Belfast City Council boundary in April, our team of resource advisors will be visiting you to tell you about any changes to your recycling service. They'll be calling at your door to provide information and to answer any questions you might have about recycling.

Our Waste Education Team can also visit adult community groups, church groups and parents' groups to give talks, set up information stands and answer questions. To arrange a visit to your group call 0800 032 8100 or email wasteeducation@belfastcity.gov.uk

Some of these changes are listed below:

- The week your compost bin is emptied will change. Your recycling bin will be emptied one week and your compost bin and landfill bin will be emptied on the same day the following week.
- If you are currently in Castlereagh and have recycling boxes, you will be changing to our recycling bin service.
- Your bin collection day may also change, but you will be fully informed of any changes before they happen.



Example of 'Recycle More Here' campaign signage on Refuse Collection Vehicles




and as a 'City Matters' advert



Canvassing

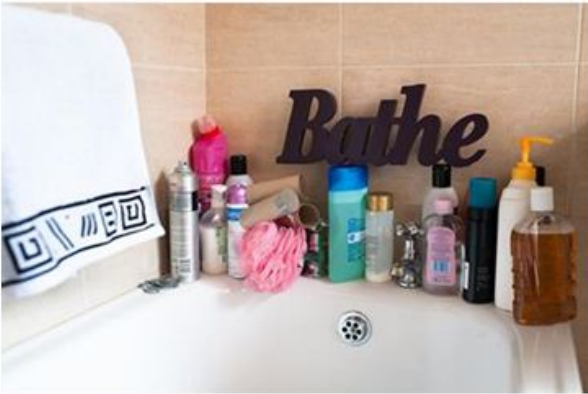



Using Social Media


 **Belfast City Council**
February 21

Going for a long soak after a hard week? Remember all your empty toiletries can be recycled!

Plastic bottles and aerosols can go in your black recycling box or blue bin, and all toilet roll tubes can be recycled in your red recycling boxes or blue bin: <http://www.belfastcity.gov.uk/bins-recycling/bins/whatgoesinmybins.aspx>



Unlike · Comment · Share  3

 You and 21 others like this.

<https://www.facebook.com/#!/belfastcitycouncil>

Talks, presentations and demonstrations for Community Groups



Promoting Recycling Centres Campaign



Information Stands for the public

