

## Denis Dunne

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**From:** Áine O'Boyle <aine.oboyle@havas.ie>  
**Sent:** 17 February 2020 13:23  
**To:** wastecomments  
**Subject:** Public Consultation Waste Action Plan

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Dear Dept.

I am writing to you in reference to the Public Consultation Waste Action Plan,

### Consultation Questions 3.7 | 3.8 | 5.7

**Objective: Awareness** - there fundamentally needs to be a strong campaign which clearly outlines how to recycle properly in Ireland. I think there's a lot of confusion on the 'how to' part.

#### Proposed Measures

**Education** - 'Circular Economy' behaviours should be taught to children, youth and adults alike. Rolling out programs in primary, secondary and university level schools

**Price Incentives** - Price is still the number one differentiator in Ireland, you have to make it cheaper and more accessible than not to for it to be sustainable.

**'The Circular Tax' versus making it legal** - A circular tax should be imposed to private companies whose products cannot be included into the circular economy, it is either absorbed by the companies producing it, making it their responsibility to get rid of effectively and appropriately, or you make it absolutely illegal and they have no choice but to find solutions.

#### Ideas & Incentives

##### **Objective: Engagement and Participation**

1. Wouldn't embedding our 'circular economy' vision into law make it an absolute for everyone? Landlords and private companies included. I think you'll find that there will be those who will tip toe around it unless it's a legal requirement.

2. Plastic Free supermarkets & transparency on where our recycled waste is going. It's great that LIDL have introduced their disposal units in store, however its clear that nobody knows where that is actually going.

3. Make organic waste profitable - either through social gardens for communities or sold/given to farmers as fertiliser etc.

e.g. Public funding for 'Social Gardens' which could allow communities to grow their own fruit, vegetables etc and make composting accessible to everyone. Actually, 71% of Irish people believe that the government should provide green spaces in which residents can grow their own food, sustainable - Havas New Cities New Lives Report, 2018.

- my goal was to develop one in Killybegs which would also serve low income individuals who might want to earn money by up keeping the garden.

- creating educational programs where children can learn how to grow fruit and veg and garden properly

4. Make it profitable for small towns. It: A small community in Kamikatsu Japan created an operating facility in which all recyclables are sorted and either reused, repurposed or sold onto large companies who can recycle them - making it an environmentally friendly, profitable solution for small communities.

5. Civic Amenity Centres - in reality, these aren't aiding the problem. As a renter in Block apartments on Meath Street, my landlord doesn't provide bins and my closest centre is Ringsend or Crumlin. The practicalities of getting 2 Litres of composting to any of these locations is a nightmare. And in summer the flies are just too much to do indoor composting. I wanted to rent a plot for my composting but they are booked out months in advance, there needs to be

more space and land donated to this project. The park located near Thomas Street is a perfect example of land going to waste, yet it could offer so much opportunity to the surrounding area.

As a transformative cultural strategist, my job is to look at behaviours and assess how we can change them. I have spent a lot of time and energy considering how we could do this for a more circular and sustainable economy, joining the An Taisce CC Ambassadors Program to help affect it. I have several more ideas and thoughts which may be useful for you in your assessment of the action plan.

Please feel free to contact me if you'd like to discuss further.

Kind Regards,  
Aine O'Boyle

(Here is a blog post/proposal I made to Donegal County Council regarding the topic  
<https://aineob94.wixsite.com/anyotherbusiness/post/the-green-appeal>

I've also been highlighting how Governments may benefit from the thinking provided by 'Creative Agencies' when considering some of these issues.)



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