



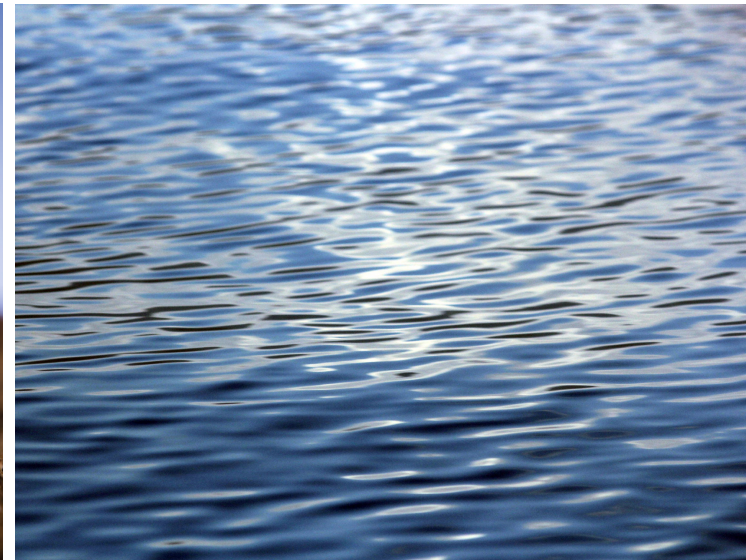
THE ZERO WASTE APPROACH

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www.zwai.ie



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About Us

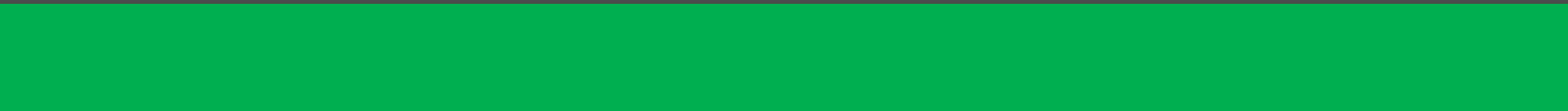
Zero Waste Alliance Ireland (ZWAI)

- Established in **2004**
- Registered **environmental charity and NGO** focused on zero waste principles
- **Not-for-profit** policy-oriented organisation
- Member of the **Irish Environmental Network (IEN)** and the **Environmental Pillar of Social Partnership**
- Members of the **EEB** and the **Waste Working Group**
- Our work involves **lobbying government and preparing policy submissions** to the Irish government and the European Commission





Waste Management



Types of Waste (some examples)

Mixed residual
collection waste
(black bin)

Organics
collection/food
waste (brown bin)

Mixed dry
recyclables (green
bin)

Paper waste

Furniture

E-waste

Textile Waste

Plastic Waste

WHAT GOES IN MY BIN?



Green Bin (Recyclables)

- ✓ Paper
- ✓ Cardboard
- ✓ Food Tins
- ✓ Drinks Cans
- ✓ Tetra Pak Cartons (E.g. Milk, Soup & Juice Cartons)
- ✓ Plastics (E.g. Mineral, Water & Detergent Bottles PET1, HDPE2, PP)



All must be clean and dry



Brown Bin (Organics)


- ✓ Coffee grounds & filters
- ✓ Cooked & raw foods
- ✓ Dairy products
- ✓ Eggs & egg shells
- ✓ Fruits, vegetables & peelings
- ✓ Tea leaves & tea bags
- ✓ Meat, bones & fish
- ✓ Hedge clippings, twigs & branches (max 2 inch diameter)
- ✓ Leaves, plants, weeds & grass



Black Bin (General Waste)

- ✓ Nappies
- ✓ Soiled food packaging
- ✓ Bathroom waste
- ✓ Animal waste
- ✓ Aerosols
- ✓ Cold ashes
- ✓ Fast food cup lids
- ✓ Black plastic bags
- ✓ Used candles




A young boy with short brown hair and large, silver-rimmed glasses is sitting at a desk. He is wearing a light blue, vertically striped button-down shirt. He has a yellow pencil balanced on his forehead. He is looking slightly to the right of the camera with a thoughtful expression. To his left is a tall stack of white papers or thin books. To his right is a stack of several thick, old books with yellowed pages. The background is a plain, light-colored wall. The overall scene suggests a student in a classroom or library setting.

And where
does all this
waste *actually*
go?

Waste Figures from 2021

*(most recent data
available)*

- Irish people produce over **14 million tonnes** of waste every year
- Ireland has the **highest plastic waste generation in the EU**, far higher than the average country. We are the **fourth lowest** in the EU when it comes to recycling (Malta is the worst).
- 26% of Ireland's municipal waste was **recycled in 2021** and Ireland is **struggling** to meet the new EU recycling targets set for 2025 to 2035
- 41% of our waste went for **incineration** – that's **more** than the figure for recycling!
- This idea of waste “recovery” is **misleading**
- 38% all municipal waste was **shipped overseas**, and the final destination of this waste is **unclear**.



Clearly, we
have a waste
problem.



“Waste Management”: Why is This a Problem?

Burning of “Solid Recovered Fuel” in cement kilns:

- SRF is comprised of paper, plastic and textiles
- Almost 70% of plastic waste is burned instead of recycled in Ireland
- This practice is bad for both the environment and human health, though the industry do not want to admit this.
- It is a danger to those working in the facilities and those living around it, especially through exposure to toxic nanoparticles and fine dust
- It contaminates the air and ground water

Landfill:

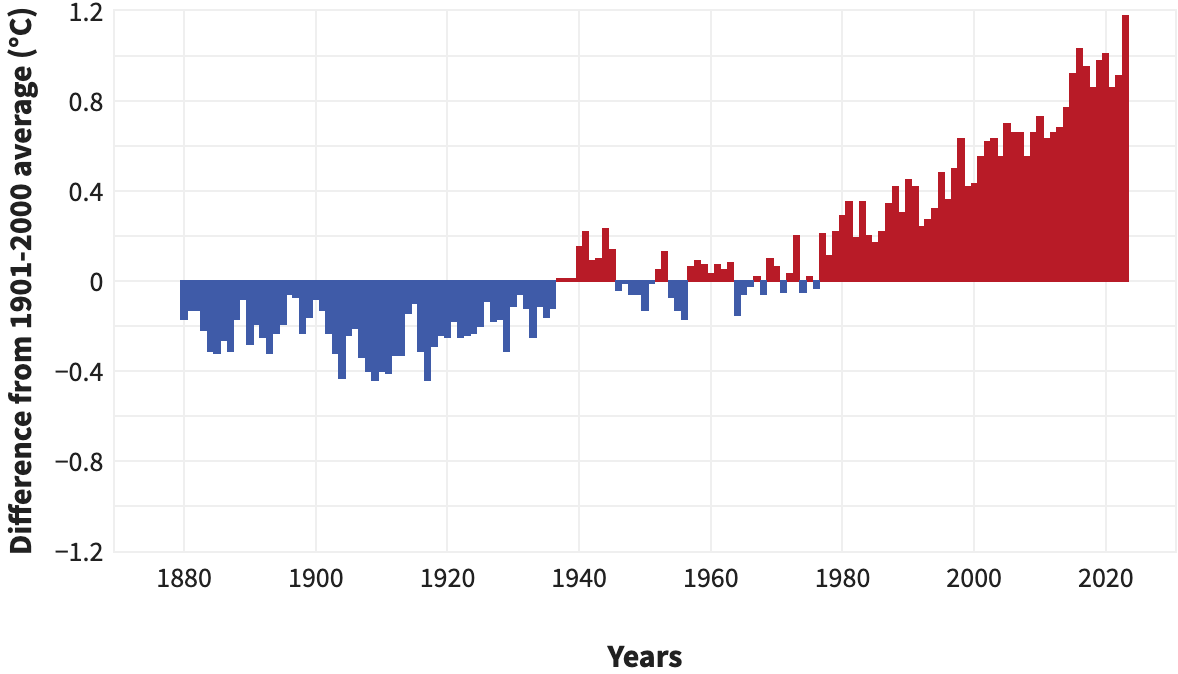
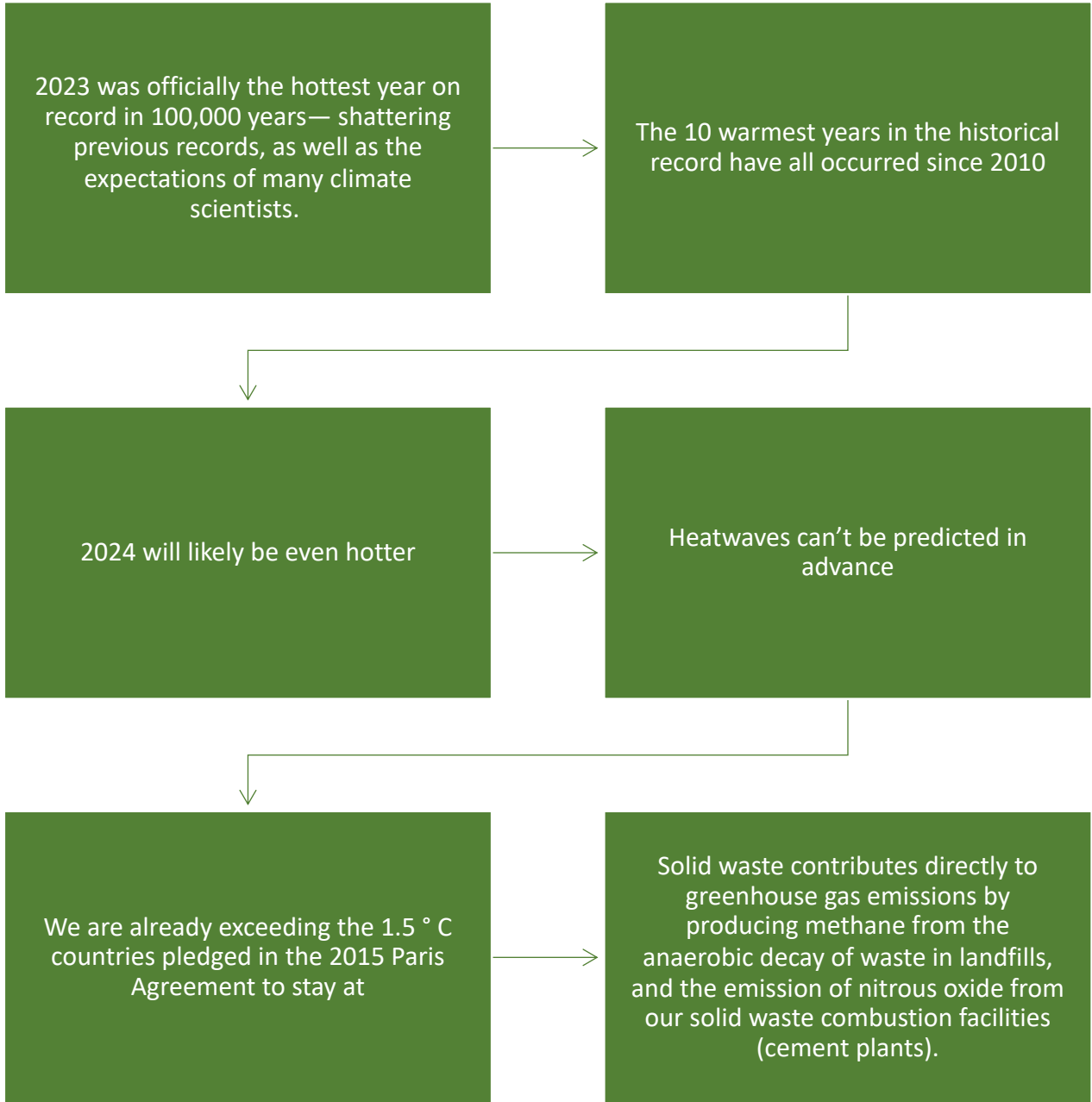
- 16% of our waste is landfilled, which is much less than before, it is still a problem globally
- Rubbish buried in landfill breaks down at a very slow rate and remains a problem for future generations
- landfill releases toxins into the environment, leachate and greenhouse gases

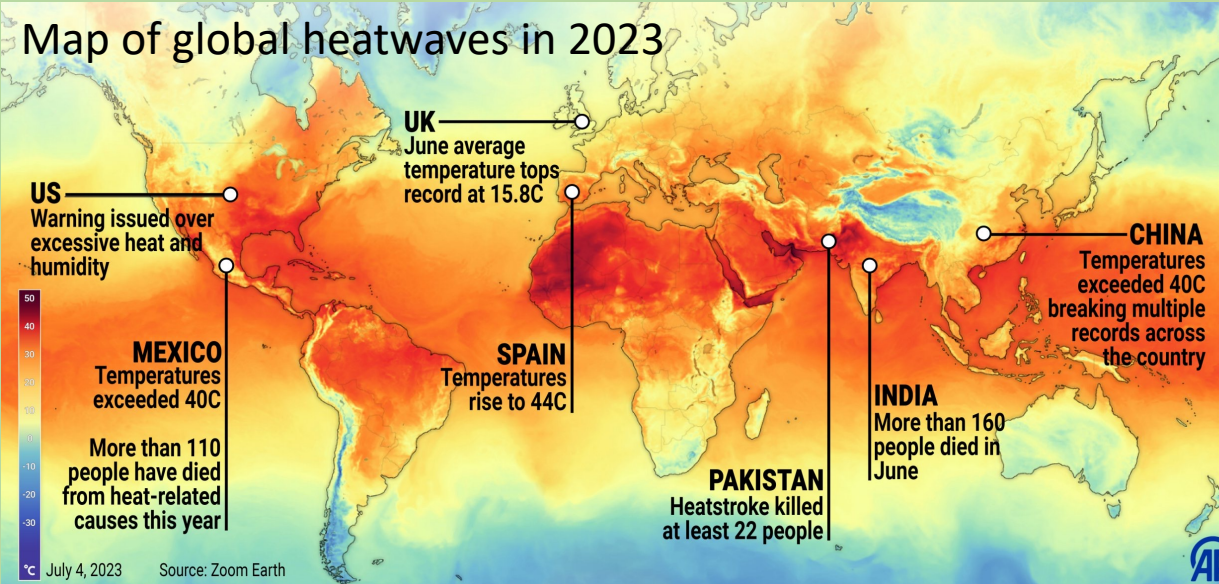
Shipping waste abroad:

- Ireland shipped 75% of our hazardous waste abroad in 2017
- This waste is much harder to control and manage once it leaves the country
- When our waste is shipped abroad to poor countries with insufficient waste management infrastructure, it can cause long-lasting damage to people and the environment.

Waste & Climate change









So, what can we do
about it?

Eco Anxiety and Feelings of Powerlessness

- In the developed world, it is normal to have climate anxiety, have you ever felt it?
- As young people embarking on a new chapter after school, you probably feel it the most.
- The media floods us with environmental disasters everyday, or completely ignores environmental concerns.
- For people in developing countries, who experience the effects of climate change the most, this anxiety has become a reality.
- It is easy to feel powerless, which in turns makes you shut off and ignore the problem.
- But you DO have power, and here's how....

eco-anxiety

(n.) a feeling of worry, nervousness, or unease triggered by an awareness of the ecological threats facing the earth due to climate change.

«•Proof of Impact


—

You don't have to carry the world's problems on your shoulders. Instead, let's work together to find solutions!





“There’s real POWER in numbers. The change lies in our governments through policy. Together, we can influence our global leaders to make policy that protects our planet, our biodiversity and our climate from the big polluters. You don’t have to carry the burden alone!”

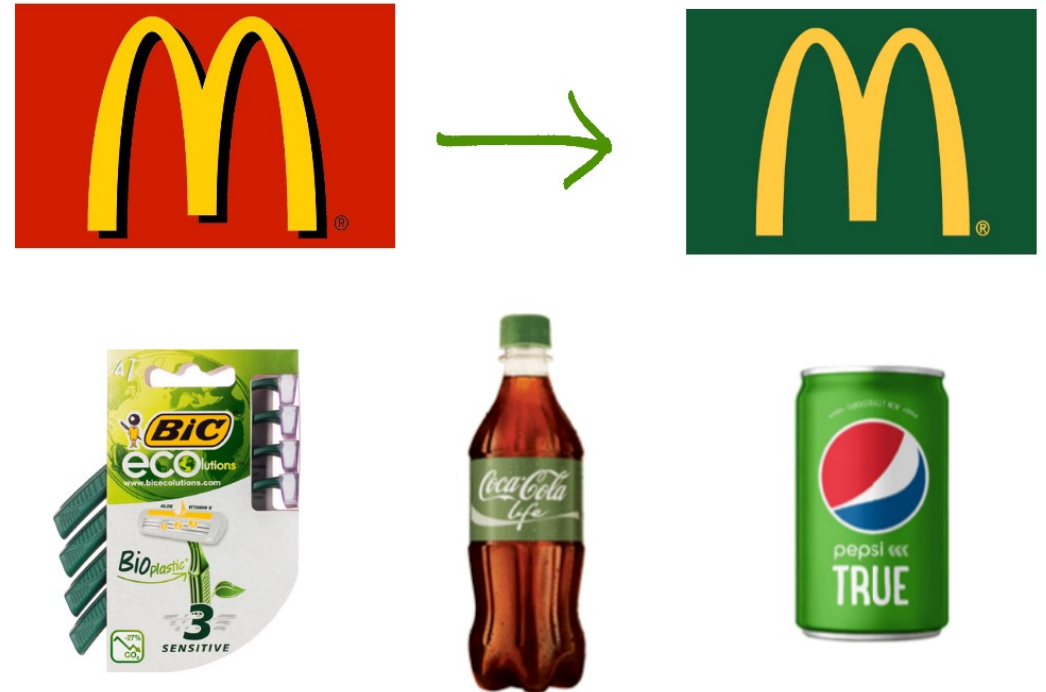


Regarding our waste, we can start by...

- **Reducing** our waste as much as possible. This can be achieved by:
 - making more **responsible choices** while shopping, only buying what you need, avoiding “greenwashing”
 - **Avoiding plastic packaging** where possible and using reusable shopping bags
 - Opting for **zero waste solutions** for coffee cups, water bottles, utensils
- **Repair and reuse** our consumer goods, there are lots of easy and fun YouTube videos to help with this!
- Encourage your family to compost if they aren’t already, great soil to use in gardening!
- **Shopping local, buying in bulk:** Farmers markets are great places to find plastic free and local groceries! There are plenty of stores now offering bulk options for grains, beans, spices, etc
- Shop **second hand** in charity shops or on sites like Depop, Vinted, etc

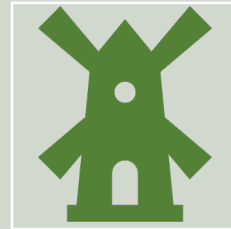
Greenwashing

- “Greenwashing” is the practice of marketing a product or a brand as being greener or more environmentally friendly **than they really are**
- Unfortunately, many companies have seen our efforts to be more environmentally conscious as a **great business potential**
- Marketing and imagery are **powerful tools**; brands are very effective at using these to trick us into believing a product is sustainable
- Through awareness, it is possible to avoid being fooled!
- One of the strategies used by industry is to make people feel individually responsible for climate change.





While changing our personal lifestyle habits is important, we cannot succeed in combatting climate change unless industry, especially oil and gas, stops extracting and burning fossil fuels.



Example: BP oil invented the term “carbon footprint”, a campaign which cost them over \$100 million, which deflected responsibility from fossil fuel corporations onto the individual consumer.



This is why policy is so important.

How to Avoid “Eco Scammers”



1. Be cautious of products **making generic claims** like “100% natural” or “environmentally friendly”, “all-natural”, “eco-friendly,” or even “farm fresh” without information as to how or why
2. Avoid products that make **random and irrelevant claims**, like “CFC-free” (CFCs were banned more than 20 years ago)
3. Look for a seal or certification mark from a **recognized, independent third party specializing in green claims**, such as the EU Ecolabel
4. Look for the **packaging**: while a product may be green, is the packaging green as well?
5. Don’t be **misled by pretty pictures** or use of earth-friendly colours on product labels. MacDonalds or Coca-Cola might have green colour on their logo, that doesn’t make them eco-friendly!
6. Question percentage claims, such as “This product contains 50% more recycled content.” **Fifty percent more than what?**
7. Shop with **intention**: Research a product and brand before making your purchase. As we all know, a quick Google search can sometimes answer a lot of questions!



DIY Palette Furniture



Old Tyres (Playground Games and Garden Furniture)



whiltheysnooze.com

Addicted 2 DIY

Repair & Reuse!



*Ireland, it's our turn to act. We can start by
educating ourselves and others!*

Any questions?

*Thanks for listening. Find out more at www.zwai.ie.
Follow us below and join us as a member!*

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