

Addressing Citizen Engagement

Sarah Miller, CEO, Rediscovery Centre, National Centre for the Circular Economy 31st Jan 2020, Adelaide Rd



Roinn Cumarsáide, Gníomhaithe ar son na hAeráide & Comhshaoil Department of Communications, Climate Action & Environment





Creative movement connecting people, ideas and resources to support the circular economy in Ireland





"Our work is aimed at behaviour change through citizen engagement.

In line with behavioural change models we seek to build capacity & awareness, develop opportunities for change and provide motivation to change. Our 3 strategic objectives are to educate, demonstrate and inspire.

In 2017, supported by the Government of Ireland, DCC and the EU Life programme, we established the centre as the national centre for the Circular Economy"

We are one of the EPA's strategic partners assisting the work of the NWPP, funded by DCCAE. Our work is also supported by DCC and the DCCAE. However, more than 50% of our income/operational budget is generated through organisational sales & services"



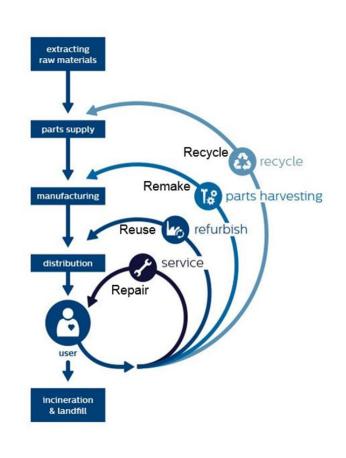




Demonstrating CE Social Enterprise







"We work across a number of activities demonstrating successful reuse social enterprise, preventing waste, generating income and providing skills training for those at most distance from the workplace. 90% of our trainees progress to employment or full time education upon completion of placement."

Inspiring Circular living





Eco-destination & Visitor Centre



We have an active engagement programme and are open to the public Mon. to Sat 9-5pm. We operate

- a café,
- ecostore (supporting >50 Irish producers and designers),
- workshops delivering public courses and skills training,
- meeting spaces suitable for sustainability gatherings and events.

The appointment of a front of house team in 2019 was a very deliberate action to engage staff with skills and expertise specific to managing the centre as a visitor attraction. It was a strategic move to attract new audiences and engage in new activities that present the opportunity to talk to people outside of our normal cohort - reach new audiences. Not preaching to the converted.

Experiential Learning





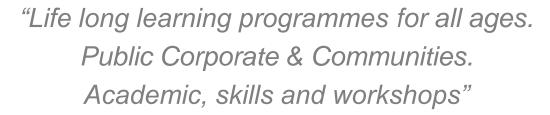






















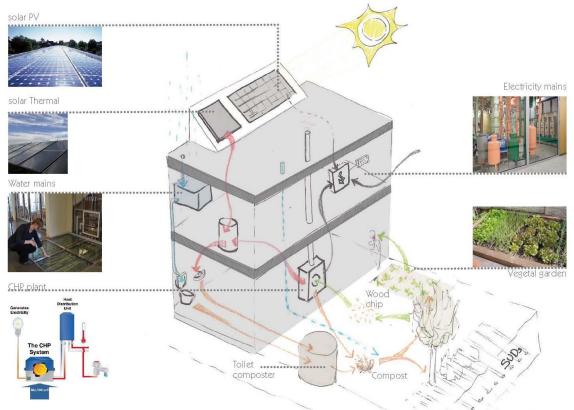


Centre of excellence



Demonstrating the benefits of low carbon living and resource efficiency at every level of interaction





- Deconstruction V's Demolition.
- Sustainable and natural building material. Renewable and Efficient systems (Waste, Water Energy)
- Gardens for Biodiversity and food/crop production



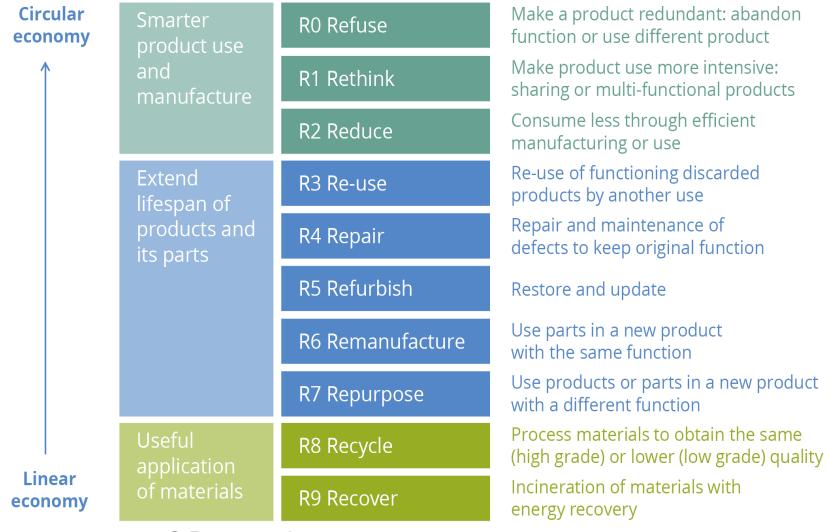






Strategies for the Circular Economy





S.Potter et al., 2017

Public Engagement



Circular economy

Smarter product use and manufacture

RO Refuse

R1 Rethink

R2 Reduce

Make a product redundant: abandon function or use different product

Make product use more intensive: sharing or multi-functional products

Consume less through efficient manufacturing or use













"Waste prevention. Designing out waste and pollution. Redundancy of non-essential single use plastic. CE academy works with SE to reimagine their business models and transition to the CE. In the CE, engaging with the user is as important as the service delivery & product design. Not a "make cheap, sell fast" model – this requires radical change"



MA Product Design Design for the Circular Economy

Circular economy

A product use and manufacture

R0 Refuse

R1 Rethink

R2 Reduce

Make a product redundant: abandon function or use different product

Make product use more intensive: sharing or multi-functional products

Consume less through efficient manufacturing or use

- Collaborative project NCAD & RDC
- Funded by EMWR
- Research to support reuse innovation
- Systems approach to CE design (furniture)
- Commenced Sept 2019



Elaine Butler





Product Life Extension, Reuse & Repair



Circular Economy

lifespan of products and its parts R3 Re-use

Re-use of functioning discarded products by another use

R4 Repair

Repair and maintenance of defects to keep original function

R5 Refurbish

Restore and update

R6 Remanufacture

Use parts in a new product with the same function

R7 Repurpose

Use products or parts in a new product with a different function



"We work to create opportunities to extend product lifecycles and maximise value through capacity building, support and demonstration.

Eg., GPP - recent collaboration with NWPCO and CRNI















Youth Dialogue on Irish Circular Economy











CRNI - Citizen Engagement for Reuse





National Reuse Month 2018 Highlights

Reuse Everyday, At Home, At Work, At Play campaign theme was engaging and encouraged behavioural change

40+ partners played a key role in extending the reach of Reuse Month

120+ Reuse Month events took place around the country

Regional events: reuse roomset & upcycling workshops with IKEA, circular economy seminar with Tipperary Green Business Network, Men's Sheds showcase with Donegal County Council

www.reusemonth.ie was a valuable resource that enabled individuals, communities & businesses to learn and get involved via

At Home, At Work, At Play reuse scenes & toolkits

20+ videos provided tangible tips on how to reuse in everyday life

National, regional and local media coverage included a mix of radio interviews & articles

To provide feedback on Reuse Month, please contact Christine Costelloe, Campaign Coordinator, PR and Media Liaison at christine@crni.ie or 087 369 0396



Community Resources
Network of Ireland

www.CRNI.ie

All island body for Community Reuse Repair and recycling. Actively engaged in support of CE in Ireland e.g., Reuse Month

Translational Research

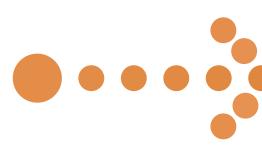


Reuse Framework 2017 Sustainability Indicators for reuse 2016 Circular Economy Policy Review

International review of Paint Reuse 2019

2019

Circular Economy Academy













Qualifying and Quantifying the Reuse Sector in Ireland - (Q2Reuse)

- Partnership Research with CTC, CRNI & EMWR
- Start March 2019 Completed March 2021
- Expected Outcomes
 - Assessing reuse activity internationally
 - Establishing qualification procedures for reuse
 - Developing methodologies for reuse
 - Examining policies and support mechanisms for promoting reuse

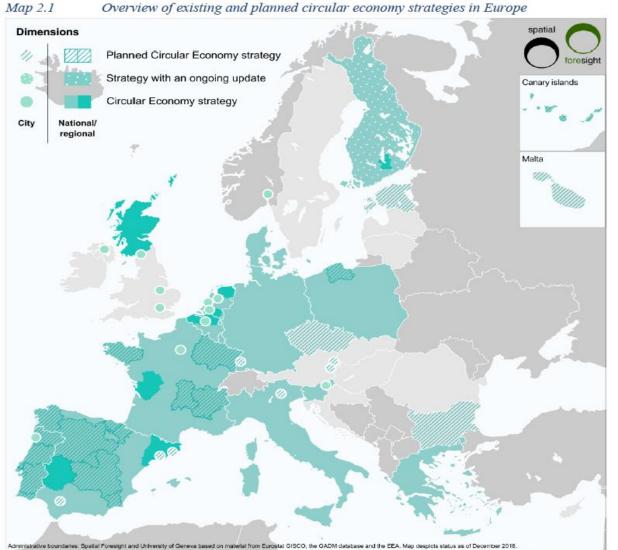








Reviewing CE policy



Source: Spatial Foresight, 2019 based on the strategies collected for this study and information from stakeholders about upcoming strategies.



https://www.youtube.com/watch?v
=7Qrobd7wH3o&feature=youtu.b
e

Reviewing CE policy

Country	Public Procure- ment	Circular Design	Constructio n	Research & Innovation	Behaviour change	Food / Biomass	Measuring progress	Entrepre- neurship	Digitalisa- tion / Data	Plastic	Mobility / Transport
Belgium	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
BE: Brussels	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
BE: Flanders	✓	✓	✓	✓			✓	✓			
Denmark	✓	✓	✓	✓	✓	✓		✓	✓		
Finland	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
France	✓	✓	✓	✓	✓	✓	✓		✓	✓	
Germany	✓	✓	✓	✓	✓		✓	✓			
Greece	✓	✓	✓		✓	✓	✓	✓			
Italy	✓	✓		✓	✓	✓	✓				
Luxembourg	✓	✓	✓	✓	✓	✓	✓			✓	
Netherlands	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Portugal	✓	✓	✓	✓	✓	✓	✓	✓			
Slovenia	✓	✓	✓	✓	✓	✓	✓		✓		✓
Spain	✓	✓	✓	✓	✓	✓	✓	✓	✓		
UK: England	✓	✓	✓	✓	✓	✓	✓		✓	✓	
UK: London	✓	✓	✓	✓	✓	✓		✓	✓	✓	
UK: Scotland	✓	✓	✓	✓	✓	✓	✓	✓			

[&]quot;Citizen engagement one of the areas identified as being present in the most robust CE strategies"

Mapping the Circular Economy in Ireland



National review of companies identifying as operating in the CE space but also including the supporting organisations, programmes & structures developing in Ireland.

- Work ongoing, please send contacts to cemovement@rediscoverycentre.ie

		В	C	D	E	F
1 0	Organisation	Project name			Location of activity	▼ Website
2 3	SIXTY Sustainable Hotel Linens	3SIXTY Sustainable Hotel Linens	Plastic Textiles	3SIXTY takes end of life, single use plastic bottles and ocean waste and mixes these with cotton to produce towels for the hotel industry.	Westport, Co. Mayo	https://3sixtyhome.co/
				Achill Oysters have set a target to replace polystyrene packaging with more sustainable wooden boxes. At present, 30% of orders being boxed are wooden. Achill Oysters recycle dead shells by using them for road maintenance. Excess dead shells are collected from foreshore around their trestles, removed from oyster bags during grading and stored safely prior to spread on bog access roads to increase hardness and improve draining	5 : 0 0	
3 A	chill Oysters	Origin Green	Food	making access safer.	Ennis, Co. Clare	https://www.origingreen.ie/v
4 A	Itered and Eclectic	Altered and Eclectic	Furniture Reuse	Reuse of old furniture	Co. Clare	https://www.facebook.com/p
5 A	MBER SFI Research Centre	Advanced Materials and Bio- Engineering Research Centre (AMBER)	Research	Material science research centre. Research into sustainable materials; research collaboration with Northeastern University (US) to address challenges in context of SDGs.	Dublin	http://ambercentre.ie
6 A	nglo Beef Processors Ireland	Bone recycling and oil reuse	Food	John Durkan (Environmental & Sustainability Manager) is part of IMR CE Steering Committee		
	ttention Attire	Attention Attire	Textiles Reuse	Create handmade outerwear from upcycled camping gear, made to order.	Dublin	https://attentionattire.ie/
8 B	ack2New Community Reuse	Back2New	Furniture Reuse	Reuse of old furniture (and clothing?)	Limerick	https://back2new.wordpress.
9 B	E		Research Bioeconomy Construction	National Research Centre for the Bioeconomy, led by Prof Kevin O'Connor (UCD). Partner institutions TCD, UL, NUIG, Teagasc. Centre to be built in repurposed Lisheen Mine in Co. Tipperary	Lisheen, Co. Tipperary	beaconcentre.ie
	ebrave	bebrave	Textiles Reuse	Reuse of vintage neckties to accessories	Ireland	https://bebravetextiles.com/
	legleys	Origin Green	Food	Commitment to introduce sustainable packaging; reduce waste; partner with Food Cloud to donate surplus food and find alternative ways for general food waste, e.g. fuel production.	Dublin	
	legieys lleeperBike	Bleeperbike	Transport	Dockless bike sharing network in Dublin	Dublin	https://www.origingreen.ie/v https://bleeperbike.com/
12 D	ileehei Diike	Boomerang Enterprises Mattress		Dockiess blike sharing network in Dubill1	Dubiiii	intips://bieeperbike.com/
13 B	loomerang Enterprises	Recycling	Waste management	Recovery, disassembly and recycling of mattresses	Cork	http://boomerangenterprises
					Galway	https://bouncebackrecycling.
		-			Mallusk, Northern Ireland	http://www.brysonrecycling.
		- 1	-	passing IT equipment on to disadvantaged students	Dublin	www.camara/org
		-C445			1	



Circular Economy Ireland

Work ongoing













































Bryson Recycling

Building Better Futures

Recycle IT

CLEAN **TECHNOLOGY**

CENTRE

RehabRecycle

Investing in People, Changing Perspectives





North and East Kerry

DEVELOPMENT





IRISH

MANUFACTURING

RESEARCH

















Gateway platform needed

to link High level activity in CE space





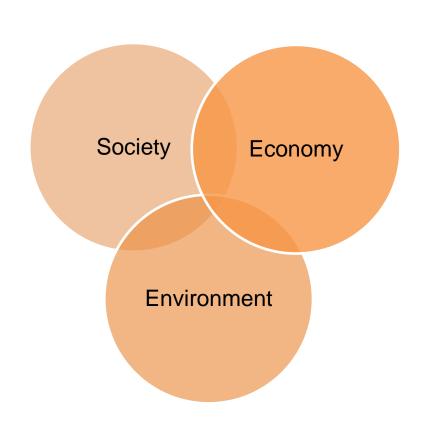
"Need a central point of reference to provide access to CE activity.

To break down silos and stimulate cross-industry collaboration, innovation & support.

Highlight funding programmes & policy"

Citizen Engagement – Circular Economy











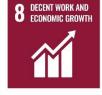
































"Don't underestimate our ability to grasp and adopt a concept that is ultimately positive for the environment, the economy and society"

www.rediscoverycentre.ie









