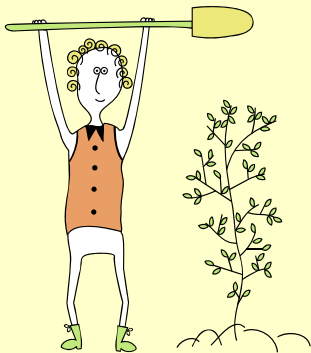




COMPOSTING MADE SIMPLE

Moira Byrne
Environmental Awareness Officer
Wicklow County Council



April 24, 2005

**Moira Byrne Environment Awareness
Officer**

Wicklow County Council





Composting Made Simple

- Wicklow County Council has had an active Home Compost Programme since 1998
- Three trials were run in 1993 & in 1998/99
- Wicklow County Council sell approx. 1500 composters a year



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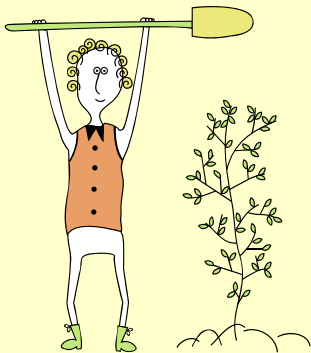
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Composting Trials 1993-1999

- Three trials
- Four different types of bin
- Sales Days were carried out in 1998/99 & assessed.



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Composting Trials 1993-1999

- **RESULTS**

- **Simple cold composting units rated as most satisfactory – 82%**
- **Black composters worked better than green units**

• **A choice of different styles and sizes is needed to allow for personal choice and family /garden needs**



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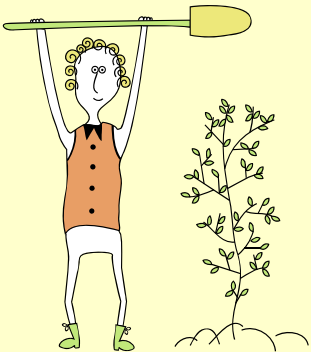
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Composting Trials 1993-1999

- **RESULTS**
- **Highest sales were in urban areas – 76%**
- **Highest sales in higher socio-economic groups**
- **Purchasing a composter increased family participation in recycling**



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Composting Trials 1993-1999

- RESULTS

- There is a need provide good practical information*
 - A need to provide DIY information
- Need for composting large amounts of grass cuttings and other garden waste



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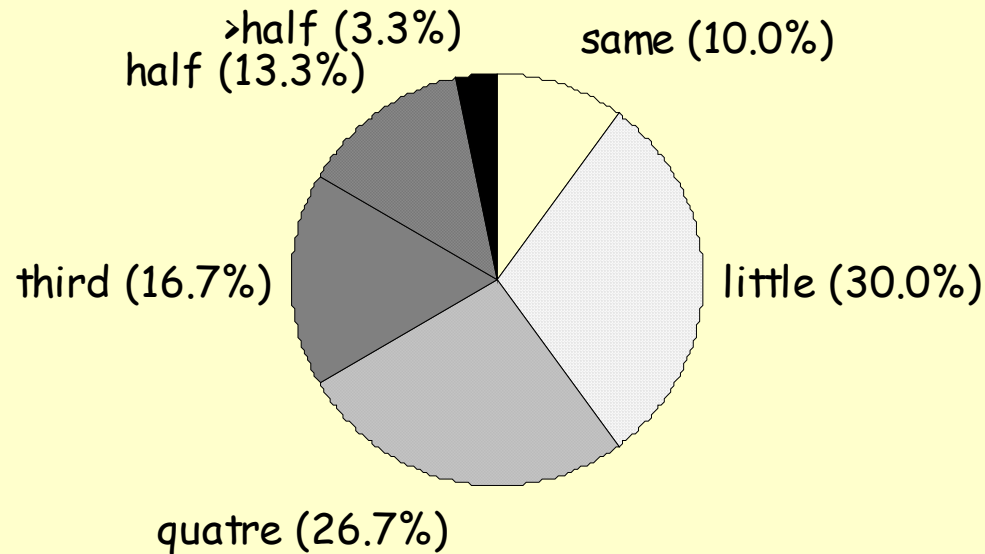
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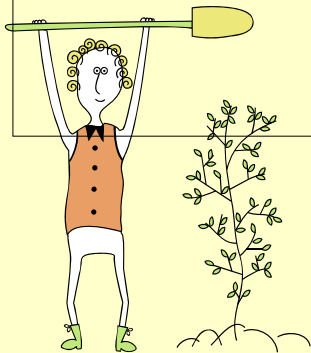


Composting Trials 1993-1999

Refuse Bin Reduction



**60% found their bin reduced
by a Quater or more**



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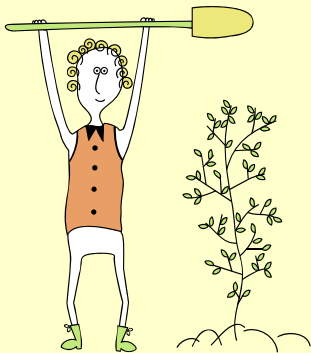
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Composting Promotion since 1999

- Produced Wicklow County Council Rotters Guide to Composting
- Sales Days and Workshops
 - Demonstration projects
 - Permanent display areas
 - Schools promotion
 - Garden Shows



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Rotters Guide

- Includes
 - ‘How to Compost’
 - Trouble shooting
 - DIY composting
 - Other ways of getting rid of organic waste
 - Includes ‘Getting rid of garden waste’
 - Accompanying Compost Chart



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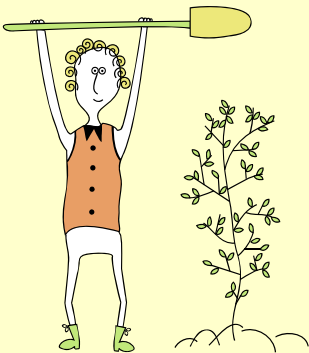
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Rotters Guide

- **Currently published in conjunction with ENFO**
- **About to go to it's third edition**
 - **Responds to FAQs**
 - **Addresses real needs!**



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Workshops/Sales Days

- Sales Days at different venues with composters available at the venue
 - Workshops without sales
 - Venues
 - County Council Offices
 - Schools
 - Local Libraries
 - Tidy Towns Meetings
 - Gardens



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Workshops/Sales Days

Workshops are a vital part of the promotion

- **Allows for detailed information**
- **Answers specific needs/problems**
- **Can relate composting to other types of waste management**



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Demonstration projects/Displays

- At Wicklow County Council sites
 - Offices and education centres
- At National Environmental Education Centre
 - At Wicklow Mountains National Park
 - At schools



Demonstrating composters, wormeries and leaf composting

Exhibition areas in permanent locations and available for temporary display

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Schools Promotion

- **Integral part of Green-Schools** (86% of schools in Wicklow participating)
- **Assistance with a variety of types of composting**
 - **Specific schools materials**
- **Workshops for teachers and students**
 - **Workshops for parents**



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Garden Shows

- Local Annual Garden Show



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Garden Shows

RDS Garden Heaven Show 2004



**Demonstration garden using
compost, mulch, reused items
and composting displays**



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Garden Shows

RDS Garden Heaven Show 2004



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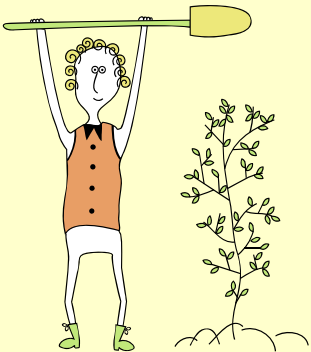
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Promoting Composting

- Good personal understanding
 - Demonstration
 - De-mystifying *composting*
- Keeping it simple and natural
- Linking it to good gardening
 - Contact for queries



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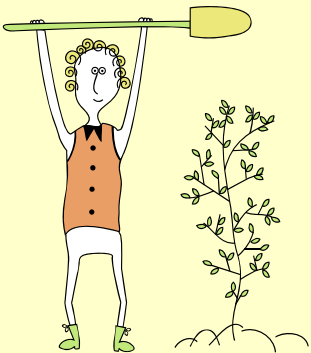
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...and finally...

- Selling at present 30-40 compost units weekly – approx. 1500 per year
- Answer about 10 phone queries a day
 - Outlets at
 - four county council venues
 - two tidy towns' venues
 - manufacturer in west Wicklow
 - Schools sales/workshop days



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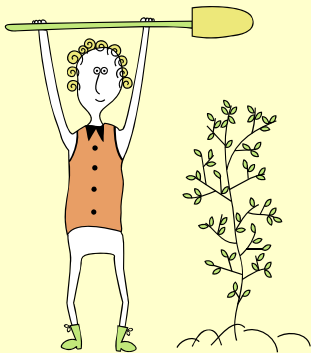


...and finally...

- Over 8000 composters sold since 1998
 - 20% of households
- Sold composters have diverted at least 6% of household waste

Significant change in household waste

At the top of the waste hierarchy



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