

<b>Report on</b>	European Week for Waste Reduction (EWWR) 2022
<b>Date of Meeting</b>	10 <sup>th</sup> January 2023
<b>Reporting Officer</b>	Mark McAdoo, Assistant Director, Environmental Services
<b>Contact Officer</b>	Karen Brown, Recycling Education & Awareness Officer

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update members on the actions carried out to promote EWWR 2022 in Mid Ulster.
<b>2.0</b>	<b>Background</b>
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 they all produce.
2.2	EWWR took place from 19 <sup>th</sup> – 27 <sup>th</sup> November with the theme of “Circular and Sustainable Textiles – Waste is out of fashion”. The Week of Waste Reduction focused on textiles to highlight the strong impact the industry has on our planet and to inspire actions that will bring more circularity into the textile sector.
2.3	The theme of “Circular and Sustainable Textiles – Waste is out of fashion” was chosen to highlight the fact that the fashion industry is one of the most polluting sectors, together with housing, transport, and food. This is caused by the strong impact it has on land use, water pollution and even greenhouse emissions. This sector has a high environmental and social impact in every phase: from production, to distribution, use, and after use (collection, sorting, recycling, and final waste management, which is most of the time related to incineration and landfills)

<b>3.0</b>	<b>Main Report</b>
3.1	<p>The EWWR initiative was officially launched by the Chair of the Environment Committee, Cllr Sean McGuigan, on 16<sup>th</sup> November 2022 with a Press Release and news item on the Council website, followed by a series of social media posts (see appendix 1) to promote activities throughout the week as follows;</p> <ul style="list-style-type: none"> <li>• <b>16<sup>th</sup> November:</b> Press Release and article on MUDC website featured to mark the beginning of EWWR and inform residents of the annual campaign.</li> <li>• <b>16<sup>th</sup> November:</b> Social Media posts to mark the beginning of EWWR encouraging residents to be more sustainable with their fashion.</li> <li>• <b>22<sup>nd</sup> November:</b> Social Media post highlighting some of the environmental impacts associated with the textiles industry.</li> <li>• <b>25<sup>th</sup> November:</b> Social Media post to bring EWWR to a close and encourage residents to get creative and give their fashion a facelift rather than purchasing new items. (see appendix 1)</li> </ul>
3.2	<p>The Recycling Team are engaged in ongoing education and awareness activities. The next related campaign focused on the reuse of large electrical appliances with the Recycle, Refresh, Renewed campaign recently launched, again by Chair of Environment Committee Cllr Sean McGuigan on 7<sup>th</sup> December (see appendix 2).</p>
3.3	<p>The new Electrical Reuse Scheme will see old large electrical appliances being repaired, refurbished and resold. The initiative is being run in partnership with Refresh Appliances Ltd who are a social enterprise business based in Newtownards offering economical and affordable refurbished large appliances to the general public, landlords and charities. The following items are suitable under the scheme; cookers, hobs, ovens, washing machines, tumble dryers and dishwashers. The scheme is currently operating at three of the Council's Household Waste Recycling Centres – Magherafelt, Maghera and Castledawson – with plans to extend the scheme to other sites in the New Year.</p>
3.4	<p>A video has been filmed to promote the scheme and will be featured across Mid Ulster Councils social media platforms in January and February to give full coverage and promotion of the campaign at a time of year with more impact as residents make New Year purchases and carry out a post-Christmas clear out</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: None
	<p>Human:</p> <p>A significant amount of Recycling Officer time, together with the Communications Officers, was spent to co-ordinate the various forms of communications carried out</p>
	Risk Management: None

<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the content of this report
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 EWWR social media posts
6.2	Appendix 2 Recycle, Refresh Renewed launch photo