

Report on	European Week for Waste Reduction 2019
Date of Meeting	2 December 2019
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officers	Recycling Officers

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To update members on European Week for Waste Reduction (EWWR) 2019 activities
2.0	Background
2.1	European Week for Waste Reduction (EWWR) is an annual waste reduction initiative promoted across all of Europe.
2.2	Each country that registers to take part requests Action Developers to submit their actions that will encourage individuals, communities, schools and businesses to reduce the waste that we produce during EWWR. EWWR took place from 16 th – 24 th November and the theme were 'Change your ways, reduce your waste.'
2.3	Mid Ulster Council's Recycling Team registered as an Action Developer and promoted EWWR to schools and the wider community. Actions had to be registered in advance of EWWR, by 8 November. 75 actions were registered in Northern Ireland with Mid Ulster registering 8. EWWR have a map of actions taken across Europe.
2.4	As members will be aware, Environmental Services is continuing its focus on increasing our Council dry recycling rate, i.e. maximising usage of the blue bin scheme, reducing 'missed capture' (the blue bin material still being placed in the black bin) and reducing contamination. Thus, Council utilised the opportunity provided by EWWR to raise awareness of the #BePlasticFantastic campaign, to call on residents to take action to reduce plastics usage where possible and to increase recycling of plastics that are used – making use of their indoor recycling bag.
3.0	Main Report
3.1	EWWR Actions: <ul style="list-style-type: none"> • Launch press release and photo with Environment Committee Chair (Appendix 1) • News item on Council website • Promotion on social media before and during EWWR and ongoing #BePlasticFantastic social media promotion • Using EWWR as opportunity to promote dedicated plastics page on Council website https://www.midulstercouncil.org/plastics • Email to all schools calling on them to take action during EWWR

	<ul style="list-style-type: none"> • EWWR and plastics focused recycling education with schools and community groups • Ongoing NI Water delivery of #Refillution talks/water bus visits to schools in November 19
3.2	<p>Ongoing promotion of #BePlasticFantastic:</p> <p>As members will be aware, the Environmental Services Recycling Team applied for and were successful in securing £5000 from the WRAP/DAERA Plastics Recycling Communications Fund. Part of this funding has been used to cover the cost of production for a second 'Recycling Hero' video for use on social media and in cinemas.</p>
3.3	<p>This video features a family of 'Recycling Heroes' continuing the 'fight against plastics'. The video aims to demonstrate a number of key points / actions that can be taken to increase recycling:</p> <ul style="list-style-type: none"> • Showing the indoor recycling bag ALONGSIDE the black waste bin in a kitchen setting – to show that recycling should be just as prominent • Showing that plastic pots, tubs and trays (PTTs) from the kitchen should be recycled in just the same way that we recycle common items such as milk cartons. The video features a milk carton, meat tray (black) and plastic fruit punnet (clear) being recycled. • Showing recycling of plastics from the bathroom as research has shown that these are often forgotten.
3.4	<p>Showing of the video in the three Mid Ulster cinemas (Dungannon, Cookstown and Maghera) will commence 22 November and will continue until 5 December. This has been timed to coincide with one of the biggest film releases of the year. Following release of the video in cinemas, it will be used on Council social media channels.</p>
3.5	<p>The video can be viewed at: https://vimeo.com/371633437</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: None
	Human: None
	Risk Management: None
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: None.
	Rural Needs Implications: None
5.0	Recommendation(s)
5.1	Members are asked to note the contents of this report.

6.0	Documents Attached & References
6.1	European Week for Waste Reduction 2019 Launch press release and photo