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## IT'S SPRING – TIME TO START COMPOSTING!

Did you know that by composting organic waste such as teabags, fruit / vegetable peelings and garden clippings you could reduce your household waste by one third?

So if you have a garden, why not get out there this Spring and start composting.

Compost can be used as mulch around plants, as a top dressing over lawns which can fertilise the soil or as a soil improver in vegetable and flower beds.

### To compost you need to:

1. Get a compost bin or build a compost heap.
2. Install your compost bin.
3. Separate your waste and use your compost bin.

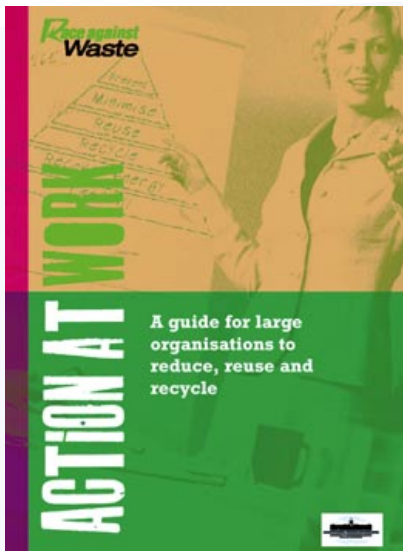
Compost bins are tidy, relatively cheap and available from your local authority or garden centre or you can build your own compost heap.

Well done to the many local authorities around the country who are currently holding Composting Workshops for householders. Most local authorities are also selling compost bins, some at a reduced rate, so contact your County or City Council today for more information about what's available locally.

### Tips for successful composting

- Locate the compost bin or heap in a position that is convenient to your house. An area of the garden that is not too sunny and where the soil is free draining is the best place for your compost bin to ensure the compost is moist, but well aerated, and to encourage insect activity.
- Separate your organic kitchen waste and garden waste from all other waste and put it in your compost bin.
- Mix the waste in the composter with a garden fork at least once every 2 weeks.
- Compost is ready when it becomes dark, crumbly and uniform in texture. For best results place the "greens" and "browns" in alternate layers about ten inches thick. In most circumstances the compost will be ready in 6-12 months.
- Getting a balance between green and brown waste is essential; "greens" include fresh (and often green) plant materials such as green prunings from the garden, kitchen fruit and vegetable scraps, green leaves, coffee grounds, tea bags; "browns" are dry and dead plant materials such as straw, dry brown prunings, autumn leaves, wood chips, sawdust, and crushed eggshells and newspaper.

# LARGE ORGANISATIONS SIGN UP TO THE RACE AGAINST WASTE



Mr Dick Roche, TD, Minister for the Environment, Heritage and Local Government recently launched an innovative and practical programme, *Action at Work*, to inform large public and private sector organisations on how to reduce, reuse and recycle their waste. *Action at Work*, developed under the Race Against Waste campaign, comprises a practical 64-page manual, a CD and website on how to manage waste better along with a series of nationwide sector-specific and cross-sectoral seminars being held between March and June this year.

"If every large public and private sector organisation in the country adopted reduce, reuse and recycle practices, we would divert substantial amounts of waste away from landfill," said Minister Roche. "We have already organised ten sector-specific nationwide seminars with the Defence Forces, An Garda Síochána, the Prison Service, the North Western Health Board, Irish Rail and Dun Laoghaire-

Rathdown County Development Board, starting in March. I look forward to seeing many more organisations signing up to the programme in the near future."

The *Action at Work* pack provides practical information for large organisations on how to carry out a waste audit, how to involve staff, visitors and the public in reducing and recycling in an organisation, how to appoint and work with a waste service provider, how to implement 'green procurement' practices and how to manage ten specific types of wastes, from canteen and green waste to laboratory and office waste. The pack also contains posters, PowerPoint training presentations, worksheets to audit waste, staff questionnaires, leaflets for the public and staff and an overview of relevant waste management legislation.

"The *Action at Work* programme makes it easy for large organisations to get started and play their part in helping Ireland reach the ambitious national and EU targets to reduce the amount of household and commercial waste we produce and recycle 35%

by 2013. People at home are already composting and recycling and this practical programme is about getting people to bring their good recycling habits from home into the workplace."

A key section of the programme, Green Procurement, encourages Purchasing Managers to consider environmental impacts when choosing equipment and supplies, such as energy-efficient computers, recycled paper, office equipment made from environmentally sustainable timber and energy from renewable resources.

The action pack has been sent to all government departments, hospitals, Health Service Executive organisations, local authorities, prisons, Garda stations, universities, 3rd level colleges, banks, transport providers and semi-state bodies, with a letter from Minister Roche urging them to change how they manage their waste.

It is available online at [www.raceagainstwaste.ie](http://www.raceagainstwaste.ie) or email [info@raceagainstwaste.ie](mailto:info@raceagainstwaste.ie) or by contacting the lo-call information line **1890 667 639** during office hours.



Pictured at the launch of "Action at Work" are (L-R) Corporal Ray Clarke, the Irish Defence Forces, Inspector Lorraine Wheatley, Garda HQ, Dennis Lebedevs, Chef, Jurys Doyle Hotels, Dick Roche, TD, Minister for the Environment, Heritage & Local Government and Staff Nurse Colette Reilly, Temple Street Children's University Hospital.

# 10 STEPS TO GET INTO THE RACE AGAINST WASTE AT WORK

1. Set up an in-house Environmental Team to co-ordinate and communicate an action plan.
2. Get staff involved – hold an awareness day, establish a Green notice board.
3. Establish good practice:
  - (i) photocopy and print on both sides of the page;
  - (ii) replace plastic / paper / Styrofoam cups with real glasses and mugs;
  - (iii) use real napkins, tablecloths, cutlery, where possible;
  - (iv) use sugar bowls and salt & pepper cellars instead of sachets;
  - (v) send emails instead of paper memos and read on screen;
  - (vi) publish reports on CD-ROM.
4. Get different coloured bins for recycling and residual waste, clearly labelled.
5. Provide the minimum number of bins for waste to reduce wastage and encourage recycling.
6. Implement green procurement – buy sustainable, eco-friendly stationery and supplies.
7. Remind people through posters, emails and notice boards to think about how to reuse and reduce waste.
8. Compost catering and green waste.
9. Buy durable equipment, keep it well serviced and get it repaired instead of replacing it.
10. Return mobile phones and ink cartridges from printers, photocopiers and fax machines to suppliers or give to charity for recycling.



## TIDY TOWNS

The national Tidy Towns competition will again this year include a *Race Against Waste* project following the success of last year's pilot. This section of the competition will once again be voluntary and on a pilot basis and an application pack will be included in the main competition application forms being sent to all Tidy Towns committees in April.

The main emphasis for this year's project will be on raising awareness of waste as an important local

environmental issue. The *Race Against Waste* project will judge towns on how well their Schools, Businesses, Residents, Institutional Buildings (hospitals, libraries, Garda stations, etc) and Open Spaces / Events are implementing good practices such as minimisation and recycling. However, it is recognised that the efforts that the Committee can undertake in this regard vary greatly around the country, so the emphasis is on raising awareness of better waste management practices.

This year the *Race Against Waste* judges will seek plenty of evidence that towns are part of the *Race Against Waste* and so remind applicants to include as much additional information as possible with their entry, such as photos, newspaper articles and adverts, and newsletters.

**Reduce Reuse Recycle**

# WORLDWIDE ADVERTISING AWARD FOR “RACE”

The *Race Against Waste* advertising campaign won a Gold World Medal for Effectiveness at the New York Festival's Gala AME Awards Ceremony in New York, in the Public Service, Not for Profit category. This is the first time that an ad campaign from Ireland has won an Effectiveness Award in the New York Festivals in which over 60 countries entered. The award is for the evocative and shocking “Why?” campaign featuring a TV advertisement with a tidal wave of waste and rats invading the everyday calm of suburban Ireland. David Lyle and Julie Anne Bailie, Directors of Lyle Bailie International, who designed and planned the national ad campaign, accepted the award at a ceremony in New York at the end of January.

“The *Race Against Waste* campaign increased the sense of personal individual responsibility for the

environment from 40% to 70% – an outstanding achievement for everybody in the “Race Against Waste” team who worked so hard to make such a major impact on Ireland’s waste problems,” said David Lyle, Chief Executive, Lyle Bailie International.

The AME Awards for advertising and marketing effectiveness honor excellence in effective and creative communications. The Board of Judges is made up of an international, multi-disciplinary group representing marketers, advertisers and advertising agencies. Each campaign is judged by how well it meets its objectives within its category, and also in its own marketplace, whether local, regional, national or international. It then competes with all comparable campaigns submitted from around the world.

*Race Against Waste* has also won the Public Relations Institute of Ireland’s Best Public Information Campaign 2004 and won a silver medal at the IAPI ADFX 2004 Advertising Effectiveness Awards.



Julie Anne Bailie and David Lyle