

Report on	Recycle Week
Date of Meeting	8 th November 2022
Reporting Officer	Mark McAdoo, Assistant Director, Environmental Services
Contact Officer	Karen Brown, Recycling Education & Awareness Officer

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 activities carried out for Recycle Week 2022.
2.0	Background
2.1	The Recycling Team carries out recycling education and awareness activities throughout the Mid Ulster district to promote recycling and reduce waste to landfill, helping to meet recycling and landfill diversion targets.
2.2	Recycle Week, established in 2004, is an annual initiative coordinated by WRAP (Waste Resources Action Programme), who manage the national recycling campaign under the Recycle Now brand. WRAP asks partners within the waste management sector including local authorities and businesses to promote Recycle Week to stakeholders and the public.
3.0	Main Report
3.1	This year Recycle Week ran from Monday 17 th October to Sunday 23 rd October, with the theme being, 'Let's Get Real About Recycling', encouraging citizens to recycle more of the right things more often, in order to make real change and to tackle the wider environmental issues associated with climate change.
3.2	The purpose of the theme for Recycle Week this year was to answer the many questions people have around recycling. People have more questions than ever about their own recycling, including "does my recycling really make a difference?", "one item in the wrong bin can't hurt, can it?" and "recycling is so confusing, isn't it? By providing residents across the country with accurate and relevant information on recycling, we can make real progress with real difference from a nation of real recyclers.
3.3	Bespoke resources were available for partners to download and use during Recycle Week with messaging aimed to highlight some of the common myths/questions around recycling and tackle some of the largest barriers to recycling which include the attitude that recycling is not worthwhile and why "wish cycling" is a key part of contamination.
3.4	Recycle Week activities in Mid Ulster included social media posts, news item on the Council website and a press release. Releases on Facebook, Twitter and the website were as follows:

3.5	<ul style="list-style-type: none"> • 7th Oct: Social Media post and article on MUDC website featured ahead of Recycle Week, along with photography with Chair of Environment Committee to inform residents of the upcoming campaign. • 17th Oct: Social Media post marking the beginning of Recycle Week encouraging residents to get real about recycling, posing the question “Does my recycling really make a difference?” “Yes it does!” • 18th Oct: Press release and photography with Chair of Environment committee highlighting the Recycle Week annual campaign and encouraging residents to continue with their recycling efforts. • 20th Oct: Social media post addressing some of the confusion around recycling and encouraging residents to download the Bin-Ovation App to help with recycling related queries. • 23rd Oct: Social media post in order to bring Recycle Week to a close and raise awareness that incorrect items in the recycling bin causes real problems. <p>The Recycling Team will continue with ongoing recycling education and awareness activities. The focus for the remainder of the 2022/23 year will be to continue to engage with schools and community organisations etc. to assist with and encourage increased recycling across the Council area.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: None</p> <p>Human: Recycling Officer and the Communications Officers spent a substantial amount of time on the various forms of communication carried out for Recycle Week and the subsequent weeks following to support the national campaign.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>None</p>
4.3	<p><u>Risk management Implications</u></p> <p>None</p>
5.0	Recommendation(s)
5.1	Members are requested to note the content of this report.
6.0	Documents Attached & References
6.1	Appendix 1 - Recycle Week social media content and imagery