

**The City Bin Co.**  
*submission relating to the*  
**Public Consultation**  
*on the Proposed*  
**Waste Action Plan**

**the city bin cº**



Contents

Introduction..... 2

Institutional Arrangements..... 4

Municipal Waste..... 4

Citizen Engagement..... 5

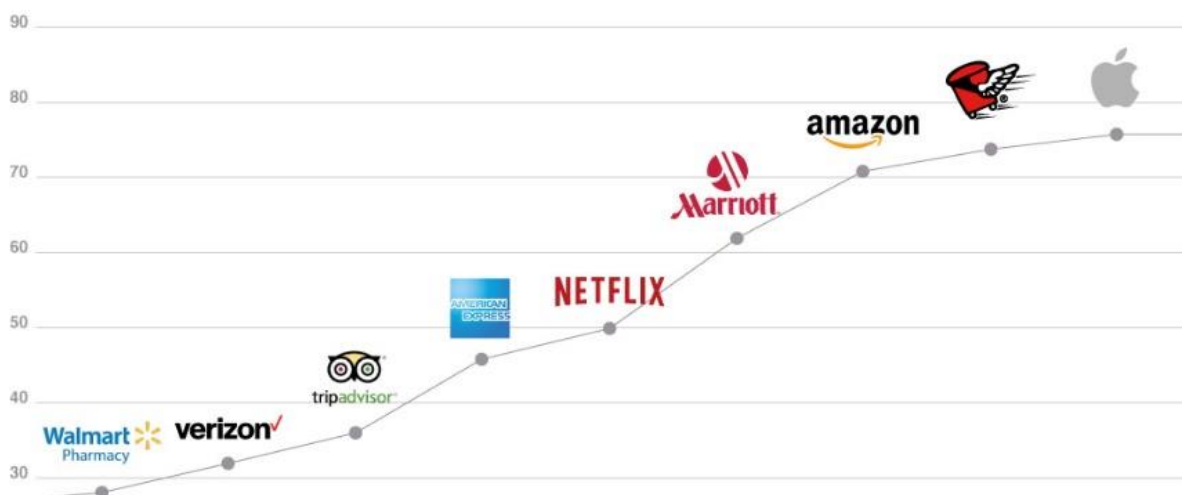
Sample of Customer Engagement Communications ..... 7

## Introduction

Founded in 1997, The City Bin Co. provides waste collection services in the Greater Dublin area as well as Galway City and its environs. Within those markets we have two distinct offerings (a) Business to Business (B2B) and, (b) Business to Household (B2H).

The City Bin Co have developed a service driven waste collection model. Our roots are firmly in customer service and operational efficiency. Founder and CEO, Gene Browne, a Quality Engineer, established the business as an operational experiment in service quality to complement his then business excellence consultancy.

The City Bin Co. focuses primarily on source segregated waste collection from businesses and homes. This has resulted in exceptional customer satisfaction levels. We have adopted the Net Promoter Score (NPS) to measure customer satisfaction. The NPS benchmark is used by 60% of the Fortune 2,000 as well as tens of thousands of smaller companies globally. The average NPS score across all companies is 15. An exceptional score is 40 or above. The City Bin Co. scores consistently above 60 across all markets.



The City Bin Co is an award winning business;

- Four-time recipient of the Deloitte Best Managed Companies' Award (Ireland) 2009, 2010, 2011 and the Gold Standard Winner 2012.
- In 2013, and again in 2017, The City Bin Co. was named the National Winner of the European Business Awards (Customer Focus Category) and went on to represent Ireland at the EBA finals.

- Independently measured customer satisfaction score (Net Promoter Score - NPS) in the top 10% globally, ranking alongside Apple and Amazon.
- In addition, the company has also been awarded the 'Index of Excellence' a European Quality Management Award and is one of only six Irish companies to receive this accreditation.

The City Bin Co welcomes the development of a new Waste Action Plan for Ireland. We are happy to offer our views, comments and responses to the Public Consultation process. We do so to highlight some of the areas relevant to The City Bin Co but also in the context of our support of the submission by the Irish Waste Management Association (IWMA).

The City Bin Co is open to become involved in the Advisory Group for the Waste Action Plan and provide strategic input where relevant.

### **Institutional Arrangements**

The City Bin Co has seen significant progress in the institutional arrangements for the sector since its inception over two decades ago. Today, the sector is one of the most highly regulated in the state and the EPA, RWMPO, WERLA's, NWCPO, NTFSO and DCCAIE have all played a key role in raising the standards nationally.

However, in the company's view, there remain some areas for improvement with respect to enforcement of regulations. The City Bin Co believes that more resources are required to ensure that illegal activities, the majority of which are carried out away from licensed and permitted facilities, are stamped out entirely.

### **Municipal Waste**

- **Colour Coding of Bins** – The City Bin Co is opposed to the implementation of a standardised color coding for each bin. It would be an expensive and impractical exercise with customers having to pay for it through the central tax system or higher charges. A less onerous compromise might be to standardise the colours of the bin lids. Furthermore, we would suggest using the term “clean” rather than “mixed” for the green bin.
- **Target** - The City Bin Co believes that the stated target should not be a percentage but rather be expressed as an absolute weight for material collected on a per household (or per resident) basis. The recycling targets have an inherent weakness when set as a percentage in that the household is incentivised to increase the volumes of mixed recycling (green bin) and organic (brown bin) material. This, in itself, conflicts with “prevention” and the core principles of a circular economy. The City Bin Co suggestion

would be to reset the target as a reduction in the overall weights collected in all three bins with an emphasis on reducing the general waste bin.

- **Incentivised Charging** – Our customers have reduced their volumes and increased their recycling rates in recent years. This is helped by many of the communications we send to our customers. Pay-by-volume (and the banning of fixed fee charging) has also helped a great deal. Based on the various charging systems, The City Bin Co believes that a pay-by-weight only system would reduce overall volumes by a further 10-15%.
- **Apartment Blocks** – Recycling of green and brown bin material would be dramatically improved if the resident(s) could understand their individual recycling rates i.e. on a per apartment basis. If it can be measured on this basis, rather than on a communal basis, then progress would quickly follow. The City Bin Co is available to discuss and trial possible methods to achieve such an outcome.
- **Recycling Infrastructure** – While the move away from landfill to recovery options in recent years is good news, the overall capacity for material remains at critical levels. There is currently a capacity shortage for several waste and recycling material-types in Ireland. This, in effect, dramatically pushes disposal prices up for end users. Limited capacity also increases the risk of stockpiling of material. The City Bin Co believes urgent action is required in order to develop, or enable the development, of infrastructure which can recover and recycle material in Ireland.

### **Citizen Engagement**

The City Bin Co invests significantly in communicating with our customers. We have a proven track record in leading the implementing of initiatives that nudge our customers towards reducing their environmental footprint. In addition to our online and social media presence, we proactively push messages to our customers with a high degree of frequency. The following is a list of examples of where we push messages and engage customers who in turn increase their recycling rates;

Weekly SMS – we send a weekly text reminder to our customers and we share the customer's recycling statistics for the previous four weeks e.g. Hi Jemma, Tomorrow is your green and brown bin day. Please leave bins out before 6.30am. You recycled 25kg in the past 4 weeks.

Monthly Bindex - our monthly Bindex gives each customer a detailed breakdown of their waste output – as well as showing their comparative recycling rates versus their neighbours.

- The City Bin Co actively plays a critical role in raising awareness, educating and influencing the decisions of our customers (and non-customers). We are keen to become actively involved in the Waste Communications Strategy Group to achieve the national targets.

**Sample of Customer Engagement Communications**



16/04/2019

'Smarter Ways To Save' No.1 of a series of 3

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# The City Bin Co. 'Smarter Ways to Save' series



## No.1 of 3 Grey to Brown!

Hi <<First Name>>

As the evenings get longer, we'd love you to take a few minutes to consider how you can save on your waste charges through better use of your brown (organic) bin.

Throughout our customer base, **the brown bin remains the most under-utilised of the three bins** with a lot of organic material still going into the grey (general waste) bin. However, the brown bin remains cheaper than the grey bin, plus it has a higher kilogram threshold. By diverting items such as food and any other organic materials from your grey into your brown bin you can reduce your grey bin's weight. But please watch out for the garden waste (which we'll cover in our next email).

And lighter bins mean lighter bills - a smarter way to save!

Thank you for your time and for being a customer of The City Bin Co.

Niall Killilea  
Managing Director

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# The City Bin Co. 'Smarter Ways to Save' series



## No.2 of 3 Watch out for Garden Waste!

Hi <<First Name>>

This is the second in our 3 part series showing you how you can save by using your bins in the best way.

In the last email we showed how diverting organic material to the brown bin was cheaper than leaving it in the grey bin. However, you do need to be careful if you are using your brown bin for a lot of garden waste. **Garden waste typically weighs more than food waste** (especially when damp or wet) and without realising it, can cause the weight of the bin to creep up.

One approach we have seen other customers adopt is to engage in some home composting, and our short [video](#) below shows how home composting can have "things pop up in your garden – & not on your bills!"



Happy composting, and thank you for being a customer of The City Bin Co.

Niall Killilea  
Managing Director

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# The City Bin Co. 'Smarter Ways to Save' series



## No.3 of 3 Smarter Recycling!

Hi &lt;&lt;First Name&gt;&gt;

In this, the final of our 3 part series showing you how you can save by using your bins in the best way, we're looking at the green (recycling) bin.

There's been a lot of coverage about the green bin recently, and how the market for processing recycling materials has gotten considerably smaller, in part due to high levels of contamination. So, to help reduce this contamination of recycling materials, the government recently published a list of the only acceptable items to go in your green bin.

Going forward, only clean **Paper & Cardboard, Rigid Plastic, Tins & Cans** are acceptable. Anything else in the green bin will actually cause the load to be contaminated and sent to landfill. While reducing what goes into the green bin sounds counter intuitive, removing items that can't be recycled will actually increase the overall recycling rates.

So, please download the Government's new list [here](#). Make sure items are clean, dry and placed loosely in the bin. And, remember, if it's not on the list, it doesn't go in your green bin – soft plastics such as carrier bags, food wrappers and plastic bags are no longer acceptable.



There's also information on why certain items cannot be accepted on the government website. You should also check out the excellent [video](#) above that The Irish Times featured on its '[Wasteful Ireland](#)' report. It gives a simple, practical explanation of the new rules.

Happy recycling, and thank you for being a customer of The City Bin Co.

Niall Killilea  
Managing Director

21/02/2020

Extra Recycling for Free this Christmas!

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A service update from **The City Bin Co.**

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# Extra Recycling for Free this Christmas



All that packaging & wrapping paper! And worried that it won't all fit into your recycling bin?  
**Relax, we'll take care of it for you. For free.**

So, if you have a little extra recycling this Christmas, just pop it into a clear or green plastic bag and leave it out with your **recycling bin** and we'll take care of it. But, we must keep it to **2 extra clear or green plastic bags** per household to make sure we can take care of everyone (& no loose packaging please)!

Just leave them by your green bin on your **first recycling day** collection after Christmas.

*And remember...* No turkey or Christmas pudding in with the recycling!

If you want to dispose of your Christmas tree you can find a list of bring centres in Dublin [here](#). And if in Galway our [CityJunk](#) service can collect the tree for you.



## Merry Christmas from everyone at The City Bin Co!

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21/02/2020

Take the Food Waste Pledge with us!

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Take the Food  
Waste pledge  
with us!



Hi <<First Name>>

The world has a significant problem with food waste! In Ireland **over 50%** of household food waste ends up in the wrong bin. Food waste can be recovered via the brown bin and converted to compost for reuse.

Here at The City Bin Co., we know first-hand that we all have a climate change challenge. We're ready to play our part, and we hope you will join us!

So, we've created a Food Waste Pledge that we're encouraging families to sign up to – together.

Families decide by how much they want to **increase their food waste recycling** by, and how much they want to **reduce their general waste output** by, over 6 months. It's a great way for everyone in the home to take individual responsibility – and hold their other family members accountable!

The Pledge is similar to the sample below & can be easily downloaded [here](#).

21/02/2020

You're more than doing your part...

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# You're in the Top 1% of recyclers...

Well done Ray!

As you know, proper green and brown recycling are some of the best, and easiest, ways in which we can have a positive impact on our environment.

With this in mind, **Abbeytownhouse** made a fantastic impact in 2019! You diverted a full **100%** of waste away from the General Waste bin, thus ranking in the Top **1%** of our customers in Galway City.

This is an achievement to be really proud of and you're definitely playing your part to promote positive environmental behaviour.

So keep up the great work in 2020 and THANK YOU for choosing The City Bin Co.!

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## #BinFact

An interesting fact that you might not realise is that the team collecting your bin average over 25,000 steps per day and burn approximately 3,500 calories. It's like a paid work-out 😊 and we're always hiring, so if you know anyone who would thrive in this environment (and has an eye for amazing customer service) please direct them to [careers@citybin.com](mailto:careers@citybin.com)



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