

Report on	NI Water Refillution Campaign
Date of Meeting	10 September 2019
Reporting Officer	Andrew Cassells, Director of Environment & Property
Contact Officer	Ursula Mezza, Head of Marketing & Communications

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	The report seeks the Committee's approval to support and participate in the NI Water Refillution campaign.
2.0	Background
2.1	The Council's commitment to the protection and enhancement of the environment is clear in both the Mid Ulster Community Plan ('we will increasingly value our environment and enhance it for our children') and in the current Corporate Plan ('to reduce our dependency on landfill by increasing recycling, reusing and recovering energy from Council collected waste').
2.2	As well as investment in infrastructure to manage our waste more effectively, the Council has also consistently been at the top of the recycling table and achieved the 50% recycling target well in advance of the 2020 target date.
2.3	In the last number of years, integrated marketing and communications activity has contributed to on-going improvements in recycling rates and reductions in contamination levels.
2.4	The use of plastics and plastic pollution have increasingly been at the centre of waste and recycling agendas, with particular regard to plastic bottles. In the UK, an estimated 7.7 billion plastic water bottles are used each year, with the average person now using 150 plastic water bottles annually, many of which are discarded. If just 1 in 10 refilled just once a week, around 340 million plastic bottles would be saved each year
2.5	Given the prominence of plastic, the Council's proposed recycling campaign for 2019-2020 is on this theme and an opportunity has arisen also to work in partnership with NI Water towards a shared objective of the reduction in use of single-use plastic bottles.

3.0	Main Report
3.1	The NI Water 'Refillution' campaign began in June 2019 as part of National Refill Day and encourages people to stop using single use plastic water bottles and to switch to reusable bottles which can be filled from the tap.
3.2	The campaign's key messages are focussed on re-use, but also on the high quality water available on tap here.
3.3	While the Council supported National Refill Day in June through local press and on social media, there is an opportunity to formally join the 'Refillution' campaign by pledging, as an organisation, to reuse and refill whenever possible, and by undertaking our own activity in support of the wider campaign.
3.4	Given that we should endeavour to lead by example, it is proposed that as a starting point, we introduce the campaign internally in our own offices and facilities, before considering how we can work to encourage others externally, for example, local businesses, to reuse and refill.
3.5	NI Water will share campaign assets and will also provide 1,000 reusable water bottles which can be co-branded for distribution.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: No financial commitment is required.
	Human: Staff time to promote the campaign and engage with stakeholders.
	Risk Management: No specific associated risks.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	That the Committee agrees to recommend that the Council supports NI Water's Refillution campaign as outlined.
6.0	Documents Attached & References
	None.