



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

Seirbhísí Bainistíochá Dramhaíola  
An Roinn Comhshaoil agus Iompair  
68/70 Lana Mhuire Mhaith, Baile Átha Cliath 8

Waste Management Services  
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### Re: Waste Management Projects Update

Dear Councillor,

This report will detail the current position of the Housing Waste Recycling Project, Dog Foul Initiative and Dublin City Council/Hubbub's Recycling on the Go Project.

#### Housing Waste Recycling Project

Dublin City Council is committed to ensuring all waste is disposed of in the correct manner at all council owned complexes. At the beginning of 2019, a project team was put in place to introduce both green (mixed dry recyclables) and brown (food waste) bins at all complexes on a phased basis. The South East Area was selected for the pilot scheme.

Unique recycling designs specific for this project were created which make it easier for residents to identify what items can be recycled. At each complex, these designs are put onto large wall signs in the bin area and on stickers placed on green and brown bins. While the designs are mainly visual, text on wall signs is in English and text on stickers is in Irish.



When the bins arrive at each complex, residents are invited to a recycling workshop held at a convenient nearby location. Workshops are delivered by a recycling ambassador from the environmental charity *Voice Ireland*. At these workshops, best practice recycling is explained and residents have an opportunity to ask questions. Reusable recycling bags, a 10 Ltr food caddy and a roll of compostable bags are given to each resident at the workshop and available on request thereafter for residents unable to attend a workshop.

47 (1,100 Ltr) green bins have been introduced to date and 59 (240 Ltr) brown bins. While all brown bins were purchased, only 11 green bins needed to be purchased. This is due to resident's engagement with green bins which resulted in less waste going to general waste bins. 31 (1,100 Ltr) general waste bins were removed from complexes, cleaned & sprayed and re-introduced as green recycle bins.

### Challenges

**Progress:** While significant cost savings were made by removing general waste bins and re-introducing them as green recycle bins, the process was very time consuming.

**Unsuitable bin storage areas:** In many complexes, bins are packed into the bin area which can leave very little room for a resident to walk safely in the bin area. Unfortunately there is a lack of acknowledgement that appropriate space needs to be allocated to ensure adequate room for residents to access all bins. Redevelopment plans for Markievicz House did not give the bin areas the attention they required and had to be revised.

**Turnout:** While workshop attendance was poor in the pilot area, workshops are the most efficient and cost effective way of reaching out to a lot of people at one venue. The only alternative identified is to hold workshops onsite at each complex but this would incur a far greater cost.

**Illegal dumping:** Many bin areas are easily accessible to members of the public who drive into a complex and throw their bags of refuse into communal bins. In addition, people illegally dumping at a DCC complex will not be concerned what bin they throw their bags into, which will contaminate recycle bins, undoing the good work by residents at that complex.

Secure bin sheds were introduced to address the issue of illegal dumping at Whitefriar Gardens. Each resident has their own key and sufficient room is provided which allows people to walk in safety to the bin they require. Since their introduction, general waste collected at this complex has reduced by 50%. It is recommended to introduce similar secure bin sheds to all DCC complexes.



**Monitoring of pilot scheme:** There has been a very limited amount of contaminations in both the recycling and organic bins. The vast majority of tenants are using organic bins as they

should, although some tenants are disposing of organic waste in the bins in non-compostable bags.

### **Phase 2 – South Central Area**

South Central Area was selected for Phase 2 of the Housing Waste Recycling Project. Unfortunately with the arrival of Covid 19, very little progress was made in 2020 and 2021 to date. Sporadic attempts were made to restart the program during the brief respite in social restrictions with inspections taking place in the South West Inner City in early December 2020. The program is currently paused.

### **Dog Foul Initiative**

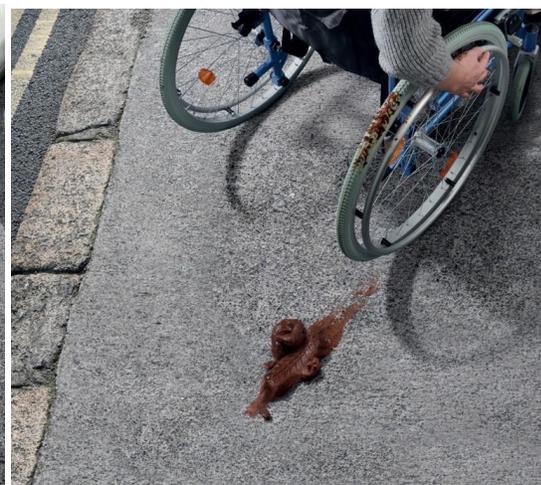
An anti-dog fouling campaign was launched in March 2020 consisting of radio adverts, a social media video campaign and a poster campaign. Due to the Covid 19 pandemic Dublin City Council's assets were used by HSE for signage so the message got somewhat lost. Phase 2 of the campaign was scheduled to begin in Autumn 2020, but the continuing pandemic prevented this from taking place.

People have continued to walk dogs within 5k of their homes and ownership of dogs has risen, suggesting that it is now timely to re-run the 2020 campaign and later roll out phase 2.



**DEAL WITH YOUR DOG'S  
WASTE SO NO ONE  
ELSE HAS TO**

**IT'S EVERYBODY'S BUSINESS  
DOG POO: BAG IT & BIN IT**



**YOUR DOG'S WASTE  
AFFECTS YOUR WHOLE  
COMMUNITY**

**IT'S EVERYBODY'S BUSINESS  
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### **April 2021 Reinforcement campaign:**

- ▶ Repeat radio campaign on all Dublin stations.
- ▶ Repeat social media video campaign - <https://www.youtube.com/watch?v=Ejs1XwllRnU>
- ▶ Install signage on Big Belly Bins and bins in public parks.
- ▶ Install audio deterrent system on lamp posts. There has been an 80% reduction in dog fouling at locations where the audio system has been installed.
- ▶ Use DCC assets to advertise message targeting blackspots areas, e.g. JC Decaux digital panels.
- ▶ Investigate the potential for use of indoor digital panels in shops such as Spar, Centra etc. to advertise message.

### **Ongoing action:**

A poster competition will be arranged for schools when the current Development Plan poster competition is complete.

Waste Management Services are working with Local Authorities in Dublin, Meath, Wicklow and Laois to produce an animated video.

When society opens up, Waste Management Services will engage with citizens at local level with activities in parks and green spaces. These activities will be organised with Tidy Towns/City Neighbourhoods groups through the Area offices.

### **Dublin City Council/Hubbub – Circle City: Recycling on the Go**

The Circle City recycling on the go initiative was launched in October 2020. Phase one of this project is focused on the introduction of a successful city centre project and includes the ongoing monitoring and assessment of the quality and quantity of recyclable material disposed of in the recycling bins provided in the city centre.



25 recycling bins have been installed in the city centre since October 2020. Planning for phase 2 expansion within the city centre is currently underway. A baseline data and waste characterisation study was completed in December 2020.

Feedback from the Authorised Waste Facility on the quality of recycling material received has been excellent. No loads have been rejected due to contamination levels.

Project engagement with Hubbub/Voice Ireland is currently paused due to the impact of repeated Covid 19 related restrictions implemented during the project both immediately following the launch and then again towards Christmas 2020. Re-engagement is due once Covid restrictions begin to ease.

The future of the initiative will be examined following confirmation that the current project has been successful and is sustainable within the city centre. Following this consideration will be given to how the initiative can be expanded further, and based on the experience and results of the city centre project, in which locations successful implementation can be achieved.

### **Waste Audit Summary**

86% of the material captured was plastic bottles and cans, 14% contamination. The volume of materials collected is very high, demonstrating how well people are understanding the message. Weight values are higher as contamination consists of liquids and other higher density waste streams.

During auditing, both recycling bins and adjacent general waste bins are being surveyed giving an indication of the proportion of target material in each bin. The audit has revealed that in the bins audited, **2.6 and 2.9 times more plastic bottles and cans were in the recycling bin than the general waste**. Future audits will allow us a more accurate way of reporting on this.

This remains early stage analysis. Further audits have been delayed due to Covid restrictions. Future waste audits will provide data to establish any trends in usage, the success of the project and issues with contamination or incorrect usage that may be required to be addressed through the project communications and activations

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