

SPC Briefing

National Waste Management Plan for a Circular Economy



25th March 2025

Who We Are & What we Do



Local Authorities in Eastern Midlands Region
Dublin City (Lead)
Dún Laoghaire-Rathdown
South Dublin
Fingal
Wicklow
Kildare
Laois
Offaly
Westmeath
Longford
Meath
Louth

To work with the lead authorities within the established structures on the implementation of the Plan;

Facilitate and service the regional waste steering committee in the implementation of the objectives set out in the Plan;

Develop a prioritised programme of targets, policies and actions to ensure that the ambition and goal of this Plan are delivered;

Assist, facilitate and coordinate, in partnership with member local authorities, the implementation of the objectives, policies, actions and targets of this Plan;

Monitor capacity needs for municipal and C&D waste streams on a quarterly basis;

Collate waste data statistics and key performance statistics for the Regions;

Roll out the historic landfills roadmap;

Maintain and establish task groups on specific issues when required;

Identify, coordinate and facilitate the training needs of the region to ensure effective implementation of the Plan;

Prepare, procure, design and run National Campaigns in conjunction with other stakeholders – funded by DECC, such as the development and roll out of the mywaste.ie portal;

To respond to waste management planning challenges foreseen and unforeseen on behalf of the Local Government Sector (LGS)

Major Changes



**DRAFT NATIONAL WASTE
MANAGEMENT PLAN**
FOR A CIRCULAR ECONOMY



- **Single National Plan**
- **Circularity**
- **Collaboration/Co-ownership**

5 Volumes:

Executive Summary

VI

VII

VIII

IV

V

**Current
Situation and
Challenges**

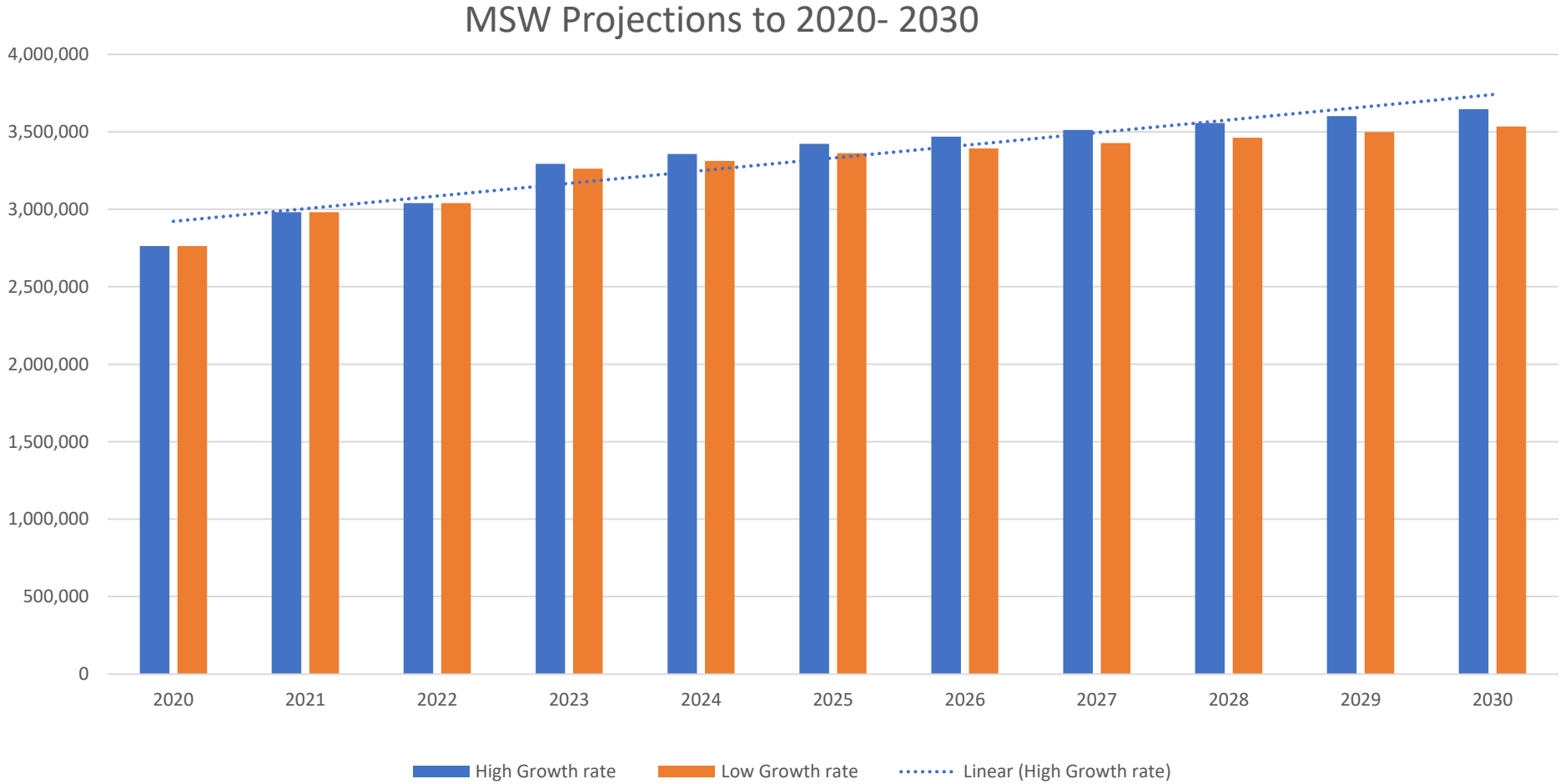
**Policy
Responses and
Actions**

**Delivery
Roadmap**

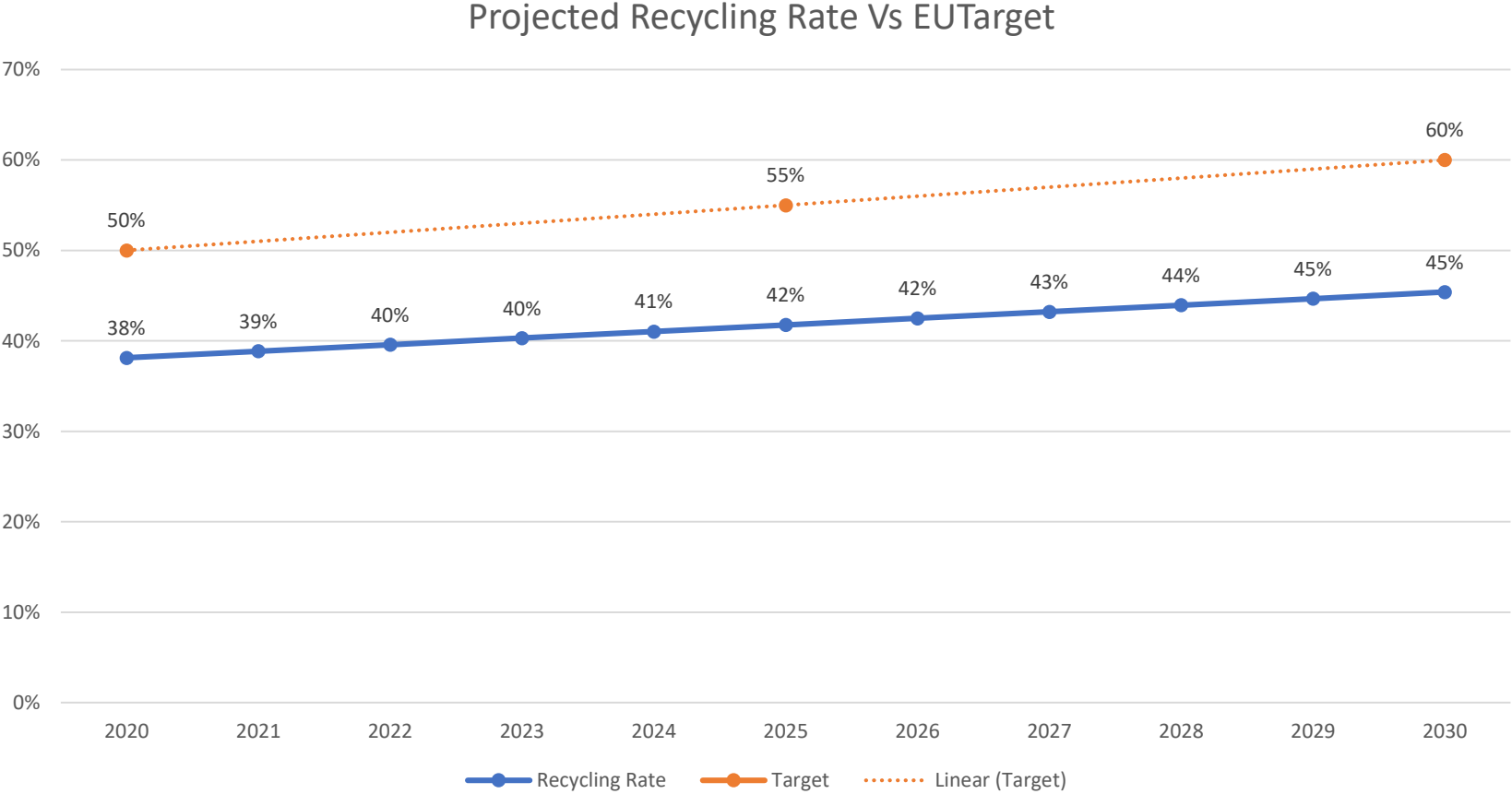
**Supporting
Documentation**

SEA/NIS

Municipal Waste Projections



Recycling Rate Projections



PLAN AMBITION



**TOTAL WASTE
GROWTH PER
PERSON**

By:

Maintaining

Waste management and behavioural advances

Accelerating

The transition to a circular economy

Influencing

Sustainable consumption

Improving

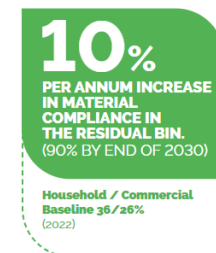
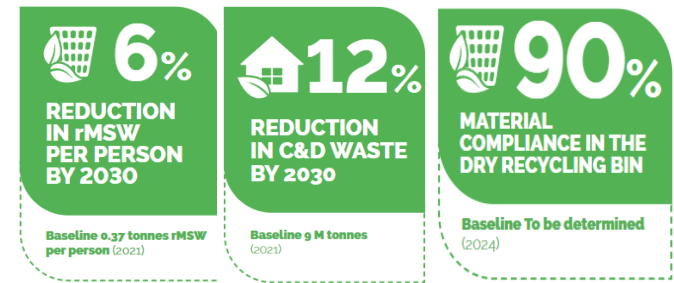
The capture of all resources

Optimising

Circularity

Enabling

Compliance with policy and legislation



RECYCLING TARGETS

2020 – 50%
2025 – 55%
2030 – 60%
2035 – 65%

FOOD WASTE

50% 

REDUCTION BY
2030

PACKAGING TARGETS

By 31st December 2025
65% Recycled (by weight)
Including:
50% of Plastic
25% of Wood
70% of Ferrous Metals
50% of Aluminium
70% of Glass
75% Paper / Card

By 31st December 2030
70% Recycled (by weight)
Including:
55% of Plastic
30% of Wood
80% of Ferrous Metals
60% of Aluminium
75% of Glass
85% Paper / Card

BATTERIES TARGETS

Minimum 45% collection rate
2016

65% Recycling of Lead Acid
Batteries and Accumulators.

75% Recycling of Nickel
Cadmium Batteries and
Accumulators

50% Recycling of other waste
batteries

SUP TARGETS

From 2025

PET Bottles must contain at least
25% recycled plastic

From 2030

Beverage Bottles must contain 30%
recycled plastic

By 2025

77% separate collection of SUP
beverage bottles by weight

By 2029

90% separate collection of SUP
beverage bottles by weight



CONSTRUCTION WASTE

70%
RECYCLING BY
2020

WEEE TARGETS

From 2019
Minimum collection rate of 65% OR 85% of
WEEE generated in the state.

From 2018

Minimum targets by category:

Cat. 1 or 4 Annex III
85% Recovered 80% Prepared for Reuse or
Recycled

Cat. 2 Annex III
80% Recovered 70% Prepared for Reuse or
Recycled

Cat. 5 or 6 Annex III
70% Recovered 55% Prepared for Reuse or
Recycled

Cat. 3 Annex III
80% Recycled



LANDFILL

← 10%
OF TOTAL MSW
BY 2035

ELV TARGETS

Minimum 95% Reuse and
Recovery

Minimum 85% Reuse and
Recycling

European Targets represent Core
Positions in this Plan and will be
achieved by the implementation of
policies and actions identified.



CORE POLICIES

- 1 Protection of the Environment
- 2 Climate Action
- 3 Policy and Legislation
- 4 Collaboration
- 5 Changing Behaviours
- 6 Organisational Structures
- 7 Innovation
- 8 Monitoring
- 9 National Development Plan
- 10 Green Public Procurement
- 11 Data Quality
- 12 Nationally Important Infrastructure
- 13 Funding this Plan



CORE POLICY 2 Climate Action

Support the delivery of the measures and actions prescribed in the Climate Action Plan to contribute to achieving the national climate targets.



the circular economy and climate action are inherently linked, where a functioning circular economy has clear co-benefits for climate and waste .
(Chp. 19 CAP 2023)



FOCUS AREA GROUPS

X16

OPERATIONAL

X4

**MATERIAL
STREAMS**

X6

INFRASTRUCTURE

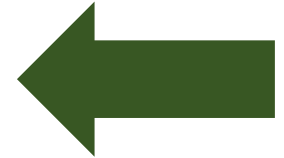
X6

Focus Area Fact Sheets

FOCUS AREA 1	MUNICIPAL COMMERCIAL WASTE
Purpose	What is it?
Promote prevention and better segregation of commercial waste.	Municipal commercial waste is mixed waste which is similar in nature and composition to waste from households and includes food waste.
Targeted Policies	Priority Actions (Responsibility)
TP1.1	PA1.1 (LAS)
Identify and promote new means, methods and key drivers of sustainable consumption practices to reduce waste generation.	Develop and deliver targeted awareness campaigns and projects to improve behaviours on prevention, reuse and repair in non household settings.
TP1.2	PA1.2 (LAS)
Ensure that all non-household municipal waste settings adopt best practice on waste segregation and are serviced with a segregated waste collection system to maximise the quantity and quality of materials collected.	Enhance the capture of data from waste collectors for non-household settings through the National Waste Collection Permit Office.
TP1.3	PA1.3 (LAS/Ind.)
Strengthen the monitoring and accurate measurement of non-household municipal waste flows.	Investigate the potential for a sustainable waste management assurance scheme for business consistent with the transition to a circular economy.
TP1.4	PA1.4 (LAS)
Implement appropriate engagement and /or enforcement measures in response to non-compliances identified.	Engage with businesses through local authority structures to promote consistent practices with regard to the management of commercial waste using measures including the MyWaste.ie business tools.
TP1.5	PA1.5 (LAS)
Promote the consistent application of an appropriate incentivised charging system for non-household municipal waste, through awareness and enforcement.	Ensure the consistent and targeted application of waste storage and presentation bye-laws to improve participation and segregation practices and incorporate into the RMCEI process.

Focus Area 4 Collection Systems

FOCUS AREA 4 COLLECTION SYSTEMS	
Purpose	What is it?
To maintain and improve existing waste collection systems and provide viable alternatives for waste streams not serviced.	To maintain and improve existing waste collection systems and provide viable alternatives for waste streams not serviced.
Targeted Policies	Priority Actions (Responsibility)
TP4.1	PA4.1 (LAS/Ind.)
Maintain the primacy of kerbside source segregated collection of commercial/household waste as the optimum method to ensure the quantity and quality of materials collected.	Identify areas of low participation/coverage with WERLA and NWCPO and engage with service providers to enhance coverage.
TP4.2	PA4.2 (LAS/Ind.)
Ensure that alternative collection systems are consistent with established kerbside collection systems.	Develop a strategy for the provision of fully segregated collection infrastructure at apartments and mixed use developments and produce guidance for the inclusion of infrastructure at all new developments.
TP4.3	PA4.3 (LAS/Ind.)
Identify potential enhancements to existing collection and segregation systems and options for additional waste streams including material from street cleaning and litter management.	Collaborate with service providers to develop templates for: standardised bulky goods and textile collection schemes, a dedicated collection service for repairables and examine the potential for the collection of household and small-scale hazardous waste.
TP4.4	PA4.4 (LAS/DECC/EPR)
Develop an integrated, consolidated and coordinated public waste collection infrastructure network that responds sustainably to consumer needs, regulatory and policy challenges and the circular economy with the support of central government.	Support and implement the recommendations of the National Review of Civic Amenity Sites in conjunction with DECC, Compliance Schemes and other key stakeholders.
TP4.5	PA4.5 (DECC/LAS)
Evaluate existing offshore islands waste collection systems and identify appropriate enhancements consistent with international best practice and the waste hierarchy.	Promote the provision of publicly accessible waste infrastructure including civic amenities, bring banks and pay to use facilities in particular in response to PA4.1, and ensure that such infrastructure is properly regulated.
	PA4.6 (LAS)
	WERLAs will work to ensure: the application of targeted equitable and proportionate enforcement on all waste collection activities, the implementation of the Waste Presentation Bye-Laws with a particular focus on the provisions of PA4.1 and continued and consistent data validation.



PREAMBLE

This is **Volume III** of the National Waste Plan for a Circular Economy and sets out the requirements from key partners and stakeholders to achieve the ambition, targets, policies and actions presented in **Volume II** together with key deliverables required to enable policies and actions.

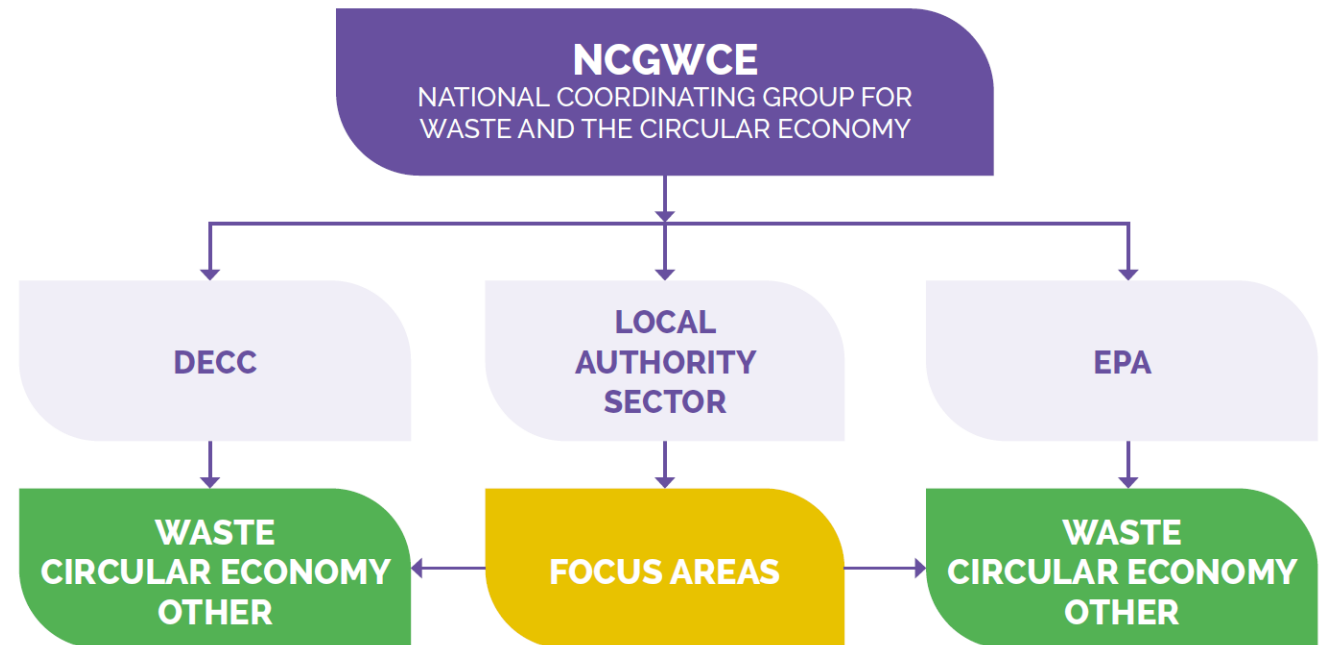
KEY DELIVERABLES

External Organisation

KEY DELIVERABLE 25

National Coordinating Group for Waste and the Circular Economy

DECC, LAS and EPA will collectively establish the NCGWCE to agree and align work plans, priorities, and supports to maintain the continuity of activities and accelerate the transition to a circular economy.



Additional Investment

€40M
The cost of the transition to circularity



THIS PLAN IN NUMBERS:

1

Plan
Ambition

8

National
Targets

13

Core
Policies

16

Focus
Areas

74

Targeted
Policies

85

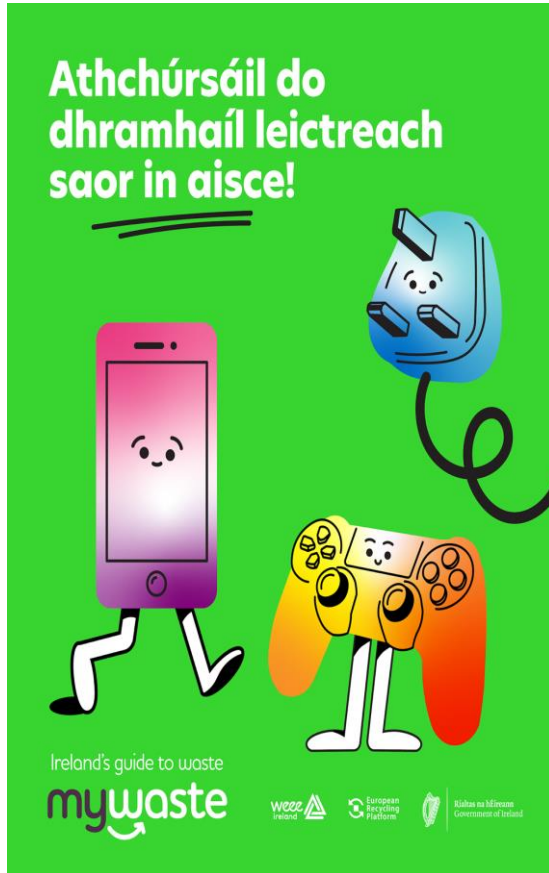
Priority
Actions

51

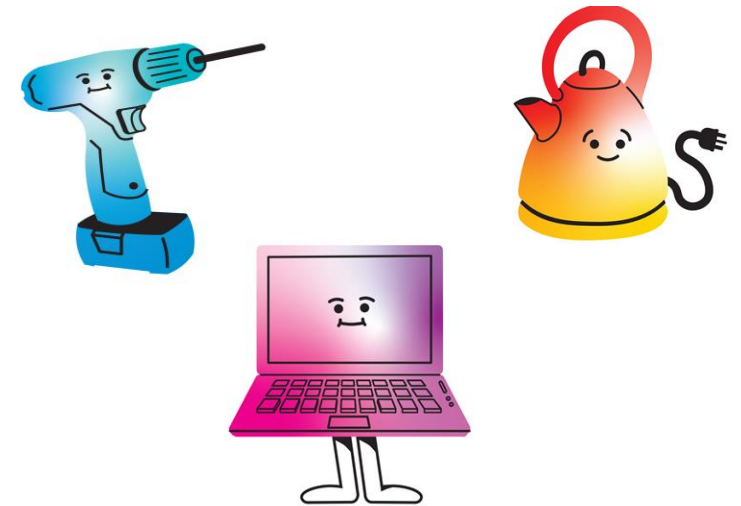
Key
Deliverables

Some of our Workplan Activities in Communications 2024/25





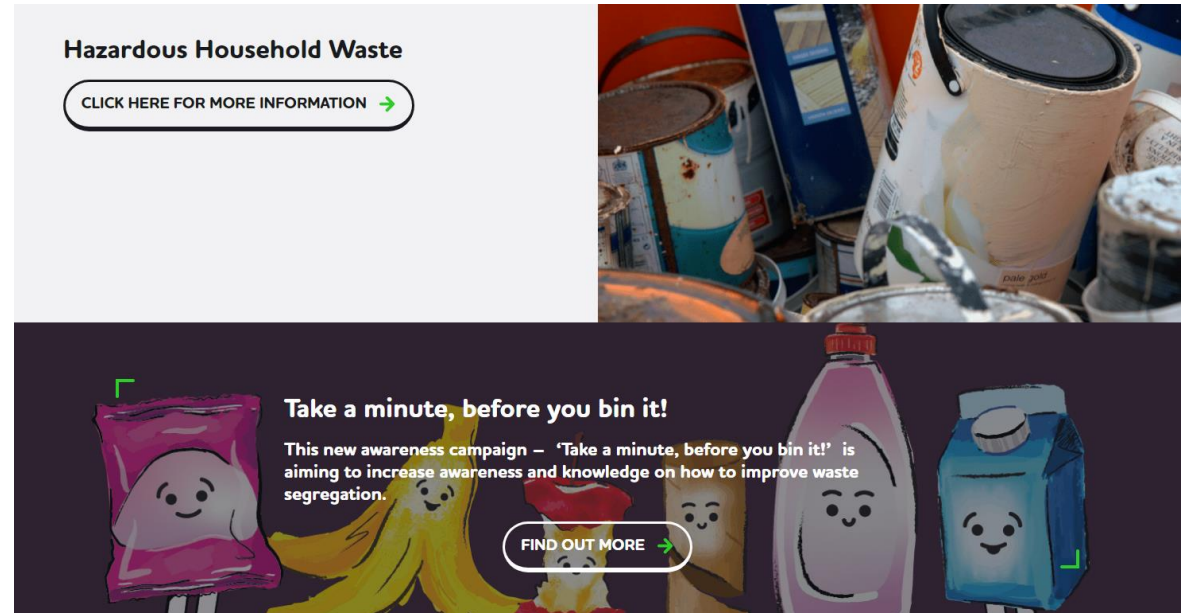
- Background
 - Collaborative endeavour – DECC, RWMPO, WEEE Ireland, ERP
 - 18 month campaign - Jan 2024 – June 2025
- Aims
 - To increase recycling of WEEE
 - To reach/surpass 65% EU target
 - To raise awareness of ‘hidden WEEE’
 - To raise awareness of the importance of WEEE recycling



Update of www.mywaste.ie



- New pages added including Single Use Plastics, Hazardous waste collections, Take A Minute, My Club.
- Edits to wording through site – to include DRS, ‘cable’ was absent from some WEEE text.
- Download tracker added to resources



Single Use Plastics Campaign

- Trad. Radio was a mix of national and local stations.
Digital Radio: 430k impressions and 95% LTR
- Digital Visual: 2,137,476 impressions, 3993 clicks and 0.19% CTR
- Research presented at CoastWatch Earth Day.



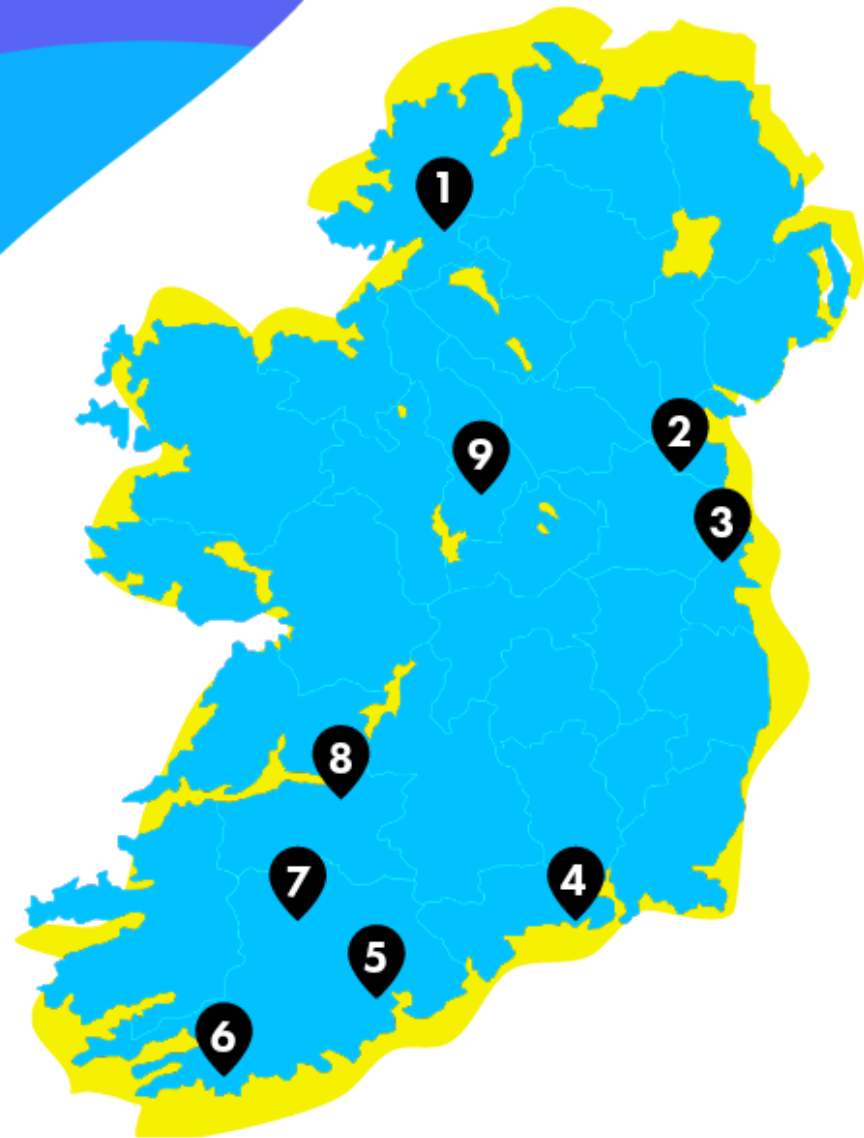


Paint Reuse Network



Current Paint Reuse Organisations

- | | |
|---|---|
| 1 BRYSON RECYCLING
Co. Donegal | 6 CYCLE SENSE
Co. Cork |
| 2 HABITAT FOR HUMANITY
RESTORE
Co. Louth | 7 IRD
DUHALLOW
Co. Cork |
| 3 REDISCOVERY
CENTRE
Co. Dublin | 8 TAIT HOUSE COMMUNITY
ENTERPRISE
Co. Limerick |
| 4 RENEW ENTERPRISES
Co. Waterford | 9 REVAMP LONGFORD
Co. Longford |
| 5 NORTHSIDE COMMUNITY
ENTERPRISES
Co. Cork | |

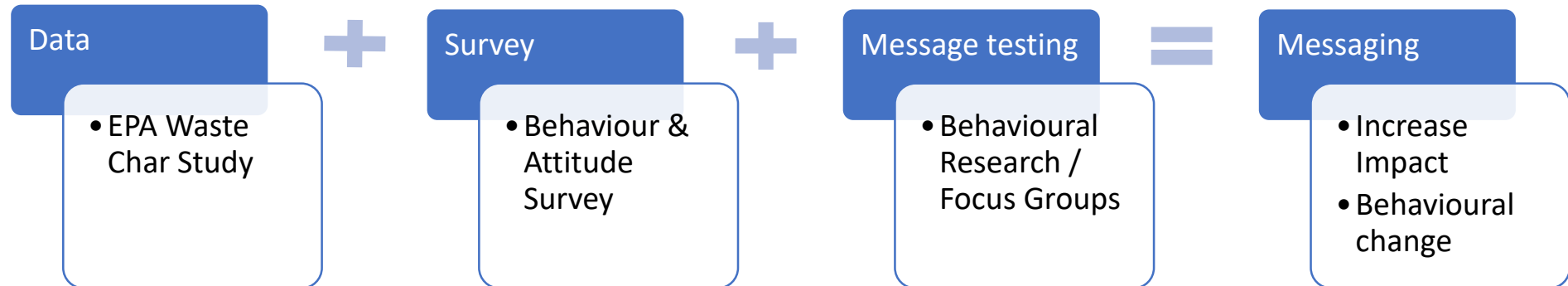


Take a Minute Before You Bin It...campaign

- National campaign – capture more recyclable material from General Waste bin stream
- Messaging: Pause, think and then dispose
- Audience: Home + Business
- Channels: Radio, TV,



Evidence Based Campaign



Creative - Press Adverts

Take a minute before you bin it!

Please don't put food, paper and plastic packaging in the general waste bin.
See mywaste.ie



Ireland's guide to waste
mywaste #circularliving

Rialtas na hÉireann
Government of Ireland

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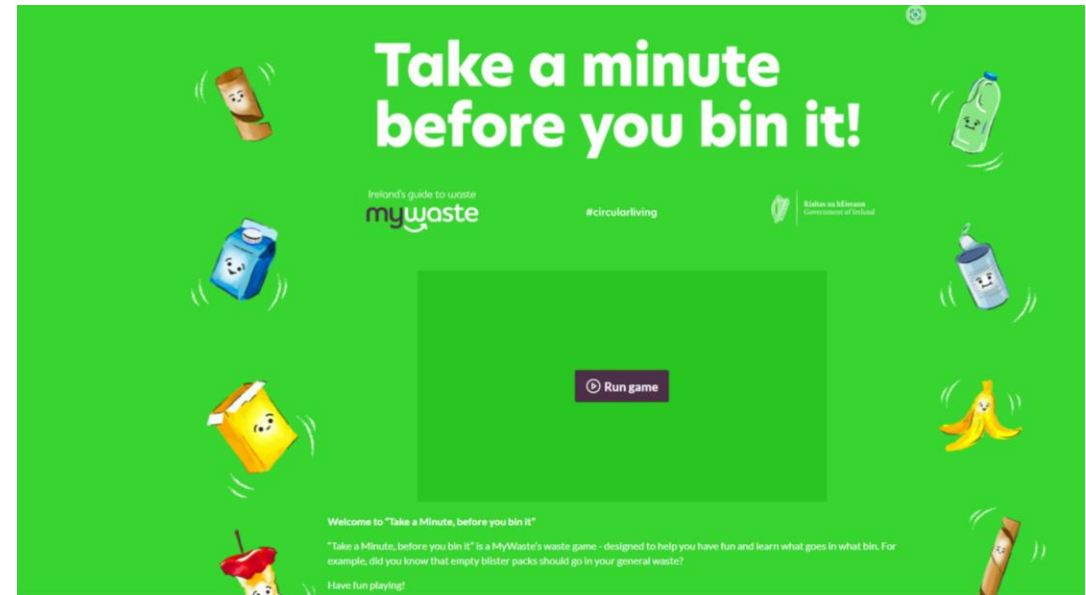


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Government of Ireland

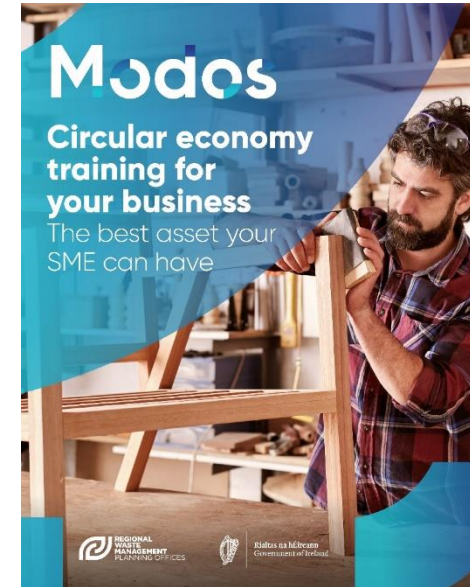
Game

- Available on MyWaste.ie for campaign duration
- In collaboration with Bold Donut
- Up to 25,000 total players
- Up to 21 levels including 3 'baseline tests' & 3 "assessments levels'
- Kerbside 3-bin system
- Includes 'rinsing and drying' as well as 'reuse'
- Quarterly reporting



MODOS Circular Economy Training Programme

- 2024 – Training courses took place in April May & Nov – approx. 60 companies trained
- A number of companies opted for and received mentoring
- Networking event – Sept 10th as part of CAW
- In-person Workshop on ESG reporting Nov 19th in Dublin (Change by Degrees)
- Media coverage – The Sunday Times, Climate, Sept 2024
- More Planned 2025



Other Projects





25th March 2025