

The Smart Community Management Manual

Chapter 39 - 2.10b) Waste, Recycling & Circular Economy



Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic “eTownz Knowledge Hub” database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com. This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?



Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.



Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.



Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

1. Health, Recreation & Quality of Life



2. Environment & Sustainability



3. Business & Employment



4. Infrastructure, Planning & Governance



Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

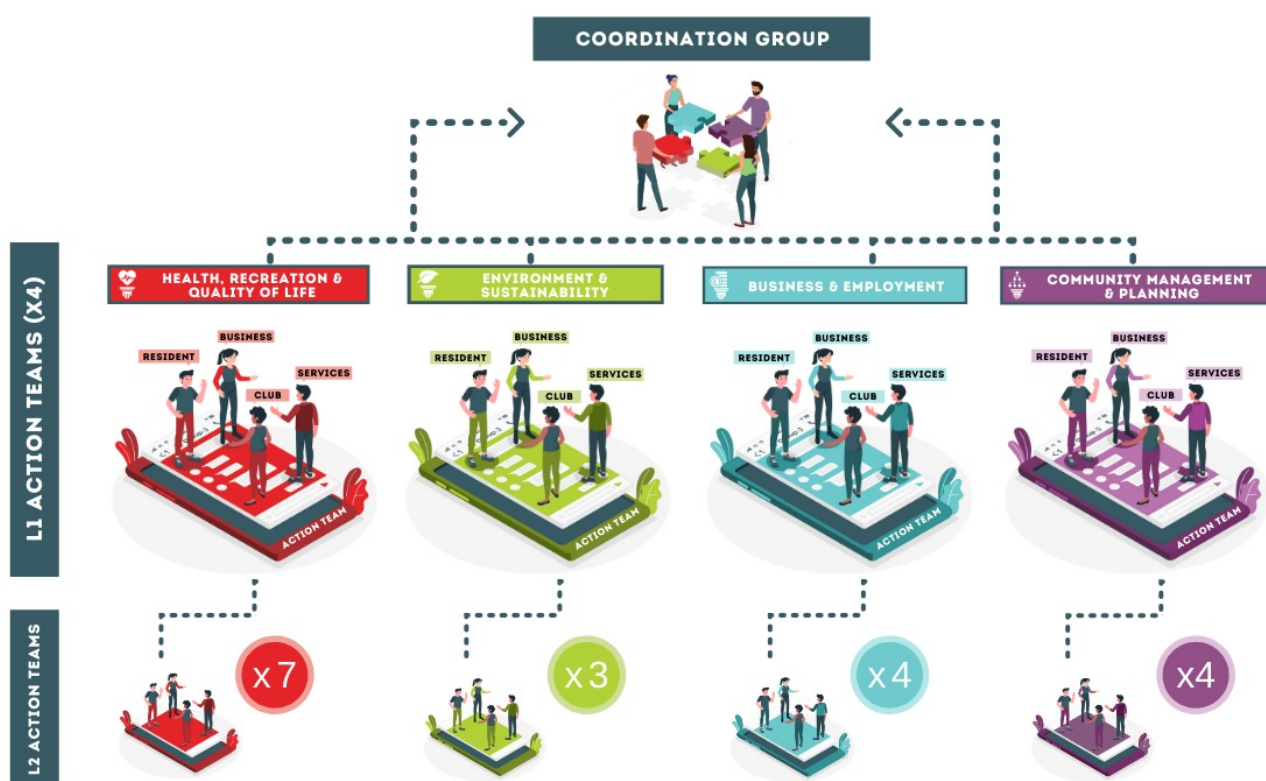
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.



Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

Actions

- a Manage a register of local assets
- b Survey local opinions/ideas
- c Recruit & engage local action team



Outcomes

- a Top down understanding of local stakeholders
- b Bottom up understanding stakeholder perspectives
- c Expand team, increase ambitions, plan succession














| | Title | Type | # | Comment |
|--|--|------------|---|---------|
| | Rubbish & Waste Removal (S464) | Business | | |
| | Business Owner (S834) | Individual | | |

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a

spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.



| | Title | # | Comments |
|--|--|---|----------|
|  | Bottlebank (A23) | | |
|  | Composting Facility (A70) | | |
|  | Green Flag Scheme (A103) | | |
|  | Plan - Regional (A187) | | |
|  | Recycling - Batteries (A14) | | |
|  | Recycling - Clothes / Textiles (A50) | | |
|  | Recycling - Organic / Green waste (A167) | | |
|  | Recycling - Paper/Cardboard/Aluminium/Can (A765) | | |
|  | Recycling - Textiles (A186) | | |
|  | Recycling - White Goods / Appliances (A25) | | |
|  | Solar Panels (A214) | | |
|  | Water Reservoirs (A188) | | |
|  | Water Treatment Plant (A248) | | |

Step 3: Goals & Metrics Review



Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

- a Agree suitable goals & metrics
- b Coordinate data collection
- c Compare & analyse performance to help plan



- a Helps focus local action teams
- b Leverage data for better decision making
- c Compare project outputs to planned goals

| Title | How is this data collected | Comment | <input checked="" type="checkbox"/> |
|-------|----------------------------|---------|-------------------------------------|
|-------|----------------------------|---------|-------------------------------------|

| | Title | Summary | <input checked="" type="checkbox"/> | Comment |
|--|--|---|-------------------------------------|---------|
|  | Team Building, Management & Metrics - (G116) | Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available. | <input type="checkbox"/> | |
|  | Awareness, Understanding & Skills - (G117) | | <input type="checkbox"/> | |



Preserve, Support & Develop - (G118)

When business work together, they create opportunities to collective implement more sustainable waste practises through training, understanding of local waste assets and in identifying new waste management solutions *****

Reduce Home Waste Implement measures to help homeowners reduce domestic waste and encourage recycling Waste management in the home is an important aspect of community waste management initiatives. Local residents should be provided with easy access to a range of waste re-use and recycle options, and also need to be educated on best practises in home waste management practices.



Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

- a Add new & update existing projects in project register
- b Review completed projects, document learnings & celebrate successes
- c Discuss, agree, prioritise and schedule projects for the coming year



- a Continual cycle of new idea generation & team building
- b Teams learn from experience & pass on best practise to others
- c Agree, realistic actions plans to better coordinate

Goal: Team Building, Management & Metrics - (G116)

Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local





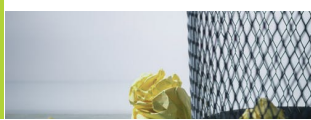
residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.

| Related Project Ideas | Rate | Comments |
|---|------|----------|
| Anti-Plastic Campaign (P343): Encourage businesses to use non-plastic alternatives. Remove all plastic litter from the area (Case Study: 457) Plastic clean-up program | | |
| Community Electrical Equipment Recycling Project (P371): This is where the local community organise a system for collecting and recycling electrical equipment. For example, some type of social enterprise managed by local people. (Case Study: 102) Recycleit | | |



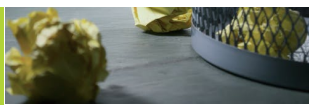
Goal: Awareness, Understanding & Skills - (G117)

| Related Project Ideas | Rate | Comments |
|---|------|----------|
| Change Attitudes to Farm Waste (P385): A project to change attitudes to farm waste so that it can be seen as a source that can help the area, economically and environmentally. (Case Study: 115) Changing the Attitude Towards Farm Waste | | |



Goal: Preserve, Support & Develop - (G118)

When business work together, they create opportunities to collective implement more sustainable waste practises through training, understanding of local waste assets and in identifying new waste management solutions. ***** Reduce Home Waste Implement



management solutions. Reduce Home Waste Implement measures to help homeowners reduce domestic waste and encourage recycling Waste management in the home is an important aspect of community waste management initiatives. Local residents should be provided with easy access to a range of waste re-use and recycle options, and also need to be educated on best practises in home waste management practices.

| Related Project Ideas | Rate | Comments |
|--|------|----------|
| Local Business Waste Audit (P158): Invite all local business owners to undertake an audit of the wastes they produce. Compile this research into a single presentation so business owners may identify opportunities to a) Work together to identify new reuse options b) Work together to find suitable waste contractor | | |
| Promotion of Waste Management (P159): Working with local council, waste companies, EPA and other waste management oragnisations. Implement a program of education on waste management (reduce, reuse, recycle) (Case Study: 536) Zero Waste Community Toolkit | | |
| Explore and Develop Waste Reuse Options (P160): Using the findings from the waste audit, work with wide variety of local stakeholders to identify opportunities for reuse of local waste streams. | | |
| Local Home Waste Audit (P163): Invite all local home owners to undertake an survey of the wastes they produce. Compile this research into a single presentation. | | |
| Encourage Better Awareness of Waste Management (P164): Working with local council, waste companies, EPA and other waste management oragnisations. Implement a program of education on waste management (reduce, reuse, recycle) | | |
| Develop Waste Reuse Options (P165): Using the findings from the waste audit, work with wide variety of local stakeholders to identify opportunities for reuse of local waste streams. | | |
| Community Electronic Waste Recycling Collection Day (P189): Electronic waste is particularly harmful to the environment when disposed of incorrectly. By organising a community Waste Electrical and Electronic Equipment (WEEE) recycling day it allows local homeowners and business owners to dispose of their waste in an environmentally friendly manner. | | |
| Recycle Coffee Waste (P190): Coffee is one of the largest traded commodities in | | |

the world but less than 0.1% of the coffee plants biomass ends up in your daily brew, the other 99.9% goes to waste, most often landfill. We can use coffee grounds for growing mushrooms as they make a fantastic substrate.

[\(Case Study: 492\)](#) Solving the coffee cup recycling challenge

Community IT Waste Recycling Project [\(P485\)](#):
Set up a group which can champion the recycling of any electrical items battery items such as computers, printers, washing machines, dishwashers mobile phones and car batteries.

[\(Case Study: 250\)](#) Recycle IT: Clondalkin Community Recycling Initiative

Equipment for Renewable Energy [\(P593\)](#):
A micro-enterprise received EAFRD support to purchase the equipment for producing renewable energy and achieve significantly reduced operational costs and level of energy autonomy.

[\(Case Study: 370\)](#) Producing electricity from Renewable sources

Start The Last Plastic Straw Movement [\(P725\)](#):
The Last Plastic Straw is a global movement to eliminate single-use plastic straws from our communities. By becoming aware of the issue yourself and mobilising a movement within your community to limit and ultimately eliminate the use of plastic straws, you can bring about wider behaviour change and reduce the amount of single-use plastic damaging our planet.

Start A Community Fridge [\(P732\)](#):
Community Fridges are communal places where surplus food is shared with the local community by local businesses and individuals. This helps people connect to their communities, access nutritious food, save money and reduce waste.

[\(Case Study: 546\)](#) Foodshare Kerry Launches First Community Fridge In Tralee

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.

- a Organise an annual public "Community Huddle",
- b Team agree huddle plans, coordination and implementation
- c Present individual plan & celebrate

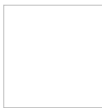
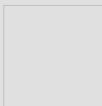


- a Creates meaningful engagement between local Teams
- b Short, actionable recurring meeting keep teams on track
- c Measures success/progress

Sample Local commitments

| I own a house | <input checked="" type="checkbox"/> |
|--|-------------------------------------|
| <ul style="list-style-type: none"> • Reduce Harmful Waste : To reduce the amount of harmful waste that enters the wastewater treatment systems • Unsubscribe to Junk Mail: Stop unwanted junk mail from getting delivered to your home. Opt for online mail only | <input type="checkbox"/> |

Relevant/Supporting Organisations

| Title | | Comment |
|--|--|---------|
|  | Greening Mayo Greening Mayo is Mayo County Council's Environment Awareness page and hosts information on recycling, waste prevention, litter awareness and composting services in County Mayo. | |
|  | Zero Waste Alliance Ireland Zero Waste Alliance Ireland is working for a zero waste economy that transforms what we used to call "waste" into "inputs" for industry. | |