

# Food Waste Recycling Project Working Group



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ar son na hAeráide & Comhshaoil  
Department of Communications,  
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IRISH WASTE  
MANAGEMENT  
ASSOCIATION

# Rationale

- 17% of materials in food waste stream incorrect;
- 50% of organic waste in the wrong bin;
- A lack of understanding of what food waste is;
- A lack of clarity on how to manage the bin to keep it clean & odour free.
- Refusal to engage with the service.

# Purpose

*Increased and continued participation by the householder with food waste recycling.*

*Work in partnership to deliver the project and make recommendations to government and industry.*

*Assess the effectiveness of communication tools.*

# Where

- Ballaghaderreen Co. Roscommon
- Trim Co. Meath
- Borrisoleigh, Co Tipperary
- Buncrana, Co Donegal

# What

A householder Pack consisting of:

- A seven litre kitchen caddy;
- 50 paper liners;
- A leaflet explaining Food Waste Recycling;
- A caddy sticker;
- General waste bin sticker







## Media Interaction

- Press Releases in Buncrana & Borrisoleigh;
- Radio Interviews
- Press Adverts



**Food Waste  
GOES HERE!**

Tipperary householders living in towns and villages with a population size of 500 or more have been provided with a brown bin for the collection of food waste by their waste collector. This bin is dedicated exclusively to food waste and organic matter.

It allows for your food waste to be collected and converted into high quality compost, to be used in agriculture or landscaping. It can even be converted into energy!

**Remember, food waste should no longer be disposed of in your general bin - but should only go in your brown bin.**

**No food waste please**

For more information, visit  
Ireland's Official Guide to  
Waste Management  
[www.mywaste.ie](http://www.mywaste.ie)

**mywaste.ie**

southern waste region

Comhairle Contae Thiobraid Árann  
Tipperary County Council



# Waste Characterisation - Ballaghaderreen

Materials	Before	After
Glass	0	0.2
Metal	1.0	0.4
Nappy	1.5	0.1
Textile /floor matt	0	0.5
Plastic	4.5	3.3
Plastic food containers	1.1	0
Total Contamination %	8.1	4.5

# Before



# After



# Customer Interaction

- Food waste quantities increased by up to 25%
- Customer interaction very positive – finally explained why & how:

*“I only rarely used my brown bin prior to this starting and now it's used as much if not more than my waste bin”*



- 81% of respondents said a Caddy encouraged more food recycling;
- 76% of respondents said liners made recycling food waste easier, however paper liners were not liked by participants.

# Factors that influence behaviour

Caddy & Liners	61%
Information Leaflet	9%
Sticker on the general bin	3%
It's the law!	10%
Incentivised charging	15%

# Next Steps

**No food  
waste  
please**

**Please use  
your food  
recycling bin**

**mywaste**