

# Appendix 1 – Sample Communications No Food Waste Campaign

## A. City Matters (Apr-Jun 2017)



### Business food waste

Since 1 April, by law, if you have a food business that produces 5kg or more of food waste per week, you must separate it from your general waste and have a separate collection for it.

**5kg**

This new law applies to:

- commercial food businesses,
- canteens,
- social clubs,
- schools, and
- not-for-profit organisations.

on reducing food waste and separating it properly. Call us on 0800 032 8100 or email [wasteeducation@belfastcity.gov.uk](mailto:wasteeducation@belfastcity.gov.uk) to book a free appointment with one of our advisors.

Our Commercial Waste Service is also one of the many waste collection operators in the city that can provide a separate food waste collection service for you.

It's each business' responsibility to make the necessary arrangements to dispose of their waste. However, our advisors can give you free help and advice.

**i** You can find out more by calling 9027 0735 or emailing [comwaste@belfastcity.gov.uk](mailto:comwaste@belfastcity.gov.uk)



**Recycle your food waste in compost bins**

For more information on recycling food waste call 0800 032 8100

Belfast City Council

[www.belfastcity.gov.uk/bins](http://www.belfastcity.gov.uk/bins)

### Green

## Recycling food waste

All food waste, raw and cooked, should go in your brown bin or your green food waste bin.

**All food can be recycled including:**

- peelings and cores,
- tea bags and coffee grounds,
- egg shells,
- uneaten food, and
- bones.

We carried out a recent study which showed that around a quarter of waste (by weight) found in general waste bins is food waste that we can compost instead. Doing this would save an additional £800,000, as sending waste to landfill is much more expensive.

**If you need a new or additional green or brown bin please call 0800 032 8100, email [wastemanagement@belfastcity.gov.uk](mailto:wastemanagement@belfastcity.gov.uk) or order one online at [www.belfastcity.gov.uk/bins](http://www.belfastcity.gov.uk/bins)**

## Recycling centres

From 1 April, our recycling centres will open late every Wednesday evening; here is a reminder of our opening hours.

1 April – 30 September	
Monday	8.30am to 5.30pm
Tuesday	8.30am to 5.30pm
Wednesday	8.30am to 8pm
Thursday	8.30am to 5.30pm
Friday	8.30am to 5.30pm
Saturday	9am to 5pm
Sunday	12 noon to 5pm

We have four recycling centres located across the city:

- Alexandra Park Avenue** - 180 Alexandra Park Avenue, BT15 3GJ
- Blackstaff Way** - 1 Blackstaff Way, BT11 9DT
- Ormeau** - 6 Park Road, BT7 2FX
- Palmerston Road** - 2-4 Palmerston Road, BT4 1QA

**i** For more information on recycling call 0800 032 8100 or go to [www.belfastcity.gov.uk/recycling](http://www.belfastcity.gov.uk/recycling)



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## B. City Matters (Apr – Jun 17) – Braille plaques & Binovation

**Green**

### Braille on bins



We want everyone to have equal access to all our services. And we can provide blind and partially sighted residents with tactile plaques for their bins.

These plaques are attached to the recycling boxes to allow residents to tell the difference between their black and red boxes. And similar plaques are also available to residents with recycling bins. If you need some of these plaques for your bins or boxes, please call us on 0800 032 8100 or email [wastemanagement@belfastcity.gov.uk](mailto:wastemanagement@belfastcity.gov.uk)

Our publications are also available in alternative formats, including braille, large print and audio recording or digital formats.

Our principle language is English, but we'll consider demand for other languages when delivering our services. And if your first language is not English, we can provide translations of our leaflets by request.

Available in alternative formats



If you would like to request information in a different format or language, please contact Equality and Diversity by emailing [equality@belfastcity.gov.uk](mailto:equality@belfastcity.gov.uk)

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### Bin-ovation

We've launched a new Bin-ovation app for Belfast to help you manage your waste.

The Bin-ovation app is free to download for all Apple and Android devices from the App Store or Play Store. To download the free app, just search for 'Bin-ovation'.



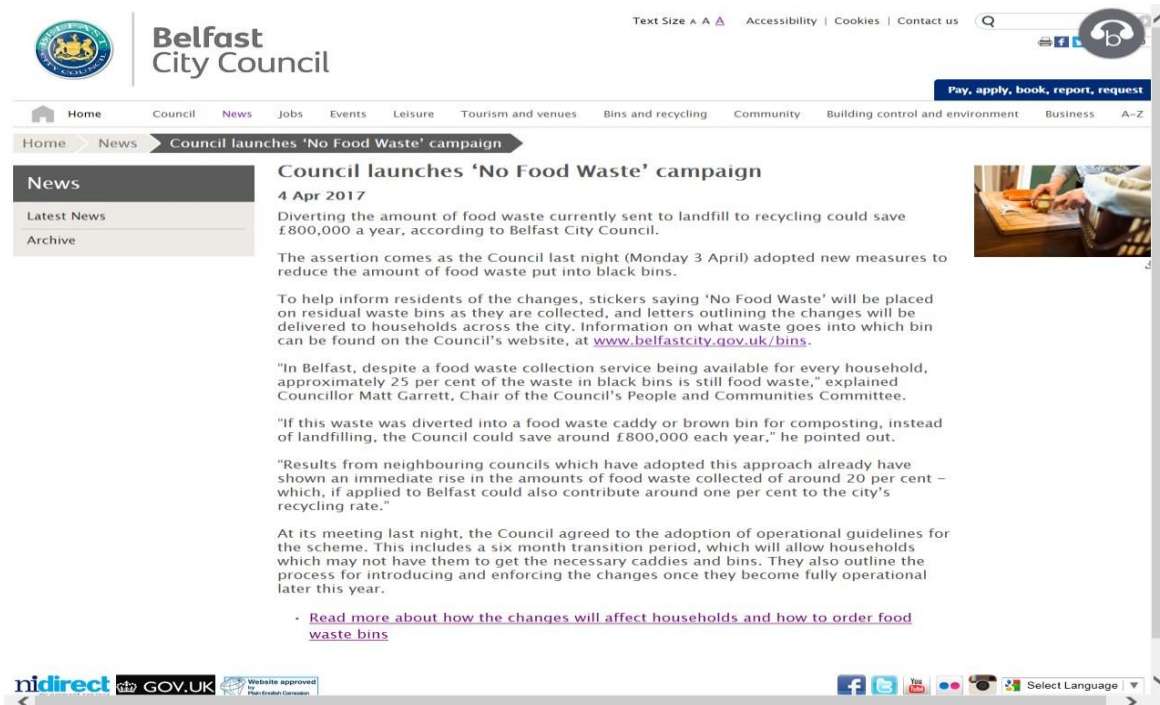
For more information on the app go to [www.bin-ovation.com](http://www.bin-ovation.com)



Available for **Android**

Download on the **App Store**

## C. Website Articles - No Food Waste Campaign (Press Release 4 April)



The screenshot shows the Belfast City Council website with the article "Council launches 'No Food Waste' campaign" dated 4 Apr 2017. The article discusses the council's decision to divert food waste from landfill to recycling, aiming to save £800,000 annually. It details the implementation of a "No Food Waste" campaign, including the use of stickers on residual waste bins and the introduction of food waste caddies and black bins. A link is provided to read more about the changes and how to order food waste bins.

**Council launches 'No Food Waste' campaign**  
4 Apr 2017

Diverting the amount of food waste currently sent to landfill to recycling could save £800,000 a year, according to Belfast City Council.

The assertion comes as the Council last night (Monday 3 April) adopted new measures to reduce the amount of food waste put into black bins.

To help inform residents of the changes, stickers saying 'No Food Waste' will be placed on residual waste bins as they are collected, and letters outlining the changes will be delivered to households across the city. Information on what waste goes into which bin can be found on the Council's website, at [www.belfastcity.gov.uk/bins](http://www.belfastcity.gov.uk/bins).

"In Belfast, despite a food waste collection service being available for every household, approximately 25 per cent of the waste in black bins is still food waste," explained Councillor Matt Garrett, Chair of the Council's People and Communities Committee.

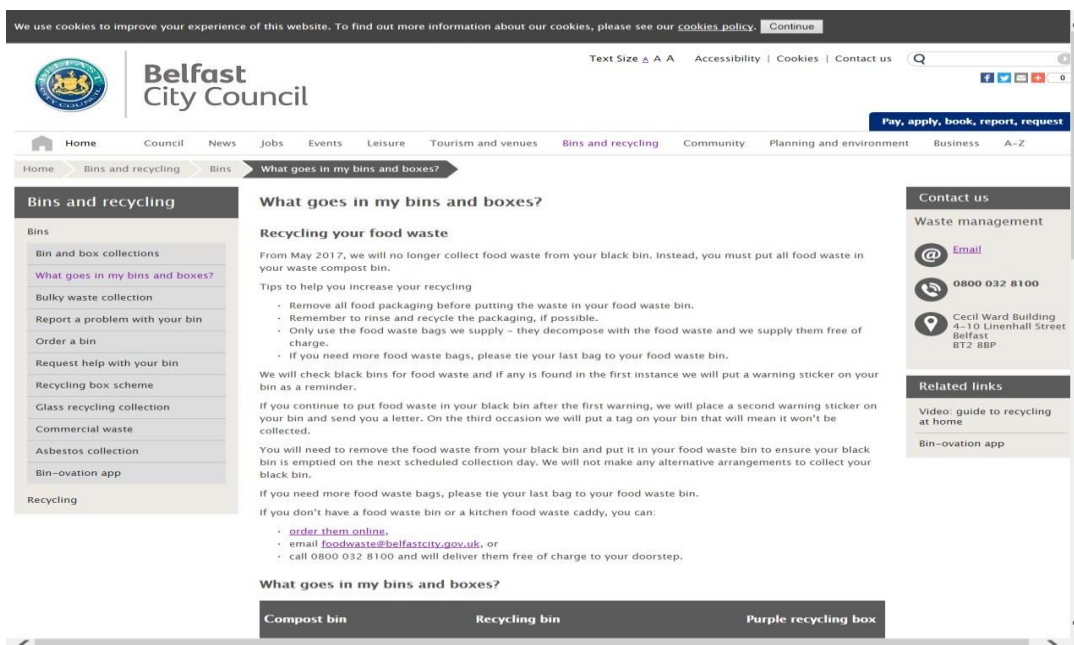
"If this waste was diverted into a food waste caddy or brown bin for composting, instead of landfilling, the Council could save around £800,000 each year," he pointed out.

"Results from neighbouring councils which have adopted this approach already have shown an immediate rise in the amounts of food waste collected of around 20 per cent – which, if applied to Belfast could also contribute around one per cent to the city's recycling rate."

At its meeting last night, the Council agreed to the adoption of operational guidelines for the scheme. This includes a six month transition period, which will allow households which may not have them to get the necessary caddies and bins. They also outline the process for introducing and enforcing the changes once they become fully operational later this year.

- [Read more about how the changes will affect households and how to order food waste bins](#)

## General/Ongoing Information on Website



The screenshot shows the Belfast City Council website with the article "What goes in my bins and boxes?". The article provides information on recycling food waste, including tips to increase recycling and instructions on how to handle food waste in black bins. It also includes contact information for waste management and related links.

**What goes in my bins and boxes?**

**Recycling your food waste**

From May 2017, we will no longer collect food waste from your black bin. Instead, you must put all food waste in your waste compost bin.

Tips to help you increase your recycling

- Remove all food packaging before putting the waste in your food waste bin.
- Remember to rinse and recycle the packaging, if possible.
- Only use the food waste bags we supply – they decompose with the food waste and we supply them free of charge.
- If you need more food waste bags, please tie your last bag to your food waste bin.

We will check black bins for food waste and if any is found in the first instance we will put a warning sticker on your bin as a reminder.

If you continue to put food waste in your black bin after the first warning, we will place a second warning sticker on your bin and send you a letter. On the third occasion we will put a tag on your bin that will mean it won't be collected.

You will need to remove the food waste from your black bin and put it in your food waste bin to ensure your black bin is emptied on the next scheduled collection day. We will not make any alternative arrangements to collect your black bin.

If you need more food waste bags, please tie your last bag to your food waste bin.

If you don't have a food waste bin or a kitchen food waste caddy, you can:

- [order them online](#),
- email [foodwaste@belfastcity.gov.uk](mailto:foodwaste@belfastcity.gov.uk), or
- call 0800 032 8100 and will deliver them free of charge to your doorstep.

**What goes in my bins and boxes?**

Compost bin      Recycling bin      Purple recycling box

<http://www.belfastcity.gov.uk/bins-recycling/bins/whatgoesinmybins.aspx>

## D. Social Media Grabs

**Belfast City Council**  
4 April at 09:18 · €

Food waste still makes up a quarter of waste placed in our black bins, but it can easily be recycled using your brown or green food bin instead. This not only helps the environment, but sustains recycling jobs and would save £800,000 each year - good news for other projects across the city!  
From May, we will no longer collect food waste from black bins. Any with food waste still inside will have a sticker placed on them to explain the importance of using your brown or green ... See more



**Belfast City Council**  
12 April at 09:20 · €

We'll be writing to all our residents over the next couple of weeks to explain important changes to recycling your food waste.

To help us meet tough targets on landfill waste, we're asking every Belfast household to ensure they recycle their food waste in either their brown compost bin or green food waste bin (for those on the kerbside recycling scheme).

Food waste still makes up a quarter of rubbish in black bins but it can easily be recycled; not only helping the environmen... See more



**Belfast City Council**  
19 April at 04:30 · €

Remember to look out for letters from the council explaining important changes to recycling your food waste.

To help us meet tough targets on landfill waste, we're asking every Belfast household to ensure they recycle their food waste in either their brown compost bin or green food waste bin (for those on the kerbside recycling scheme).

If you have any questions, please give us a call on 0800 032 8100 or email [foodwaste@belfastcity.gov.uk](mailto:foodwaste@belfastcity.gov.uk)... See more



## E. Vehicle Graphics



## F. Residents letter

# Important changes to recycling your food waste



Belfast  
City Council

*Dear householder,*

**As a city, we face challenging recycling targets in the years ahead and we need your help in our efforts to meet them. Recycling plays a major role in improving quality of life in relation to the environment and can also have positive financial benefits for you as a ratepayer. Each year, we needlessly spend £800,000 sending food waste to landfill instead of composting it. This is money which could be reinvested in improving local services and amenities, supporting local jobs and improving the local economy.**

### What can you do?

From now on, we're asking you to put all food waste in your food waste bin. We will no longer collect any food waste from your black bin.

Tips to help you increase your recycling habit

- Remove all food packaging before putting the waste in your food waste bin.
- Remember to rinse and recycle the packaging, if possible. Things like fruit and meat trays can all go in your recycling boxes.
- Only use the food waste bags we supply - they decompose with the food waste and we supply them free of charge.
- If you need more food waste bags, please tie your last bag to your food waste bin.

And if you're already up to speed with food waste recycling, offer help to friends and family to get them into the recycling habit.

### What we're doing

We know that most of our residents understand the importance of recycling and already play their part. However, there is a small number of householders who have not embraced the approach and will require encouragement to ensure recycling is part of their routine.

For that reason, we will check black bins for food waste and if any is found in the first instance we will put a warning sticker on your bin as a reminder.

If you continue to put food waste in your black bin after the first warning, we will place a second warning sticker on your bin and send you a letter. On the third occasion we will be forced to put a tag on your bin that will mean it won't be collected.

In that case, you will be expected to remove the food waste from your black bin and put it in your food waste bin to ensure your black bin is emptied on the next scheduled collection day. We will not make any alternative arrangements to collect your black bin.

### Questions or need more help?

If you need more food waste bags, please tie your last bag to your food waste bin. Contact us if you don't have a food waste bin or a kitchen food waste caddy. You can order these online at [www.belfastcity.gov.uk/bins](http://www.belfastcity.gov.uk/bins) or by calling 0800 032 8100 and will deliver them free of charge to your doorstep. We can help with your queries Monday to Thursday 8.30am - 5.30pm and on Friday until 4.30pm.

Visit our website [www.belfastcity.gov.uk/bins](http://www.belfastcity.gov.uk/bins) for more information on what goes in your bins and to find out your bin collection day.

Thank you for your support.

Yours faithfully,  
The Recycling Team

BCC 8919

# Please put these items in your food waste bin



You can recycle all raw and cooked food waste in your  
**food waste caddy** (except liquids)



Cheese



Meat and fish  
(including  
bones)



Raw and  
cooked fruit  
and vegetables



Bread, cakes  
and pastries



Flowers



Rice, beans  
and pasta



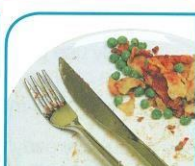
Teabags and  
coffee grounds



Potato and  
vegetable  
peelings



Takeaway  
pizza boxes  
(torn up)



Any other  
leftover food

## How do I use my food caddy?

- 1 Line your caddy with a compostable bag**  
Only use the bags we supply in your food waste caddy



- 2 Fill it with food waste**



- 3 When it is full, tie the bag tightly and put it in your food waste bin**



Belfast  
City Council