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## **Limerick Clare Kerry Gear Up For European Waste Reduction Week**

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The “best waste is waste that is never produced” is the key message being delivered by the Limerick Clare Kerry Regional Waste Management Office (RWMO) ahead of the first annual European Week of Waste Reduction, which takes place from 21-29 November.

Limerick Clare and Kerry are among 21 regions across 10 European countries set to take part in the initiative, which will involve over 2,000 projects aimed at advising members of the public, authorities, businesses and public organisations about the kind of waste reduction habits that they can take up in everyday life.

In Limerick, Clare and Kerry there is set to be 10 campaigns during European Week of Waste Reduction (EWWR), which is supported by the European Commission and coordinated nationally by the EPA.

According to Pauline McDonagh, Local Authority Prevention Demonstration (LAPD) Programme Coordinator, RWMO: “With 522kg of municipal waste generated on average per person in Ireland, raising awareness about waste reduction and promoting changes in production and consumption patterns is more urgent than ever. The principal idea behind EWWR is that the ‘best waste is waste that is never produced’ because if we do not create waste in the first place then we do not have to treat it.”

Ms. McDonogh said there were many ways in which Irish society could contribute to preventing waste at source. “Whether it is through the reduction or reuse of packaging, the purchase of long-life products or the reduction of food waste, every individual and organisation in Clare, Kerry and Limerick can play a proactive role in reducing the overall waste being produced in the region”, she added.

Ms. McDonogh indicated that many of the messages being promoted as part of EWWR were also contained in the RWMO’s eGuide to Waste Prevention.

The online manual, which was launched during the summer to mark the conclusion of the EPA-funded LAPD Programme in the region, outlines the advantages for businesses and organisations in developing their own waste prevention programme, and a wide range of guides on how to implement such projects.

Ms. McDonogh stated: “Eliminating or preventing waste makes good environmental and financial sense. After all if waste is not created it does not have to be treated and disposed of, which is much better for the local and global environment, better for climate change, and better financially for householders, businesses and other organisations.”

A series of local events are planned throughout the week, focussing on five specific themes:

- Too much waste: Sorting waste is different from preventing waste - you might diligently use your recycling bin and organic bin but what about the waste that is going into these bins can it be prevented - yes by choosing less packaging or using up left overs or reviewing portion size so you have less food waste.
- Better Production: This is aim is for businesses rather than householders - what measures can an industry take to reduce the amount of waste generated through their economic activity? Simple ideas include communicating electronically with customers, printing double sided, reviewing chr(38) re-using packaging, smart design that reduces waste.
- Better Consumption: Actions that aim to make us think carefully about the choices we make, such as choosing tap instead of bottled water and choosing food grown or produced in Ireland to reduce food miles

# Irish Press Releases

- A longer life for products: can you repair or re-use items- do you really need a new phone, TV or ipod? Can you donate products that you no longer need but are still in good working order?
- Less waste thrown away: Being more aware of “best before” or “use by dates” for food - what do these actually mean, can you freeze foods you can’t eat today so that you can eat them at a later date? What about recipes to use up left-overs. A third of all food bought is thrown away - that’s a lot of food and a lot of money. What about keeping a food diary for the week - to see exactly what was eaten chr(38) what ended up as waste?

Events taking place in Limerick City and County from 21-29 November:

- Launch of the “Choose Tap Water Campaign” for student living in on-site accommodation in the Dromroe Village at the University of Limerick
- Limerick Crescent Shopping Centre: Clean Ireland Household Waste Prevention Information Stand
- Regional Hospital Limerick - transfer of WEEBOT garden to Children’s ark unit
- Waste prevention awareness initiative at Weener Plastics, Dromcollogher
- Information stand, organised by RWMO, for the Shannon Development Business Centre at Innovation Works, National Technological Park, and the Tait Business Centre in Limerick City

Events taking place in Kerry from 21-29 November:

- Information stand, organised by RWMO, for the Shannon Development Business Centre at Kerry Technology Park, Tralee
- Waste prevention awareness initiative at Astellas in Killorglin

Events taking place in Clare from 21-29 November:

- Waste prevention awareness initiative at Organic Lens Manufacturing in Ennis
- Information stand, organised by RWMO, for the Shannon Development Business Centre at IAPE Information Age Park in Ennis

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Note to Editor:

Interviewees are available on request. Please contact Mark Dunphy of Dunphy PR on 086-8534900 or [media@dunphypr.com](mailto:media@dunphypr.com)

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