

Report on	European Week for Waste Reduction (EWWR)
Date of Meeting	8 th January 2019
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officers	Jill Eagleson, John Murtagh, Karen Brown, Recycling officer team

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

1.0	Purpose of Report
1.1	To update members on the European Week for Waste Reduction activities in Mid Ulster.
2.0	Background
2.1	European Week for Waste Reduction (EWWR) is an annual waste reduction initiative promoted across all of Europe. 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. Mid Ulster District Council's Recycling Team registered as an Action Developer and promoted EWWR to council staff, schools and the wider community.
2.2	EWWR took place from 17 th – 25 th November and the theme was 'Hazardous Waste Prevention'. Hazardous waste poses a greater risk to our health and our environment compared to other types of waste so it is vital that it is disposed of properly. However, hazardous waste can seem an irrelevant term to many householders and so it was decided to focus on household batteries as an example of hazardous waste. Batteries should not be deposited in landfill - and yet under 45% of batteries are recycled here. Thus the focus of EWWR actions in Mid Ulster District was to increase battery recycling.
2.3	The Recycling Team applied to the Council's waste electrical recycling partner, European Recycling Platform (ERP UK Ltd), to access their E-Waste Recycling Partnership Fund. Sponsorship of the planned EWWR actions was granted and £1,200 was obtained to cover the cost of the prizes awarded to participating schools.
2.4	Members will be aware that the Council launched a 'Recycling Hero' campaign in September, to coincide with Recycle Week. Thus the activities to promote EWWR built on this campaign by encouraging everyone to 'Be a Recycling Hero this EWWR'.
2.5	Encouraging recycling of a singular waste stream can have a 'knock on' effect of making people more aware of all wastes they are disposing of and make them more likely to recycle more. Thus it is hoped this initiative will contribute to increasing the Mid Ulster recycling rate further and in doing so help to reduce disposal costs.

3.0	Main Report
3.1	<p>All schools in Mid Ulster were emailed at the end of October to give them sufficient time to take part in the initiative. Schools were asked to encourage pupils to bring old household batteries from home into school to be placed in ERP battery recycling boxes (provided to schools by Recycling Officers). This email was backed up with a letter to all schools, also including “Recycling Hero” stickers, so that pupils could be rewarded with a sticker for taking part. All schools who had an ERP battery box collected for recycling were rewarded with a rechargeable battery pack and were entered into the draw to win three ‘2 in 1’ food waste and recycling stations.</p>
3.2	<p>The EWWR initiative was officially launched by the Deputy Chair of the Environment Committee, Cllr Sean McGuigan, on 5th November 2018:</p> <ul style="list-style-type: none"> • A photo and press release was issued to local press and a news item was placed on the Council website. • An ongoing schedule of posts were placed on Council’s social media pages leading up to and during EWWR • Photos of the battery collections carried out at schools before and during EWWR were also placed on Council’s social media. These often featured ‘Eco Eddie’ or ‘Eco Edwina’, the Recycling Heroes from the campaign, which were taken out to ‘visit’ the school. • Schools receiving battery collections were given a presentation on where the batteries go after collection, the recycling process and what end products they could get turned into. • Council staff were emailed informing them about the EWWR battery initiative and asking them to recycle their batteries in battery boxes placed at the receptions of the three main offices. • A news item was also placed on the staff Intranet. • Community recycling talks included information on how to take part in EWWR.
3.3	<p>Following the end of EWWR, thirty schools had battery collections carried out and were entered into the draw to win the recycling stations. A school was selected at random and the winning school drawn out was Cookstown Primary School. Cllr McGuigan presented the school with their prize on 14th December 2018 and a press release was issued to celebrate the success of the EWWR initiative.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p>Financial:</p> <p>Initiative campaign elements were either no cost or low cost, with the battery boxes supplied FOC by ERP UK Ltd and prizes being covered by sponsorship from ERP also.</p>
	<p>Human:</p> <p>A significant amount of recycling officer time was required to co-ordinate the initiative.</p>
	<p>Risk Management:</p> <p>None</p>

4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: None.
	Rural Needs Implications: None.
5.0	Recommendation(s)
5.1	Members are requested to note the success of the EWWR 2018 initiative in Mid Ulster.
6.0	Documents Attached & References
6.1	Appendix 1 EWWR launch photograph
6.2	Appendix 2 School collections photographs
6.3	Appendix 3 Winner presentation photograph