

# The National Waste Prevention Programme



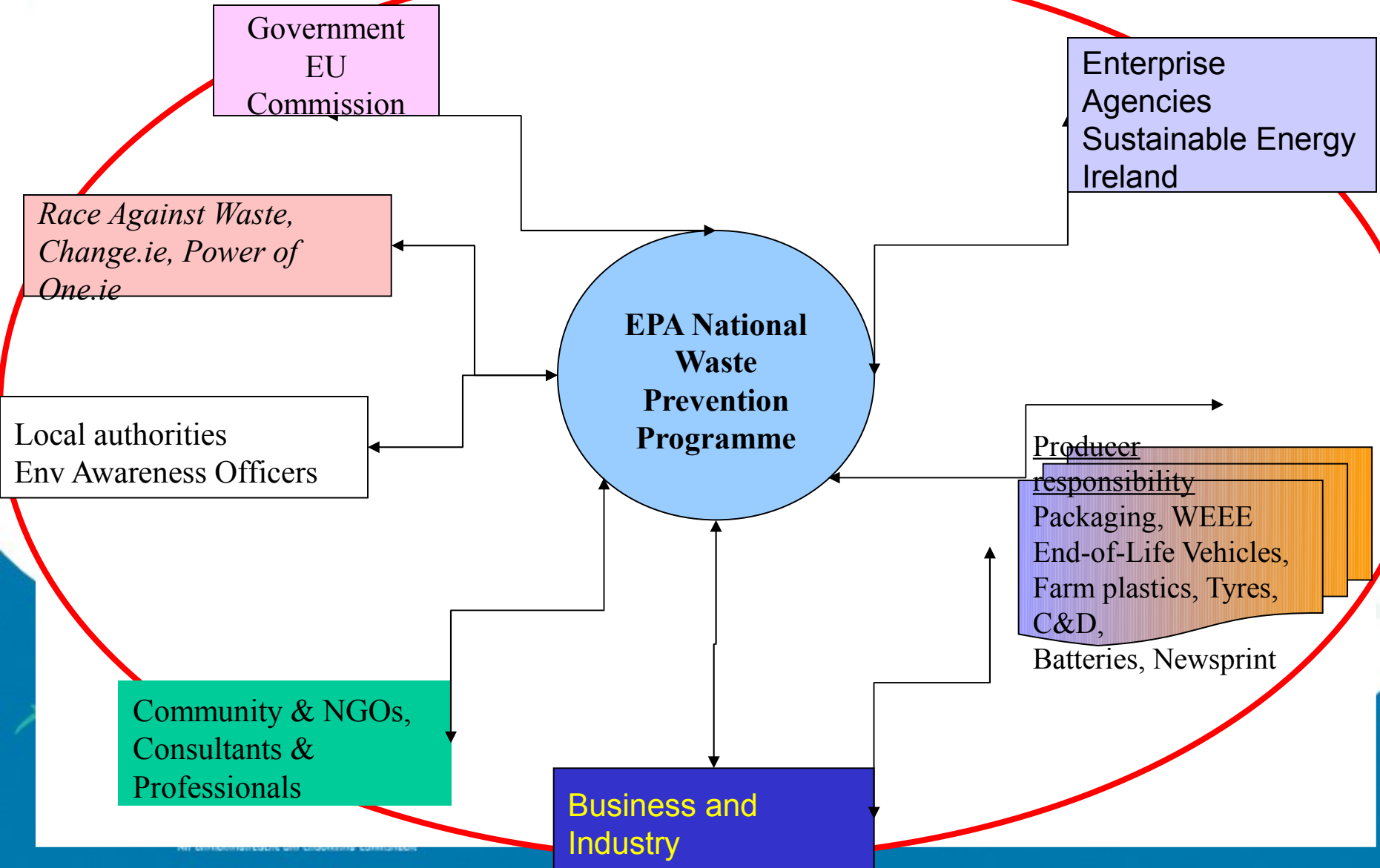
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# National Waste Prevention Programme

- Waste: An Important Strategic Issue for Ireland - may be as Challenging as Climate Change
- Policy: “Preventing & Recycling Waste - Delivering Change” 2002; Programme for Government 2007; New EU Waste Framework Directive 2010; New Draft Statement of Waste Policy for International Review
- NWPP Launched in 2004 by Minister for the Environment
- Core Prevention Team in EPA
- NWP Committee Appointed by Minister Chaired by EPA
  - Sixth Annual Report about to be Published detailing Progress

# The Stakeholders

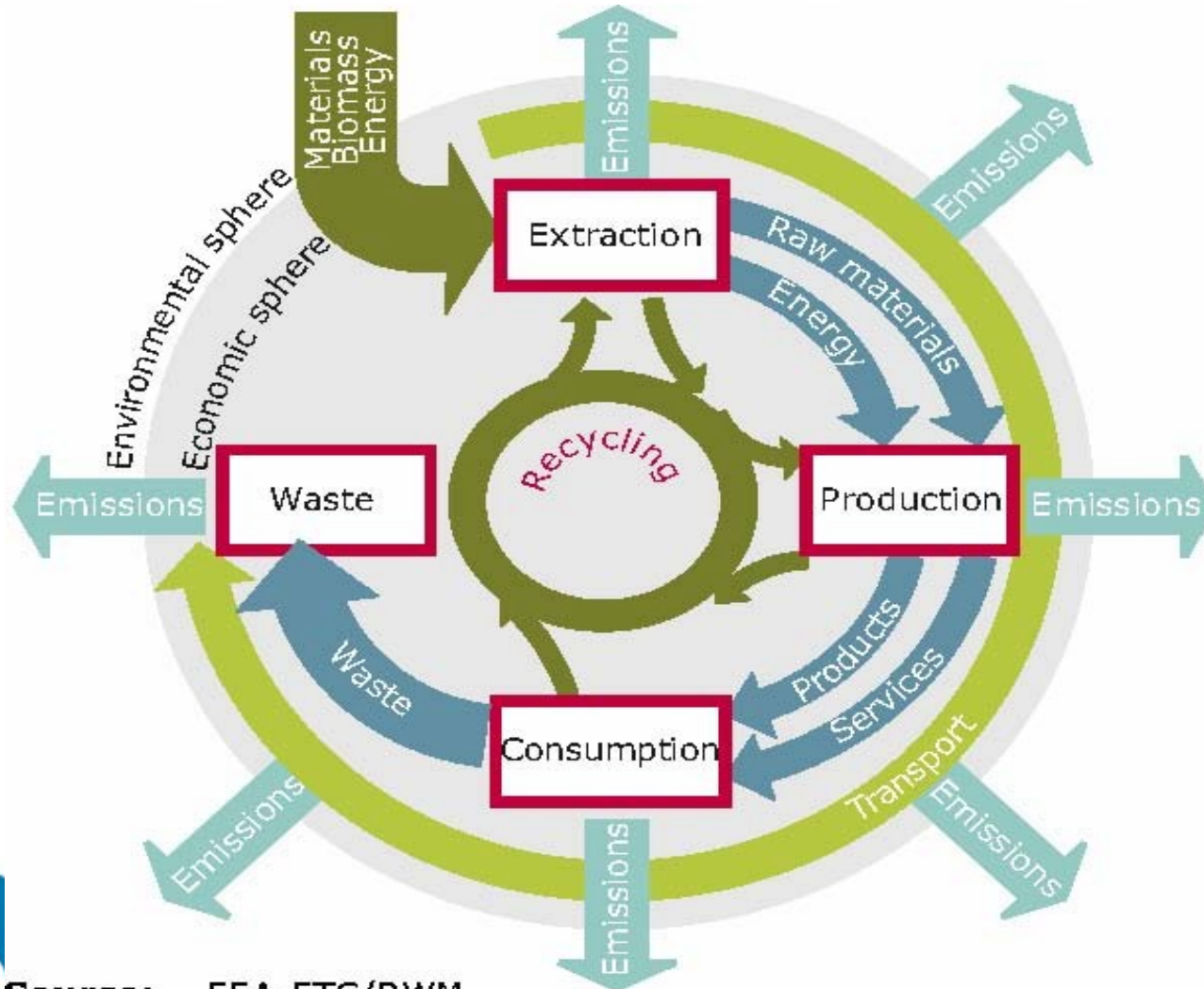
## National Waste Prevention Committee



# Waste Prevention Context

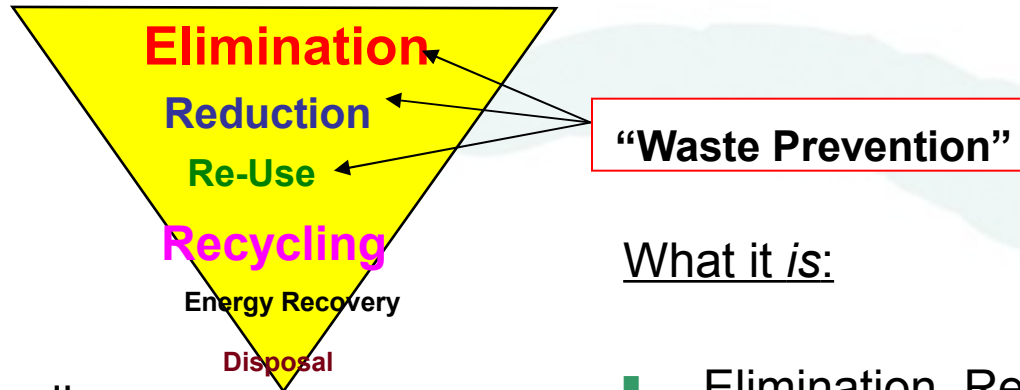
- Globalised Open World Markets, Planned Obsolescence, Consumerism, Celebrity Culture, Aggressive Media/Marketing and Economic Recession
- Affluence and Excessive Consumption changing to more Responsible, Sustainable Consumption?
- Increasing Evidence of Global Environmental Deterioration
- Ireland's Earth-share: Would need three Planets!

# Where Does All the Waste Come From?



Source: EEA-ETC/RWM.

# Waste Prevention: What?



## What it is *not*:

- It is *not* Recycling
- It is *not* Centralised Composting
- It is *not* Energy from Waste
- It is *not* Diversion from Landfill

## What it *is*:

- Elimination, Reduction & Eco-design
- Re-use of Materials & Products
- Repair of Products for Re-use
- Reduced “Hazardousness” eg Substitution (RoHS, Deco-paints, REACH)
- Conservation of *All* natural resources incl. Materials, Water & Energy
- Common sense: “Waste Not , Want Not”

# Changing Peoples' Behaviours

- Information & Awareness
- Opportunity, Motivation & Incentive to Change
- Tools and Skill/Capacity Development
- Feedback & Reinforcement
- New Behaviours as Social & Economic Norm:  
“Make Prevention as Instinctive as Recycling in Ireland”

# National Waste Prevention Programme Projects

- Green Business Initiative ([www.greenbusiness.ie](http://www.greenbusiness.ie))
- Green Hospitality Award ([www.ghaward.ie](http://www.ghaward.ie))
- Packaging Prevention Programme – with Repak Ltd ([www.preventandsave.ie](http://www.preventandsave.ie))
- Green Retail pilot – with Musgraves Group Ltd
- Local Authority Prevention Network ([www.localprevention.ie](http://www.localprevention.ie))
- Green Healthcare Project ([www.greenhealthcare.ie](http://www.greenhealthcare.ie))

# National Waste Prevention Programme Projects

- Green Home with An Taisce ([www.greenhome.ie](http://www.greenhome.ie))
- Green Schools ([www.greenschoolsireland.org](http://www.greenschoolsireland.org))
- Green Communities
- Community Re-use Network Ireland
- **STOP**FOODWASTE ([www.stopfoodwaste.ie](http://www.stopfoodwaste.ie))
- Green Fleadh 2010 ([www.fleadh2010.ie](http://www.fleadh2010.ie)) and Green Wexford Festival Opera ([www.wexfordopera/green](http://www.wexfordopera/green))

# Other Prevention Projects

- European Week for Waste Reduction: November 21st – 28th, 2010 ([www.ewwr.ie](http://www.ewwr.ie))
- Product Compliance Enforcement (POPs, PCBs, ODS, F-gas, RoHS, Batteries, Deco-paints, Packaging)
- Producer Responsibility Enforcement (WEEE, Batteries)
- National Waste Reports
- National Hazardous Waste Management Plan
  - National Strategy on Biodegradable Waste

# National Waste Prevention Programme: The Future?

- Forge Synergistic Links between all Waste Reduction, Eco-design, Re-use, Repair, Water & Energy Conservation Initiatives in Ireland
- Broaden, Interconnect and Deepen the current NWPP Range of Projects
- Identify new Prevention Projects and Partners
- Contribute Positively to Community & Economic Development
  - Enable People to Help People to engage in more Sustainable Behaviours for a Better Society

# In Conclusion

Waste Recycling, Diversion & Composting are good Cures

however,

**Waste Prevention is *Better* than Cure!**

The EPA are leading the NWPP Projects

but,

for an Innovative, Progressive and Competitive Society, everyone needs to get Involved with

**Waste Prevention**

For a sustainable future!

# The National Waste Prevention Programme

[For More See: www.nwpp.ie](http://www.nwpp.ie)

**Thank You for Your Attention**

**Dr Gerry Byrne**

Chairman, National Waste Prevention Committee  
and EPA Programme Manager