



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Belfast City Council (Waste Management)
Country/Region: Northern Ireland (UK)
Name of nominated project developer: The Green Team, St Malachy's College
Name of nominated action: A Waste-free Lunchtime
Place: St Malachy's College
Town: Belfast
Region: Northern Ireland (UK)
Country: Northern Ireland (UK)
Website:
Nominee **category**: Educational establishment
Dates of action: 7th – 25th November 2011

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the action

The school Green Team wanted to devise a waste reduction plan that would not only reduce waste but would engage all the school pupils and staff in improving the school environment, which could help the school on its way to becoming an Eco-School.

The Green Team measured the amount of waste from pack lunches generated in the canteen over one week. They used clear plastic bags in the rubbish bins and then counted the number of full bags and photographed them. They also sold reusable water bottles and cloth lunch bags to their fellow pupils which the students customised using fabric pens. The event was advertised through a poster campaign and the school website. Bags sold at £3.00, bottles at £2 and a discount of 50p is given if both are bought. During the following week a further review of the amount of waste generated took place and photos were taken so we could report back to the rest of the school. The Green team also introduced a series of 'eco-depos' around the school consisting of recycling bins for various materials, which they hoped would reduce the amount of waste going in the refuse bins.

Belfast City Council ran a schools competition and we wanted to enter to see how we could perform against other schools. As part of the prize they would enter the winner in for the EU Awards. When we heard that we had won the local competition we thought this would be a great opportunity to propel our school to the international stage and see how we performed against other schools in Europe.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

Target Audience

The principal target audience for this waste reduction project were the pupils and staff of St Malachy's College, Belfast. The Green Team came up with the idea soon after meeting Mary Brady from Belfast City Council's Waste Management who came into the school to talk to us. We decided it would be a great first project for the Green Team to get stuck into and they came up with the plan and all the details. We aim to continue this project as a long-term project so the boys will continue to work on this even after EWWR is over.

Motivation

The Green Team were very motivated from the beginning and developed the ideas and the strategy themselves, along with the help of Mrs Curran. The rest of the school pupils were motivated by the project as they were given the chance to purchase a reusable shopping bag and design and decorate the front of it using fabric pens. The Green Team themselves got fully involved in the project; some students were in charge of marketing the project to the rest of the school, others took charge of the money, some set up and ran the stall. A different team of boys were responsible for recording the amount of waste before and after the event and a final team set up and manage the 'eco-depos'. Staff are motivated by the possibility of saving money for the school, generating income and creating a cleaner, greener environment to work in.

Number of participants

There are 20 students in the Green Team who work with Mrs Curran on all the green projects in the school. There are 1,050 students in St Malachy's and over 100 staff, both teaching staff and auxiliary staff. The Green Team promoted the EWWR project to all the students and staff as well as telling parents and other family members about the message of waste free lunch.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below:

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact



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1. Visibility and communicational aspects

The Green Team made a real effort to communicate the 'Waste free lunch' project to all the school in the run up to the EWWR. They did this using a variety of communicational methods:

- They made posters and put them up in key locations around the school
- St Malachy's has plasma screens up around the school that all pupils have access to. The Green Team made good use of these screens and promoted the EWWR project on them in the run up to the week.
- The school also has a newly designed and regularly updated website for the use of parents and pupils alike. The information was added to the website so that parents and other family members were aware of what was going on in the school.
- The School Magazine carries articles of interest, written by the pupils. The Green Team used this as a way of promoting their project to the rest of the school.

2. Good practice, originality and exemplarity

St Malachy's had never attempted a waste reduction project like this before. We would hope that given the 10% reduction in waste during the EWWR itself that we will continue to promote this type of waste free practice. Not only does it save space in the bins but it can save the school money. It was a totally original idea for the boys to have come up with and due to their hard work throughout the month of November they did a great job.

We would hope to register with Eco-Schools on the strength of this project and with time and continued dedication from the Green Team we hope that St Malachy's will achieve the Green Flag soon.

3. Quality of content and focus on waste prevention

The 'Waste-free lunch' project was well thought out and well executed. It focussed mainly on reusing as a way of reducing waste and so had a strong focus on waste prevention. Reusable water bottles and reusable cotton bags were promoted and sold to students who will use them instead of disposable items. We hope to get more water fountains installed around the school which along with further promotion of the reusable bottles can make a real difference to waste. The students will have taken them home and therefore the message of reducing waste and reusing is passed on to family members.

4. European reproducibility

This project could be reproduced by students of similar age as those in the Green Team at St Malachy's College. All aspects could be done in other countries and could be developed further. We would be happy to collaborate with other schools across Europe to help with this.

5. Follow-up in the long term and lasting impact

We intend on continuing the waste reduction practices that we started in November 2011. We hope to be able to do so and to perhaps develop some of these ideas further. The eco-depos are working well and we were delighted with our result of a 10% drop in the amount of waste going in the refuse containers in the school. We aim to proceed with Eco-School registration and we hope that we will progress rapidly to achieve our Green Flag.

By teaching the pupils about waste reduction and instilling a sense of responsibility in the Green Team it means they can encourage their fellow students to take part in the project. Peer learning can be more effective than learning from teachers and it is a great experience for the Green Team. By teaching them these habits they can hopefully see the benefit of their actions and take the message into the home.



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7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWWR action.

Belfast City Council's
'Reduce Your Waste' Competition
European Week for Waste Reduction 2011
Winner
St Malachy's College Green Team

EUROPEAN WEEK
FOR WASTE
REDUCTION



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