



Race against Waste

raceagainstwaste.com



Reduce Reuse Recycle

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*Race against
Waste*
Reduce Reuse Recycle

6th May 2004

RPS mcOS

Race Against Waste

- Department of Environment, Heritage and Local Government initiative
- Communications and Advertising Campaign
- Commenced 15th October 2003
- Key Audience : Individual
- Key Message : Reduce / Reuse / Recycle
- Objectives :
 - Turn Awareness Into Action
 - Bridge Information Gaps

Communicating for Change

- Hotline / Website
- Small Change
- Networks
- Countrywide events
- Tidy Towns
- Public Relations
- Advertising

Addressing Information Needs

Website www.raceagainstwaste.com

Hotline 01 6676392

Went live October 15th 2004

Visitors – 60,000

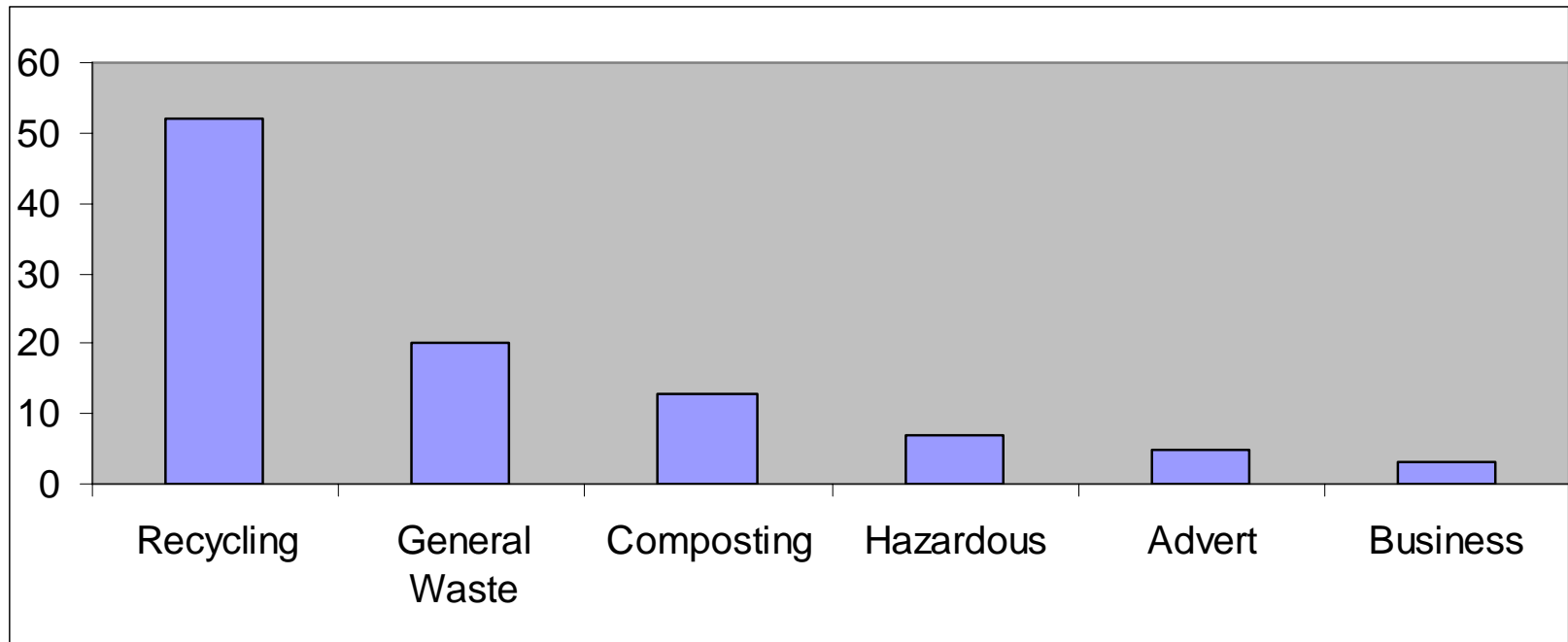
Average of 10 calls per day

24 hour turnaround

Predictable peaks



Breakdown of queries (%)



Bridging the Information Gap

- Factsheets
 - Integrated Waste Management
 - Biological Treatment
 - Home Composting
 - Incineration
 - Backyard Burning
 - Landfill

Study Tour

- Local Authorities Awareness Officers
- Integrated Waste Management
- Dutch Model
- How did they get such high levels of recycling?
- Media – Local and National Press and TV

Small Change

A PROGRAMME FOR ACTION



The screenshot shows the 'Small Change' website in a Microsoft Internet Explorer browser window. The address bar shows 'http://www.raceagainstwaste.com/smallchange/'. The website has a yellow header with the title 'Small Change' and subtitle 'Waste Management for Businesses', and the 'Race against Waste' logo. Below the header is a horizontal banner with four illustrations: a woman at a computer, people at a table, a superhero character, and a man at a desk. The main content area has a white background with a list of links on the left and a central text block. The taskbar at the bottom shows various application icons and the system clock at 18:38.

Small Change
Waste Management for Businesses

Race against Waste

Why Change
[Simple Steps](#)
[Worksheets & Guide](#)
[Waste Contractors](#)
[Helpful Organisations](#)
[Legislation](#)
[Nationwide Workshops](#)

'Small Change' aims to provide practical solutions to help you minimise the amount of waste produced in your business and thus save money.

A series of seminars hosted by Chambers of Commerce will take place around Ireland between April and June 2004.

[Feedback Form](#)
[Query Form](#)



Business Advisory Group

- Chamber of Commerce of Ireland
- IBEC
- IWMA
- Repak
- Enterprise Ireland
- Small Firms Association
- Local Authorities - Green Business Officer,
Dún Laoghaire-Rathdown

Small Change

Who	Small to medium sized businesses
What	Reduce, Reuse, Recycle
How	Programme for Action <ol style="list-style-type: none">1. Guide2. Website3. Seminars4. Information Service
When	Launched 23 rd February 2004 by Minister Cullen

Delivering through Partnership

- Partnership with Chamber of Commerce of Ireland
- Both identified similar messages for this year
- Chamber of Commerce has access to businesses at grass roots level
- Our information - Their network
- CCI Distributing the guide (over 12,000 members)
- CCI Facilitating the seminars
- Information Service

Small Change Guide

- Waste minimisation tips
- Dealing with your contractor
- Case studies
- Legislation
- Small Change Waste Clubs



Seminars - Addressing Barriers

- 10 Seminars Countrywide
- Hosted by Local Chambers of Commerce
- Waste advice for small & medium businesses
- Race Against Waste & other speakers
- Local Case Studies

Seminars – Addressing Barriers

23 March : South Dublin

24 March: Letterkenny

30 March: Ennis

21 April: Athlone

18 May: Cork

20 May: Waterford

2 June: Ballina

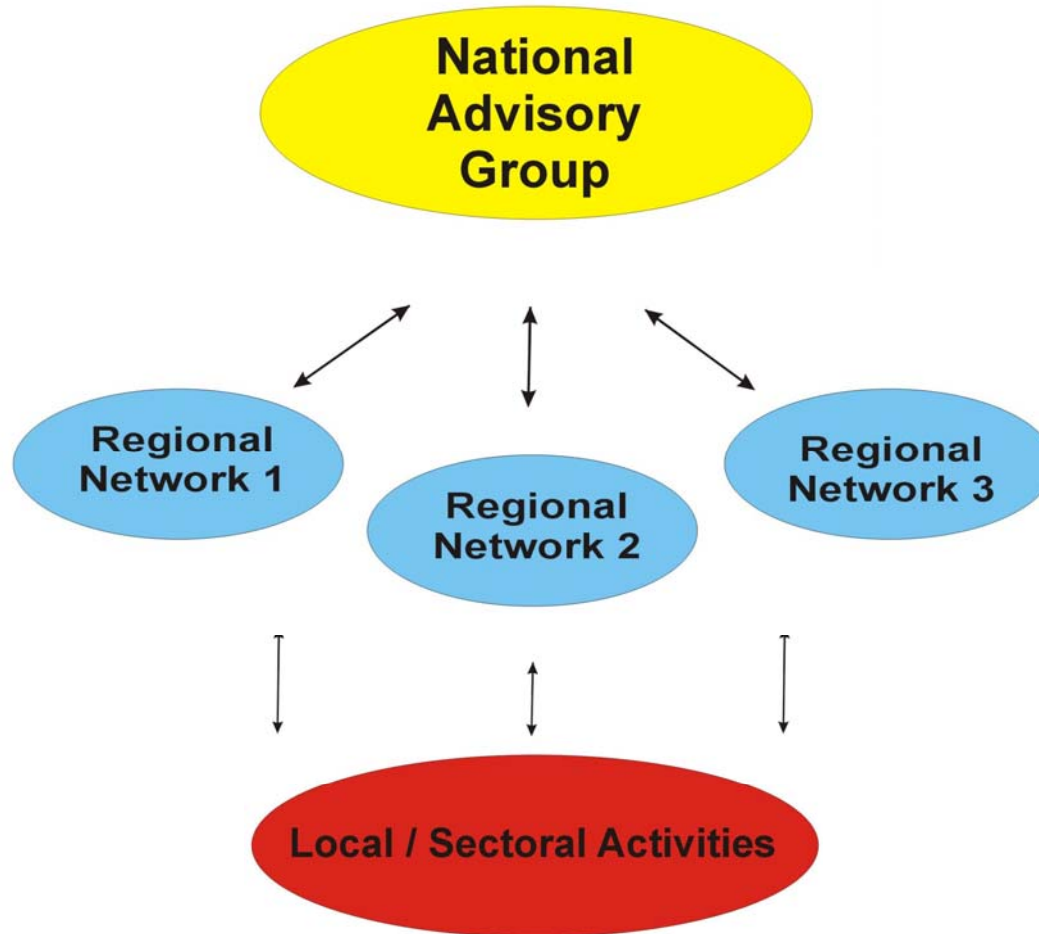
15 June: Kells

16 June: Dublin City

23 June: Dundalk



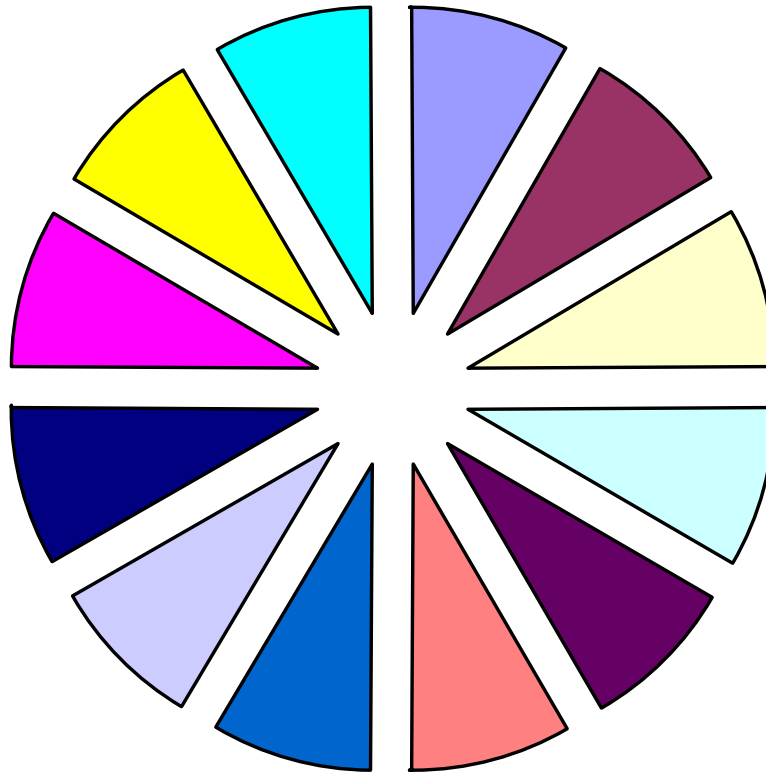
Networks



Networks

- Three waste networks were established, South, West and East of Ireland.
- The objectives of the networks are:
 - To support the Race against Waste campaign
 - To inform wider debate and discussion on waste
 - To identify the key issues and challenges that exist locally / by sector in relation to waste issues
 - To identify and contribute to Race against Waste events locally/by sector.
 - To bridge information gaps that might exist.

Involving Stakeholders



- Business
- Health
- NGO
- Environmental Groups
- Fisheries
- Education
- Farming
- Community
- Youth
- Older Community
- Ecology
- Retail

Network Events

Education

- Young Scientist Exhibition
- Maynooth Conference
- UCD Green Week
- Trinity
- DIT

Business

- Enterprise Ireland
- Local Authorities
- Chamber of Commerce (additional to Small Change)

Network Events

Community

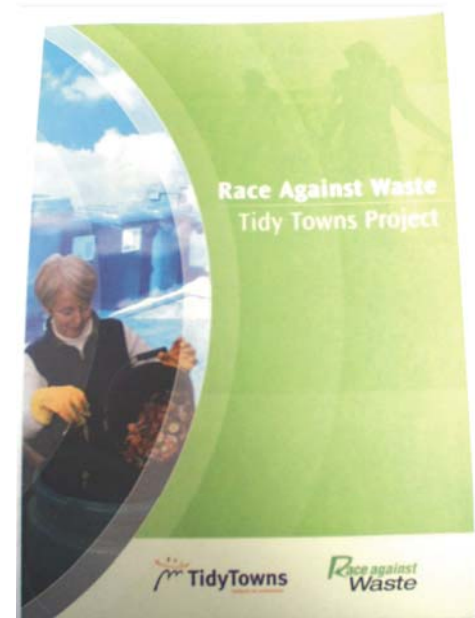
- Laois
- Wexford
- Kildare
- Cavan

NGO

- Sustainable Ireland
- Composting Association of Ireland

Tidy Towns

- Collective Community Responsibility
- Build awareness around waste minimisation
- Maintain competitive integrity
- Year 1 Pilot scheme
- Criteria
 - Green Schools
 - Small Change
 - Waste Minimisation Drives
 - Composting
 - Awareness of Recycling facilities



PR - Communicating for Change

- Reaching a wide audience
- Local and National Press, Radio and TV
- On-going since 15th October
- Supporting all aspects of the campaign
- Fresh approach to Public Relations
- Messages of Action

PR Case Study – Recycling at Home

- Audience – Householder
- Message – Reducing and Recycling can be easy
- Media – Gerry Ryan Show
 1. Interview with GR on general waste issues
 2. Sort waste live 'On-Air'
 3. Follow up broadcast
 4. Local Press follow-up
 5. Nationwide (TV)
- Corresponding peaks in Web / Hotline
- Household Waste Management Plan on website

PR Case Study – Reduce Waste at Christmas

- Audience – Primary School Children
- Message – Reduce and Recycle Waste at Christmas
- Media – Local Media
 - Christmas Decoration Competition
 - Managed by Awareness Officers
 - Huge interest – 35,000 school children

Need more information?

www.raceagainstwaste.com

info@raceagainstwaste.com

01 6676392

