

# waste Watch

 North West Region  
Waste Management Group



# Welcome

On behalf of the North West Region Waste Management Group (NWRWMG), I would like to welcome you to the Spring 2012 edition of Waste Watch.

2012 is a significant year for the waste management effort in the North West as we will be announcing the successful bidder in the £500m public procurement exercise to deliver new waste management facilities for the region. Work can then commence on the delivery of Mechanical Biological Treatment (MBT) and Energy Recovery technologies, with the new facilities set to be operational before the end of 2014.

More detailed information on the procurement project and what it will mean for the region is on page 15, with the most important detail for you, the general public, being that the introduction of the new waste management facilities will provide the region with an environmentally-friendly, yet cost-effective, waste solution.

Regular readers of Waste Watch will know that the 3Rs principle of 'reduce, reuse and recycle' forms a major part of the waste management message which the NWRWMG and our constituent councils deliver to households. In this edition we thought we would take a closer look at the reuse theme and the various methods available to householders to help reuse as many waste materials as possible.

Partnership working amongst the constituent councils is a key element of the NWRWMG's approach to the waste management effort and, as ever, we have taken the opportunity to highlight some of the great work the seven councils are doing to spread the 3Rs message and help boost recycling levels. And it seems that message is being received as recent figures reveal that the recycling rate for the area is increasing, the overall amount of waste being produced is falling and the landfill diversion targets are being met.

So, keep up the good work, but remember there is always room for improvement. We hope you find these pages both informative and enjoyable – please get in touch with us if you would like to discuss further any element of the NWRWMG's waste management approach.

**Chairman,**  
Cllr Evelyne Robinson



# waste watch

North West Region  
Waste Management Group

AT A  
GLANCE

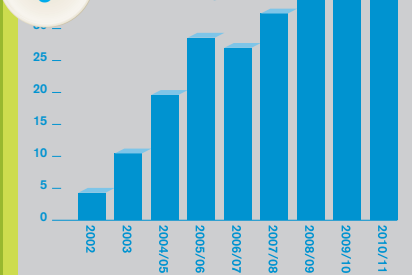
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An in-depth look at the great waste management work being carried out by each of the NWRWMG's seven constituent councils, from getting creative on the beach at Limavady to daily living adjustments in Ballymoney.

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Household waste recycled and composted as a percentage of household waste arisings



Statistics reveal that NWRWMG residents are taking the 3Rs principle on board and helping to increase both the household recycling and composting rate and the municipal recycling and composting rate.

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A round-up of some of the European Week for Waste Reduction initiatives which took place throughout the North West region with the aim of raising awareness of ways to reduce our waste.

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An in-depth look at what exactly we mean when we talk about 'reuse' in a waste management context, examining the various waste products which can be used and the most effective techniques for reusing.

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We realise that it is not always easy to remember exactly what materials can and cannot go into your blue recycling bin. So we have included our regular reminder and an updated list of blue bin-friendly materials.

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15



An update on the £500m public procurement exercise to deliver new waste management facilities for the region, which NWRWMG is co-ordinating.

## NWRWMG Joint Committee 2011/12 Councillors

**Ballymoney Borough Council**  
Alderman Cecil Cousley  
Councillor Evelyne Robinson

**Coleraine Borough Council**  
Councillor William King  
Councillor George Duddy

**Derry City Council**  
Councillor Michael Cooper  
Councillor Shaun Gallagher

**Limavady Borough Council**  
Alderman Jack Rankin  
Alderman Michael Coyle

**Magherafelt District Council**  
Councillor Sean McPeake  
Councillor Kathleen Lagan

**Moyle District Council**  
Councillor Catherine McCambridge  
Councillor Robert McIlroy

**Strabane District Council**  
Councillor Kieran McGuire  
Councillor Jay McCauley



# Management Plan

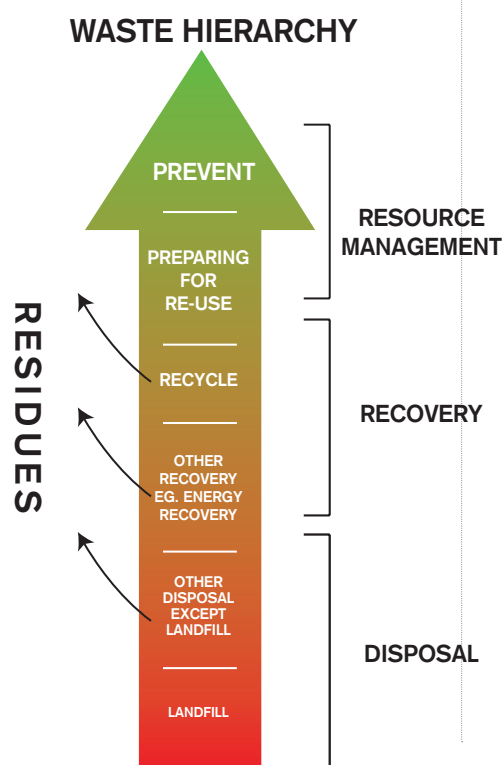
**The NWRWMG was formed in 1999, when it was decided by the seven councils involved that a joint approach would be the most effective method of deciding how best to deal with waste in the area.**

The group formed a Joint Committee of Councils under the Local Government Act (Northern Ireland) 1972 in order to carry out this work, with two elected members from each council sitting on the NWRWMG Joint Committee.

A Waste Management Plan was prepared which has evolved over time and offers the potential not only to reduce the environmental impact of current waste management practices, but also to contribute to sustainable economic development.

Since 2000 the NWRWMG has made significant investments in facilities and operations to achieve the targets set out in its Waste Management Plan. In 2000 there were 37 Household Waste Recycling Centres and Bring Sites in the region and today the Group has 109 such centres. In addition 129,000 households have blue bins and more than 32,000 home composters have been distributed. A comprehensive Waste Education Programme has been organised by the councils to support the infrastructure investments to date. Four of the councils have brown bins for the collection of organic materials.

The objectives and targets of the NI Waste Management Strategy can be represented in the Waste Management Hierarchy, as illustrated in the diagram. The hierarchy highlights the need to move practices away from landfill disposal and to promote reduction, reuse, recycling and recovery.



# Coleraine compost gets seal of approval



COLERAINE  
BOROUGH COUNCIL

**Coleraine Borough Council has achieved a Northern Ireland first by attaining the BSI (British Standards Institute) PAS 100 quality certificate for its composting site at Letterloan.**

Confirming that its compost meets the highest standards set within the industry, it is the first time that any local authority in Northern Ireland has received this accolade.

Jonathan Wilson, Technical and Waste Management Officer, Coleraine Borough Council, commented:

**"The PAS 100 certification effectively guarantees that our compost is safe, reliable and offers high performance. The certification covers the entire compost production process from raw materials and production methods through to quality control and lab testing.**

**"We make our compost from garden waste - such as leaves, hedge cuttings, small branches and grass - brought to us by the public, via our recycling sites, and from landscapers, who deliver directly to our Letterloan site. During each 12-week cycle we shred and turn the material, ensuring every batch of compost reaches high temperatures.**

**"This means any harmful bacteria and pathogens are destroyed. The final stage is to pass the material through a screen to regulate the size of the compost, giving us a quality product which is certified to BSI PAS 100 standard."**

For further information on recycling and composting at home in Coleraine Borough Council area, please go to **[www.colerainebc.gov.uk/recycle](http://www.colerainebc.gov.uk/recycle)** or phone the Recycling Helpline, Technical Services on **028 7034 7272**.



Jonathan Wilson, Technical and Waste Management Officer, and Rachel Bain, Biodiversity Officer, at Coleraine Borough Council's PAS 100 approved composting site.

The next stage of development for Coleraine Borough Council's composting operation is to create a finer grade of compost, resulting in an even better product.

The Association of Organics Recycling Certification Scheme, which assesses Coleraine Borough Council's composting site, is the only UK scheme providing third party assessment of conformity with BSI PAS 100. The process is rigorous and

compost producers are inspected annually. Every year producers must continue to meet the high PAS 100 standards and have their compost re-tested.

Members of the public can bring their garden waste to any one of the council's recycling sites in Coleraine, Portrush, Portstewart, Kilrea, Garvagh and Castlerock. Compost is available for sale at £3 per tonne - please call 028 7034 3846 for details.



# Derry inspired by Recycled Fashion

**Derry City Council is proud to support a new innovative recycling competition which challenges students to create wearable high-end, couture fashion from old everyday junk.**

'ERP Junk Kouture' is set to launch this spring and it is hoped that the UK-wide competition will eventually lead to the creation of 10 jobs in the North West as well as the grand final being hosted in Derry in 2013.

This year's recycle competition has received great interest from schools in the North West with students getting particularly excited about the opportunities available to them.

Junk Kouture's profile was significantly boosted recently when programme leaders were invited to attend the Royal Film Premiere of Hugo in London and their models shared the red carpet with the likes of Little Mix from X Factor, His Royal Highness The Prince of Wales and the Duchess of Cornwall and stars of the movie 'Hugo'.

The recycled fashion competition, which is open to all Secondary school students in Northern Ireland and the Republic of Ireland, will feature regional semi-finals across all four provinces, culminating in the grand final in Dublin in April 2012.

The winning school will receive £2,000 in prize money, with the winning team receiving £400, IT equipment to the value of £1,000 and a place on a week-long fashion design course at the Grafton Academy, Dublin.

The integration of electrical waste into the design forms part of the challenge, with a special prize to be awarded by ERP for its most inspired and creative use. Junk Kouture gives schools a fantastic opportunity

to educate their students on the importance of sustainability, while giving them an outlet for their creativity. Derry City Council is calling on as many schools as possible to get involved.



A few examples of some of the pieces designed during the ERP Junk Kouture competition last year



For further information contact Elizabeth on [elizabeth@junkkouture.com](mailto:elizabeth@junkkouture.com), visit the facebook page at [www.facebook.com/junkkouture](http://www.facebook.com/junkkouture) or log on to [www.erpjunkkouture.com](http://www.erpjunkkouture.com)

# Life's a beach for Limavady



**Limavady Borough Council's bid to improve environmental performance and reduce costs received a timely boost recently at Benone Beach thanks to a moment of creative inspiration from a council member of staff.**

Ahead of the busy summer season, the council's thoughts turned towards the need to install new bins at Benone, which is always a very popular retreat for tourists during summer. Given that at least 15 bins are needed, this was going to be a costly exercise.

That was until someone in the waste management team had the idea of making use of the large number of barrels that were in storage and not needed. With some light engineering work these barrels were transformed into bins which are tough enough to withstand both the attention of vandals and the strong, salty Atlantic winds.

Welding equipment, sheet metal, paint and the skills of staff were all brought to bear on the job in hand. The result was, as illustrated in the image adjacent,

an attractive sturdy bin which contains waste very effectively and makes good use of 'waste' barrels.

As well as the significant environmental benefits of the new bins, the project also helped the Council make a considerable financial saving, given that the barrels

cost just a tenth to make than it would to have purchased new bins.

Yet further proof, if it were needed, that one person's trash is definitely another's treasure.



## Strabane steps up for Reduction Week



**Strabane District Council has played a very active part in a European-wide initiative aimed at raising awareness of ways to reduce our waste.**

The European Week for Waste Reduction (EWWR) ran from 19th to 27th November 2011 and Strabane District Council supported the event by holding information sessions at local libraries, post offices, The Alley Theatre and the council offices.

The Love Food Hate Waste campaign was promoted at the sessions together with Home Composting, Bag for Life, reducing Junk Mail and Reuse.

Throughout the council buildings, an email was distributed among staff giving a list of tips to reduce waste in the building and, during every day of EWWR, a tip was emailed to all staff to remind them and raise awareness of what could be done.

The Love Food Hate Waste bags for life from Rethink Waste NI were also distributed to all who attended the information sessions. The local villages which were visited throughout the week to raise awareness were Artigarvan, Newtownstewart, Castlederg, Drumlegagh and Strabane town itself.

For further information or tips and ideas on how to reduce your waste, visit [www.lovefoodhatewasteni.org](http://www.lovefoodhatewasteni.org) and [www.rethinkwasteni.org](http://www.rethinkwasteni.org) or contact the Technical Services Department, Strabane District Council, on 028 7138 2204.



Left to Right: Yvonne Lecky, Recycling Officer from Strabane District Council, shares waste reduction tips and advice with local residents at the European Week for Waste Reduction information session in Drumlegagh Post Office

The European Week for Waste Reduction focused on highlighting waste reduction activities across Europe and raising awareness of ways to reduce our waste. The council realises the importance of this and the fact that it would have to pay fines of up to £150.00 per tonne of waste sent to landfill if it exceeds its allocated tonnage allowance.

# Magherafelt top of the league for Recycling



Some examples of the work by schoolchildren who took part in the Halloween waste reduction and reuse workshops.

**Magherafelt District Council is continuing its recent excellent performance in recycling and composting its waste and is well on course to meet EU targets for 2012/13 and 2020.**



The council has been proud of its recycling and composting record in recent years, as local residents make full use of the blue and brown bins that are now available in every house as well as the four excellent recycling centres provided within the district.

However, thanks to processing its own residual waste, Magherafelt District Council has shot right to the top of the pile for recycling in Northern Ireland with over 53% of all household waste recycled

and composted in 2010/11. As a result, Magherafelt also sent the lowest percentage of municipal solid waste to landfill in 2010/11, landfilling just over 42% of its total waste. This puts the council on course to meet not just its 2012/13 targets under the EU Landfill Directive and the Northern Ireland Landfill Allowances scheme, but it also means it is already meeting its targets for 2020 under both pieces of legislation.

Councillor Ian Milne, Chairman of Magherafelt District Council, stressed the importance to all the residents of the district. He said:

**"This is great news for the district, as it insulates our residents from the possibility of huge fines and infraction proceedings that could be handed out by central government and Europe for councils that don't meet the targets.**

**"At the moment Magherafelt is doing really well but there is no room for complacency and it is important that all our residents continue to support the council's recycling and composting initiatives in the same way they have to date."**

Meanwhile, as part of the ongoing efforts to reduce, reuse and recycle its waste, Magherafelt District Council held a number of waste reduction and reuse workshops in partnership with local schools in the run-up to Halloween. Ten local primary schools took part in the junk art workshops and used their own rubbish to make Halloween masks.

Councillor Milne explained:

**"In recent years Magherafelt District Council has excelled at recycling and diverting our waste from landfill. Now the council also wants to look at ways of reducing and reusing the waste that we currently create. These waste reduction and reuse workshops are a fun and novel way of getting children to think about the waste that we produce, to think of the waste that we produce as a resource and how it can be reused."**

## Moyle has it Maid

**Schoolchildren demonstrate their costumes at the Halloween workshop organised by Moyle District Council to help encourage children to reuse second-hand clothes by making their Halloween costumes out of them rather than buying new ones.**

Lucy Smyth from Tailor Maid was the seamstress in charge, with Donna Morton face painting and council staff, Janice Dunlop and Rhonda Cassley, assisting. All second hand clothes were supplied by Cookstown Textile Recyclers and funding for the event was provided by the Department of the Environment's Rethink Waste campaign.



# Apple pies and sustainable lives

**Declan Donnelly, Recycling and Education Officer at Ballymoney Borough Council, and his wife Barbara decided last year to change their approach to living and working in an attempt to reduce waste and connect more with people.**

This started as a week-long experiment but has now continued for almost 12 months and Declan believes it has greatly improved his family's wellbeing and reduced the amount of waste. Below is his account of these changes and the resulting benefits.

"We live in a 'plugged in' world where people feel increasingly isolated and disengaged from society. We have more ways to communicate but less time to talk. We are losing our connection with the world around us. Advertising almost convinces us that happiness comes from owning more 'stuff', the bigger and more up-to-date the better. Unfortunately, a 52-inch screen or super fast broadband will not enhance physical and emotional wellbeing. So how would a different approach to living work - one where we reduce waste, connect with others and lead more fulfilled lives?"

That's the challenge I set myself on a personal level and not just because my day job involves me telling people how they might live their lives! I am fortunate in that my wife, Barbara, was happy to take this road with me. We decided to follow some simple principles:

- Support smaller and more local shops
- Grow more of our own food
- Buy local produce where possible
- Use charity shops more often
- Join a credit union
- Purchase loose items or those with reduced packaging
- Reduce car use
- Watch less TV
- Source sustainable and reusable products where possible
- Make better use of recycling options available to us
- Get to know our neighbours



Declan Donnelly, Recycling and Education Officer at Ballymoney Borough Council

Does it work I hear you say? The answer is yes. What started as a week-long experiment has now become a way of life. We now use small shops within a 10-minute walk of our home. We buy what we need rather than what we have to. We are getting to know people in our shops, building a connection with our community. We are buying local produce, although that's difficult at times. I now have five shirts and a pair of jeans in my wardrobe thanks to 'charity shop chic'. We are growing some food but we started with lettuce and other salad plants because you can't really go wrong there and they can be grown in reused containers. We now use public transport, walking and cycling extensively and, despite the weather, it's actually quite satisfying as well as cheaper than using our car.

What difference does it all make? Well, we now spend less money and produce less waste. We have refined our 'waste to black bin' process to one single plastic carrier bag per week. We talk more and are learning new things all the time. We are supporting the local economy and local jobs and have the added excitement of calling into charity shops to see what's on the rail or shelf.

So what do apple pies have to do with sustainable living? We have an apple tree in our back garden which we didn't really use last year. This year, some of the apples have been converted into chutney, and some into apple pies which we gave to our closest neighbours, again deepening our connection with them!

So, what are you waiting for? Try it, you might actually embrace it and I'm not saying it's easy or suitable for every situation, but you might be able to take something from it that appeals to you. Go on, it does make a difference."

NO JUNK MAIL



## Reduce Junk Mail

**How many times have you opened an envelope delivered to your home and put it and its contents straight in the bin? It happens in almost every home – a series of mail dropped through your letter box that neither you nor any of your family have any need or desire for.**

This is obviously creating extra waste materials that you and the environment in general could very much do without. There are actually a few quite simple steps you can follow to reduce the amount of 'junk mail' you receive, which are listed below:

- Register with the Mailing Preference Service at [www.mpsonline.org.uk/mpsr/mps\\_choosetype.html](http://www.mpsonline.org.uk/mpsr/mps_choosetype.html) to stop receiving addressed advertising mail like credit card applications
- To stop unaddressed, unsolicited marketing mail contact the Royal Mail (email: [mediacentre.customer.service@royalmail.co.uk](mailto:mediacentre.customer.service@royalmail.co.uk))
- Be aware when giving your name and address; ensure you indicate you DON'T want your details to be used for future promotions or passed to other marketing agencies.

# On board with the 3Rs

As most of you will be aware, there are two main facets to the NWRWMG's approach to the waste management programme.

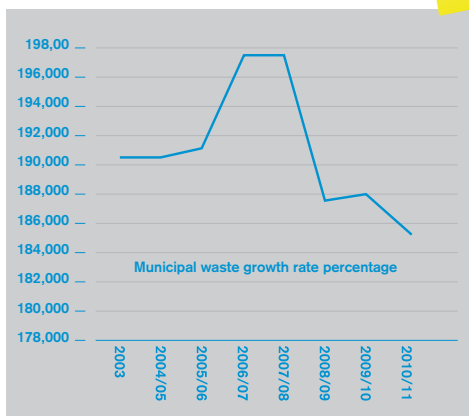
One is overseeing the £500m public procurement exercise to deliver new waste management facilities for the area. More details about this project, one of the largest public procurement exercises ever undertaken in the North West, are provided on page 15.

The other major focus of the Group's work is the promotion of the 3Rs principle – we are constantly striving to encourage people to 'reduce, reuse and recycle' as many materials as possible.

You, the public, obviously have a major role to play in this – and recent statistics prove that the you are taking the 3Rs message on board.

As the graphs and table illustrate, the recycling rate for the area is increasing, the overall amount of waste being produced is falling and the landfill diversion targets are being met.

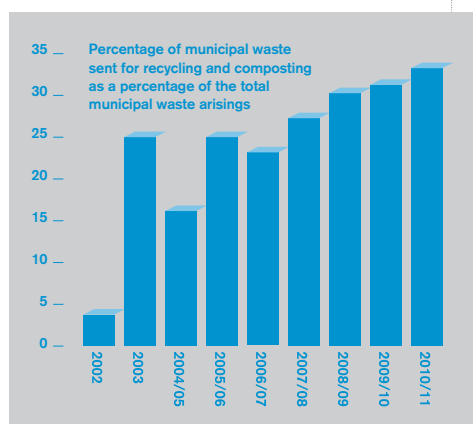
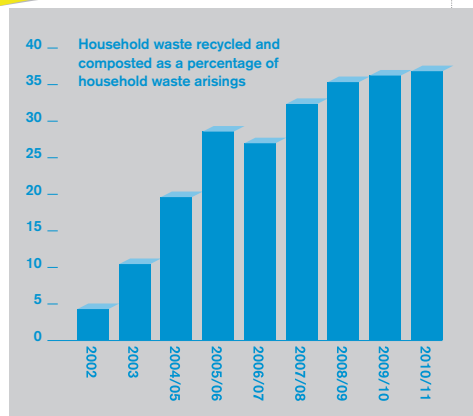
The annual Household Recycling and Composting Rate for the seven NWRWMG member councils has increased from **34.2%** of household waste arisings in **2008/9** to **35.7%** in **2010/11**, while the Municipal Recycling and Composting Rate has increased from **31.6%** in **2008/9** to **34.6%** in **2010/11**.



The figures also show that the amount of biodegradable municipal waste sent to landfill in the NWRWMG area was well within its allowance, while the total amount of municipal waste arising in the Group in 2010/11 was 184,798. The level of waste growth reduction has a significant effect on environmental impacts, costs and the amount of disposal infrastructure needed to meet the EU landfill diversion targets.

These are great strides and the North West public are to be commended for their efforts – but it's absolutely vital that everyone keeps up the good work and realises their responsibility to view waste as a potential resource rather than an unwanted by product.

[www.northwestwaste.org.uk](http://www.northwestwaste.org.uk)



Year	*BMW Land Filled	BWM Allowance	Target Met
2005/06	95,480	128,839	✓
2006/07	104,257	123,745	✓
2007/08	98,763	121,306	✓
2008/09	89,558	118,847	✓
2009/10	74,958	89,283	✓
2010/11	70,283	89,460	✓

## Brand awareness



Have a close look at the two logos above. You will no doubt recognise both of them and most of you will be well aware that the one on the right is the current recycling logo, adopted by waste management organisations throughout the UK.

Called 'Recycle Now', the logo was created in 2004 with the aim of introducing a new symbol for recycling that was simple, consistent and gave a clear call to action.

Consumers quickly engaged with the new logo, commenting that it was simple and descriptive and says clearly: 'I love recycling'. Local authorities soon began to adopt it.

The brand offers organisations the opportunity to incorporate their own national or local messages, linking in with their campaigns. Consistent colours are used for each material stream to make it easier for consumers to identify where different items can be disposed of for recycling.

In March 2009, 'Recycle Now' was incorporated into many on-pack recycling

labels. This communicates a simple recycling message on both retail own-label and branded consumer packaging to help consumers recycle more materials, more often.

Since its launch, the brand has gone from strength to strength. Today, it has a recognition rate of 65% amongst consumers and is used by a wide range of partners, from local authorities to retailers. Looking forward, Recycle Now will continue to be used to encourage consumers to recycle a wider range of materials and ultimately increase the amount of recycling that is collected.

# Get used to

**It is one-third of the '3Rs' principal of reduce, reuse and recycle - but what exactly do we mean when we talk about 'reuse' in a waste management context?**

There are two excellent online resources – Freegle and Freecycle – which can be of great benefit to anyone trying to reuse waste materials. Freegle is a UK-wide online community where users can either post offers for people to take unwanted goods off their hands, or post everyday items they're keen to make use of. The aim of the group is to keep anything reusable out of landfill sites. The basic principle behind the site is that all offers and requests must be 'freegle' – ie. free and legal (some groups may have additional guidelines).

Freecycle is another option for getting items reused rather than throwing them away. The process is quite straightforward – just list your items on your local Freecycle page and if you're prepared to give them to someone for free they'll probably collect your item from where you live. Freecycle is also a great way of finding items you need that someone else would normally throw away.



## It's in the Bag

### Why getting a bag habit is a good habit

Under the sink, under the stairs and in the garden shed, bags fill up our cupboards and bulge out of our household drawers. But have you noticed there's one place where you never have a carrier bag? It's when you're out shopping. This means you've got to pick up even more bags to fill your house up with. It's not just wasteful, it's really annoying.

### Reusing Carrier Bags

Reusing packaging saves natural resources and reduces the need for landfill. Taking your own bag when you go shopping will help reduce the 10 billion plastic bags that are handed out by our supermarkets each year. We can all help to reduce the amount of plastic carrier bags that are wasted each year by reusing them or switching to other reusable bags.

### Taking Care of Your Bags

It is recommended that only clean plastic bags in a good state of repair are used. Bags contaminated with food or in a bad

state of repair should be recycled at carrier bag recycling points. Long life reusable bags should be cleaned frequently.

### Remembering Your Bags

It doesn't matter what type of bag you reuse, as long as you take a bag shopping with you. By remembering to take your bags with you, you'll be helping to save the environment by reducing waste that ends up in landfill, and using less virgin raw material. You'll also be reducing the carbon that's used up when bags are being manufactured.



### Top tips to help you remember are:

- try keeping a bag tucked in your handbag or jacket pocket so you're always prepared.
- if you often forget to take your bags with you, why not put them somewhere you're likely to see them? Perhaps near your front door?
- you can also keep them in the boot of your car so you have them ready for next time. Put a note on your dashboard so you don't go into the shop without them.
- ask your employer if you can set up a carrier bag dispenser somewhere at work, perhaps in the kitchen. Then, people can use the bags at lunchtime.
- children like getting involved, so why not ask them to remind you?
- why not make up a handy memory aid such as 'KWB' (Keys, Wallet and Bags).

# Reusing



Reuse of clothing saves 29kg of carbon emissions per Kg of clothing compared to recycling and 33kg of carbon emissions compared to disposal - so it's well worth doing!

In the UK charity shops reuse activity alone helps reduce CO2 emissions by about 2.5 million tonnes per annum. You can find details of your nearest charity shop by visiting the Association of Charity Shops. There are still many items going into landfill that can be taken to a charity shop or reuse project and sold on.

Charity shops have increased the number and type of items that they accept. Some shops can now accept CDs, DVDs, small and large electrical appliances, sports equipment, clothing, computers and baby equipment. They are great places to pick up a bargain and help a good cause at the same time!



As well as these online resources, the tried and tested method of taking items to a charity shop continues to be an extremely effective method of reusing. Charity shops make perfect sense - items that might otherwise be headed for landfill are given a new lease of life, whilst at the same time you are raising money for good causes and creating employment in your local area.

By giving charity shops a chance with donations and purchases you're easing the landfill burden, reducing the effects of disposable fashion and giving something back to your community.

A great time of year to put the reuse concept into practice is Halloween – parents should always encourage their children to make their costumes from recycled clothes. Therefore, instead of buying new costumes, children will reuse second hand clothes to make unique, individually designed and hand-made costumes which can be reused.

Through workshops held throughout the North West last year, children and their parents were encouraged to visit and buy from their local charity shops and to think about re-modelling existing clothes for costumes and every-day use.

## What can I reuse?

- reuse a bottle of water by refilling it with more water to drink - saving you money in the process.
- reuse lunch boxes for packed lunches.
- reuse yoghurt pots as paint pots for art projects.
- reuse by borrowing books from your school or local library instead of buying new books.
- reuse wrapping paper or posters to cover your school books.
- car boot sales are a good way to obtain reused products that would otherwise make their way to landfill.

## Get your donations right

- only donate items that will be wanted and are in a sellable condition.
- call and check in advance that the shop accepts the items that you want to donate.
- only make donations when the shop is open. Leaving donations on the street can block pavements and lead to items being damaged or stolen.
- don't donate anything that is damaged, broken or stained.

## Shopping Around

**Reuse shops bring together all three strands of sustainable development commitment - environmental, economic and social wellbeing.**

Environmentally, reuse shops ensure that the life of household furniture is prolonged rather than prematurely discarded in landfill – thereby saving the planet's supply of raw materials needed to produce new products. Goods are often only waste by virtue of the fact that the original owner has had them for a period of time and would like a change.

But given a new owner and a new home, the goods effectively become new again. Economically, reuse shops help reduce landfill costs on local ratepayers while at the same time making low cost household



goods available to the public. Socially, it fulfils a valuable role by creating training opportunities for local people.

There are a number of reuse shops throughout the North West region, including Refurnish in Limavady and Coleraine and the Resource Centre, Derry.



The possibilities are endless.

[www.northwestwaste.org.uk](http://www.northwestwaste.org.uk)

The Minister of the Environment, Alex Attwood, joins in during European Week for Waste Reduction by visiting the Love Food Hate Waste kitchen. The Minister is pictured with two university students trying his hand at cooking some of the delicious 'Love Food Hate Waste' recipes made from leftovers



## North West joins Europe for Waste Reduction

For more information visit  
[www.rethinkwaste.org](http://www.rethinkwaste.org)  
 or like us on facebook  
[www.facebook.com/rethinkwaste](https://www.facebook.com/rethinkwaste)

**The North West and the rest of Northern Ireland joined with 20 other countries across Europe in taking part in an initiative aimed at raising awareness of ways to reduce our waste.**

The European Week for Waste Reduction (EWWR), which focused on highlighting waste reduction activities across Europe, took place from 19th to 27th November.

People were called on to participate in reducing waste, no matter how big or small the action - whether it be on your own or with your family at home, with your local community or with colleagues in work or in school!

The challenge was simple: to reduce your waste, thereby reducing your contributions to landfill and also save money while doing so! Many of the most successful actions have been simple ones which are easily done on a daily basis all year round, such as zero waste lunches and printing on double-sided paper.

Across Northern Ireland, including the North West, lots of people took part in the week. Northern Ireland registered the highest number of actions among the five nations in the British Isles, with an impressive total of

374 actions being undertaken!

A wide range of the waste reducing actions took place in the North West area, some of which will hopefully provide you with some ideas for reducing waste in your own life.

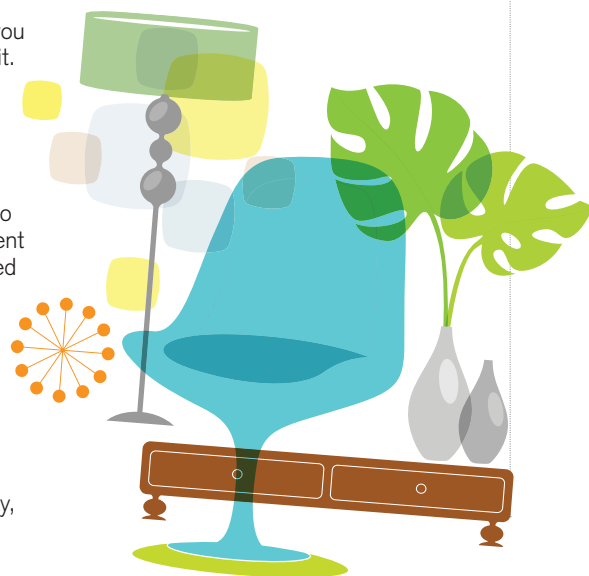
Furniture can often be a big contributor to landfill and a number of North West locations, including Coleraine, Limavady, Strabane and Derry/Londonderry, played host to interesting and innovative furniture workshops. These demonstrated easy and fun ways of updating and restyling (known as 'upcycling') your furniture, to make it more modern, more attractive and in keeping with your décor at home so that you can continue to use it rather than replace it. This will have the added bonus of saving you the money you would have spent on new furniture.

Schools in the Coleraine area, meanwhile, were invited to take part in a competition to design and make a Christmas tree ornament from a piece of rubbish. This was organised by Coleraine Borough Council, assisted by a grant from the Department of the Environment's Rethink Waste campaign.

As well as diverting rubbish from landfill and providing homes and schools with free, homemade decorations, the project engaged children to think more about rubbish, use their imagination and creativity,

and learn that items which appear to be 'unwanted' and 'useless' may in fact serve a purpose after all.

Magherafelt town centre also took part by playing host to the 'ReFound Pop Up Shop' which visited the town on the first day of EWWR week. The shop basically offered people the opportunity to buy a piece of unique, affordable and fully functional artwork and remade furniture completed by professional artists. This was certainly an opportunity to pick up a one-of-a-kind piece as well as playing your part to divert contributions to landfill.



# Local projects put North West on Euro map

## Two North West projects have won an award for their activities during the recent European Week for Waste Reduction (EWWR).

The Incredible Edible Cloughmills (IEC) initiative was honoured in the Association/ NGO Category category while Cross and Passion College, Ballycastle, lifted the Educational Establishment prize.

As part of the project to encourage people in the community to think about reducing waste in general, and food waste in particular, Incredible Edible Cloughmills distributed cotton shopping bags promoting the lovefoodhatewaste website, in conjunction with local shops.

People using local shops during the week were offered a bag to reduce the need for plastic bags and to promote the message of shopping locally, only buying what you need and reducing food waste in the process. The organisation also distributed food bag clips carrying the lovefoodhatewaste website information.

This was carried out in conjunction with local shops and for every £5 spent during the week, customers received a clip. Can lids were also distributed, via shops and schools, which were designed to help reduce food waste as consumers using them can store opened tinned foods in fridges.

IEC also ran a competition to win a specially commissioned 'Incredible Edible Cloughmills' apron - every customer purchasing goods locally was given one entry into a draw for an apron.

IEC also distributed reusable water bottles and waste-free lunch information in both local primary schools - 110 water bottles were distributed along with information on waste-free lunches.

It ran a 'waste free lunch' exercise where lunchtime waste was weighed on different days during the week to see if there were any reductions in the amount of food being thrown away. At the same time, the company launched its 'Incredible Edible Cloughmills' website, raising awareness of smarter shopping, food ethics and how to use leftovers.

Meanwhile, Cross and Passion College in Ballycastle set up an Eco-Committee to encourage participation from all ages in the school. It also created an Eco-Code competition for pupils with the aim of choosing an 'eco code' that the school could adopt and work towards in the longer term.

Over two days during the week events were organised to get students to reduce the amount of DVDs and games which are discarded. The school encouraged pupils to use a swap-scheme to get them thinking about finding ways of avoiding waste and, at the same time, consider the consequences of what this type of waste does to the environment.

With an eye to food packaging waste, the school promoted the use of food and snacks with less packaging. And in lessons, students learned about landfill sites and the associated environmental impact.



The Minister for the Environment, Alex Attwood, with Declan Donnelly, Recycling and Education Officer at Ballymoney Borough Council



The Minister for the Environment, Alex Attwood, with Cross and Passion College teachers Nuala Devlin and Padraig Toner and pupils Ronan McClafferty and Brenda McMullan





## What goes in the blue bin?

**NEW**


### yes please

- ✓ Aerosols
- ✓ Cartons
- ✓ Food tins and drink cans
- ✓ Large tins
- ✓ Mixed paper & card
- ✓ Plastic bottles & plastic food containers
- ✓ Textile
- ✓ Small electrical appliances
- ✓ Mixed glass bottles & jars (see table below)



### no thanks

- ✗ Plastic raw meat trays (trays that have raw chicken, raw beef, raw pork or raw fish)
- ✗ Shredded paper
- ✗ Nappies
- ✗ Tissues
- ✗ T.V.s, microwaves, computer monitors (nothing with glass)
- ✗ General rubbish, plastic bags or food waste
- ✗ Continental quilts

Please ensure materials are empty, washed out and clean. For small appliances, nothing larger than a domestic toaster. For textiles, bring to your nearest charity collection point or put in your blue bin.

## What each council's blue bin **CAN** & **CAN'T** take

COUNCIL	Aerosols	Cartons	Food Tins & Drink Cans	Large Tins	Mixed Paper & Card	Plastic Bottles & Plastic Food Containers	Textiles	Small Electrical appliances	Mixed Glass bottles and jars
Ballymoney	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
Coleraine	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Derry City	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Limavady	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Magherafelt	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes
Moyle	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Strabane	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No

# Talking technology

**It is a familiar message but one that is definitely worth repeating. The North West as a region – and Northern Ireland as a whole – must dramatically reduce its reliance on landfill.**

As the statistics and tables on page 9 show, households throughout the North West are adhering to the 3Rs principle of 'reduce, reuse and recycle' with the recycling rate for the area increasing and the overall amount of waste being produced falling. This proves that great strides are being made and that people are increasingly viewing waste materials as a potential resource rather than an unwanted by-product.

While it is essential the North West public continues to drive up the recycling rate, the fact is that, there is some waste that simply cannot be recycled. That waste which is left in your black bags and wheelie bins because it cannot be recycled or composted is called residual municipal waste and it is the NWRWMG's responsibility to deliver the most environmentally-friendly and cost-effective solution for dealing with this waste.

Until now the most common method of dealing with unrecyclable waste has been to send it to landfill sites but, due to the implementation of the EU landfill diversion rates and other environmental factors, this has got to change.

To this end, the NWRWMG has been managing a £500m public procurement exercise – one of the biggest the region has seen – to deliver new waste management facilities for the area which will reduce the environmental impact of waste and ensure the region meets the EU waste targets.

Launched in February 2009, the bidder through to the final stage of the process is waste specialist consortium, comprising Brickkiln/United Utilities/Sisk. The Consortium has put forward detailed proposals on its plans to develop a combination of Mechanical Biological Treatment (MBT) and Energy Recovery technologies to treat waste which can't be recycled and the NWRWMG is currently evaluating those proposals.

Councillor Evelyne Robinson, NWRWMG chairman, said:

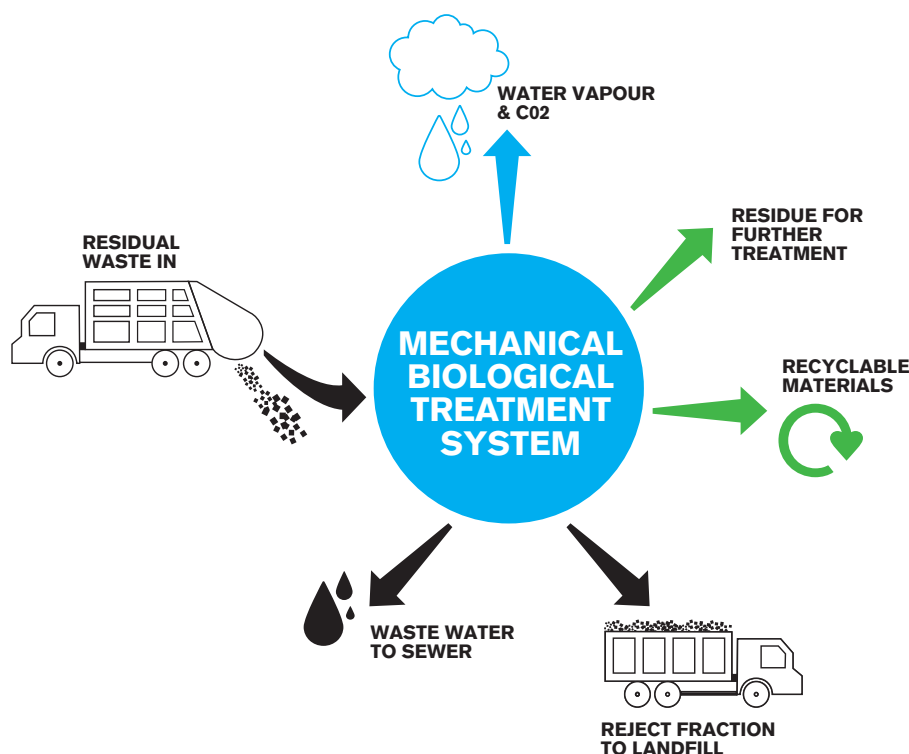
**"This is one of the largest and most complex procurement projects ever undertaken in the North West and will radically modernise and improve the region's waste management effort."**

**"The technologies employed at the new waste facilities will bring the North West in to line with those European countries at the forefront in dealing with unrecyclable waste and ensure we avoid potentially severe EU fines for failing to reduce our reliance on landfill."**

**"The NWRWMG has carefully managed the procurement process since it was launched at the start of 2009, closely scrutinising each bid at every stage of the process to ensure we can achieve the most economically advantageous waste management solution for the region."**

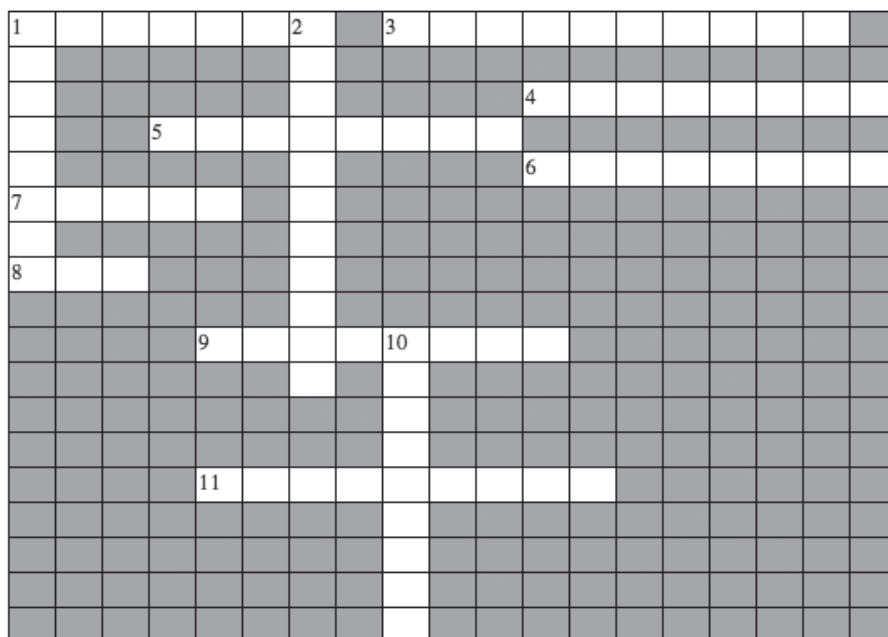
**"We look forward to announcing more details later this year, with the new waste facilities set to be operational before the end of 2014."**

The European Landfill Directive requires that by 2020 the amount of material being sent to landfill must be reduced to just 35% of 1995 levels. NWRWMG is also seeking to raise recycling and composting rates throughout the region from the current level of 35% to at least 50%, also by 2020.



For more information on the technologies involved in the new waste management facilities which are set to be introduced to the North West, visit [www.northwestwaste.org.uk/future-of-waste-resource-management](http://www.northwestwaste.org.uk/future-of-waste-resource-management)

# ACTIVITY SECTION



## Across

- 1 What is the third element of the 3Rs principle – 'reduce, reuse and...?'
- 3 What is the name for the inexpensive and natural process that transforms kitchen and garden waste into nutrient-rich food for your garden?
- 4 One of the waste management technologies set to be introduced to the North West region is called Energy ..... ?
- 5 Waste collected in wheelie bins which cannot be recycled is called ..... municipal waste
- 6 It is important that we consider waste not as an unwanted by-product, but as a ...?
- 7 The North West Region Waste Management Group (NWRWMG) is made up of how many councils? .....?
- 8 The current recycling logo is called 'Recycle ...?'
- 9 The North West Region Waste Management Group (NWRWMG) must send less waste to .....?
- 11 The European-wide initiative aimed at raising awareness of ways to reduce waste is called the European Week for Waste .....?

## Down

- 1 The chairman of the NWRWMG is Evelyne?
- 2 The Government department responsible for overseeing the waste management effort in Northern Ireland is called the Department of the .....
- 10 Name one online resource that is of benefit when seeking to reuse waste materials.



An important element of the message which the North West Region Waste Management Group wants to convey to the households is that teenagers and children have a key role to play in the waste management effort. It is important that you realise that it is your future that is at stake and which can be improved by ensuring that waste materials are considered as potential resources.

So we are appealing to children and teenagers throughout the North West region to help your parents, big brothers or sisters, aunts, uncles or grandparents when they are dealing with the waste materials at home. Always try to keep thinking of the 3Rs principle of 'reduce, reuse and recycle' and make sure that as much of your household waste as possible gets recycled or composted.

And it is not just at home where you can contribute to waste management – you should also be thinking about the 3Rs when at school, playing with friends or when taking part in any after-school activities. Speak to your teacher if there are any questions you would like to ask about recycling and do not be afraid to make suggestions if you have any ideas about what you can do in the classroom to learn more about waste materials and recycling.

**To help get you thinking about specific areas of waste management, why not have a go at completing our Waste Watch crossword. There are 12 clues or questions, the answers to which can all be found either on the pages of this magazine or at the NWRWMG's website. The completed crossword can be found on our website at [www.northwestwaste.org](http://www.northwestwaste.org), but try not to check the answers until you have tried to find them yourself. Good luck!**

Supported by:



**028 7137 0808**  
[www.northwestwaste.org.uk](http://www.northwestwaste.org.uk)



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Limavady Borough Council: **028 7772 2226**, Magherafelt District Council: **028 7939 7979**, Moyle District Council: **028 2076 2225**,  
Strabane District Council: **028 7138 2204**, NWRWMG: **028 7137 0808**