

Longford County Council



“Ensure that the highest standards are achieved in Waste Management, Litter, Environmental Education & Water Quality & the principle of sustainable development is pursued to the greatest possible extent.”



History

- 2002 - forty complimentary compost bins given to Schools in the County.
- No Compost bins sold by Longford County Council.
- Very little promotion within the county of composting by Longford County Council.



2003 Composting Campaign

- Environmental Awareness Officer appointed February 2003.
- Purchase of 300 Compost bins March 2003.
- Further purchase of 300 Compost bins September 2003.
- Advertisement for sale of compost bins on local papers and radio at subsidized rate €25 March 2003.
- Composting work shop start during National Composting Week.



Composting Campaign launch

- Einne Ni Laimhne launch Composting Campaign April 2003.
- Launch held in Council Buildings.
- Approximately 50 people attended first Composting Workshop.
- A lot of publicity following work shop
- Two more workshops held in the County over Summer also hosted by Einne Ni Laimhne

Composting Campaign launch



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Promotion of Composting

Promotion was done through:

- Talks on local radio
- Radio ads
- Composting articles in local papers
- L.E.A.
- Lough Ree Summer School
- Talks to I.C.A. guilds, Active age groups, gardening organizations and farming groups.



Progress one year on

- 2003 - over 500 compost bins sold.
- Continued sale of Composting units
- Series of workshops planned for Spring and Summer.
- Greater awareness of value of composting
- R.R.R Race Against Waste



Future Plans

- Increase sales of composting units through further promotion and waste awareness.
- Community composting projects planned for County Longford.
- Integrated zero waste pilot project planned for community group.