

Wake up to Waste: Phase II

Phase II Activities Summary

September 2003

Wake up to Waste Campaign Phase II

The Wake up to Waste Campaign aims to create a new culture which questions how and why we produce waste and puts in place a level of awareness and knowledge necessary to ensure the public act to reduce this waste.

Phase I was developed as a high profile heavy weight campaign to raise awareness of the waste issue in Northern Ireland, a subject in which there was little interest and to encourage public involvement in the consultation process with District Councils over Waste Management Plans. The campaign strapline for this Phase was 'Your Waste, your Problem, your Say'. A variety of media types were employed to deliver and support the message.

Phase I was effective in raising the profile of waste:

- 10% of NI households responded to the public consultation on the Waste Management Plans.
- 40% of survey respondents thought waste was a more important social issue, that before campaign, with 90% recognising it as serious environmental threat.
- 14 million opportunities to see the 'Wake up to Waste' message through media and PR activity
- An up to 30% increase in materials collected for recycling by waste contractors.

Phase II of the campaign is a call to Action focussed on a Daily Doables message: Simple everyday actions that individuals can take. A summary of the activities and creative images used to deliver this message is contained in this report.

The key features of Phase II are:

- **'Call to Action'** based on the incremental gradualism concept outlined above, highlighting the 'Daily do-ables'.
- **Race Competition:** An interactive element involving families, schools, business and organisations in creating and adopting their own do-ables.
- **Retail Partnership:** Developing a partnership with key retailers as a means of communicating with consumers and extending participation to these and other key non-domestic targets.
- **Duty of Care:** Communications targeted at businesses to raise awareness of new regulations and their legal obligations.

Media Programme

		No. Slots/Locations	Dates
TV	Doables TV advert	816 TVRs	Oct-Nov 2002 Dec 2002 Feb 2003
	Race TV advert	932 TVRs	Jan 2003 Feb 2003
	Care TV advert	418 TVRs	Oct- Nov 2002 Jan 2003
Radio	Doables adverts	968 slots	Nov 2002 Dec 2002 Jan 2003 Feb 2003
Outdoor	48 Sheets	103 locations	Jan 2003
	Shopperlites and adshels	202 locations	Nov- Dec 2002 Dec 2002- Jan 2003
	Bus midrears & streetliners	279 locations	Feb 2003
Press	Business	13 titles	Nov 2002 Jan 2003
	Consumer	31 titles	Nov 2002 Jan 2003
Website	Launch of redesigned site		Oct 2002

Events and PR programme

		Dates
<i>Phase II</i>	Launch at Forge Primary School	Oct 2002
<i>Race Competition</i>	Launch	Jan 2003
	Closing date	Feb 2003
	Appearance on Kelly Show	Mar 2003
<i>Retail Partnership</i>	Launch at Stomont, Long Gallery	Oct 2002
<i>Waste Management Plans</i>	Determination Event	Nov 2002
<i>Other events</i>	CIWM Conference	Jun 2003
	Balmoral Show	May 2003
	Chamber of Commerce meetings	Nov 2002- Jun 2003
	Duty of Care Roadshows	Jan- Feb 2003
	Belfast Telegraph Business Awards	Apr 2003

1: Media Programme

TV Advertising

The successful impact of TV in Phase I supported its use at the centre of the communications strategy for Phase II. In total three TV adverts were employed for this phase covering the main areas of the campaign.

- 'Daily Do-ables' 3Rs
- Duty of Care
- Race Competition

Visuals from Daily Do-oables 3Rs





Visuals from the Duty of Care Advert



Visual from Race TV advert

Television Script

60 Seconds

VISION/CAPTIONS

SOUND

Open on satellite view of the earth
In space and quickly zoom into an aerial
View of Northern Ireland, in a fast aerial
Shot, descending / swooping to the
Perfect Consumer Family on a hillside.

“What a Wonderful World”

MVO (warm and intimate over
instrumental opening)

NINE OUT OF TEN PEOPLE IN
NORTHERN IRELAND AGREE THAT
WE MUST CHANGE – OR WE’LL
RUIN OUR WORLD WITH OUR
WASTE.

First cuts of idyllic Family on hillside.

BUT HOW?

Chicken skin slaps onto mum’s face.

SFX: CHICKEN SKIN ON HEAD

Family caught up in snowstorm of waste.

BOY’S MVO:
AFTER THE CHICKEN SKIN HIT
MUMMY,

Cut to new footage, shot zanily:
Family at mealtime.

WE STARTED TO WAKE-UP-TO-
WASTE.

CU of Dad’s lips saying:
“REDUCE, RE-USE AND RECYCLE”
in sync with boy’s voice

REDUCE, RE-USE AND RECYCLE
DAD SAID,
AND SO

Family shopping in supermarket as kids
Reject packaged oranges and choose
loose ones. Float “REDUCE” caption
across frame.

WE STARTED TO REDUCE BY
BUYING THINGS WITHOUT
PACKAGING.

Family at checkout as the kids say no to
new bags and produce their old bags to
pack groceries. Float “RE-USE” caption
across frame.

WE STARTED TO RE-USE BY
TAKING OUR SUPERMARKET
BAGS BACK AGAIN AND AGAIN
TO PACK OUR GROCERIES.

Zany shot of family separating their
bottles at a bottle bank.
Float “RECYCLE” caption across

AND WE STARTED TO RECYCLE
BY TAKING OUR EMPTY BOTTLES
TO THE BOTTLE BANK, ON OUR

frame.

ECU of Dad amusingly saying “Reduce, Re-Use and Recycle” in sync with boy’s voice, with “Reduce Re-Use Recycle” caption floating through frame.

Pull back to reveal Mum teasing him playfully, with her lips in sync with Boy’s MVO.

The couple laugh and cuddle in shared fun and the kids giggle at them.

He sings to his wife, full of fun.

Dissolve to hillside and pull back in reverse of opening to reveal Northern Ireland and the world from space.

Super end titles:
“WAKE-UP-TO-WASTE
Today and everyday –
Reduce, Re-Use, Recycle”.

Stet Reveal: www.wakeuptowaste.org

SHOPPING TRIPS.

EVERY DAY DAD SAID REDUCE,
RE-USE AND RECYCLE AND WE
DID.

BUT MUMMY SAID
“CAN I RECYCLE YOU FOR A
YOUNGER MODEL?”

Music Mix into new track

SO HE SANG:

“DON’T THROW YOUR LOVE
AWAY OH NO, NO NO”

AND WE SAID,
IF WE ALL DON’T WAKE-UP-TO-
WASTE

WE’LL BE THROWING OUR WORLD
AWAY...

Television Script

30 Seconds

VISION/CAPTIONS SOUND

MVO (intimate – over music mix of “What a Wonderful World”)

Opening sequence, zoom into earth from Space, into Northern Ireland, into hillside.	IF YOU RUN A BUSINESS LARGE OR SMALL YOU NEED TO WAKE-UP-TO-WASTE.
New footage – dissolve through -	
CU of business executive at desk chucking scrunched paper into bin but freeze his look as the point hits home.	NEW LAWS IN NORTHERN IRELAND MEAN THAT <u>EVERY</u> BUSINESS HAS A <u>DUTY OF CARE</u> IN HANDLING OR DISPOSING OF WASTE.
	BY LAW, WASTE IS EVERYBODY’S <u>BUSINESS</u> , INCLUDING YOURS.
CU of a lady shopkeeper in retail overall / coat pushing cardboard into bin but freeze her look as the point hits home.	
CU of builder at skip dumping debris in skip, but freeze his look as the point hits home.	AND IF YOUR BUSINESS BREAKS THE DUTY-OF-CARE REGULATIONS, YOU COULD FACE FINES OF UP TO £5,000
Reverse out of a hillside and pull back to reveal Northern Ireland and captions “up to £5000 fine”, then “unlimited fines at higher courts”.	IN A MAGISTRATES COURT, OR UNLIMITED FINES AT A HIGHER COURT.
Pull out to reveal the earth in space. Reveal:	TO FIND OUT MORE VISIT WAKEUPTOWASTE.ORG
www.wakeuptowaste.org Reveal “Today and Everyday – Reduce, Re-Use, Recycle”.	

Television Script

40 Seconds

RACE Competition

VISION/CAPTIONS SOUND

MVO (over music edit of “What a Wonderful World”)

From space, zoom into earth then into Northern Ireland.	THE CLOCK IS TICKING AND THE RACE TO
Find Family on hillside and show them racing.	REDUCE, RE-USE AND RECYCLE IS ON.
Over Family racing reveal “TOP TWENTY IDEAS” flying through frame.	ENTER YOUR TOP TWENTY IDEAS
Show boy drawing on paper - one side says REDUCE... he turns the page and it says “BY USING BOTH SIDES” as he draws more.	TO REDUCE,
Cut to kids washing jam jars, then fast dissolve to jam jar turned into crayon storage jar as girl fixes a bow from chocolate box to it.	RE-USE
Cut to family separating papers and magazines at recycling amenity facility.	AND RECYCLE WASTE
Cut to kids racing to pop entry into box. Reveal “or at www.wakeuptowaste.org ”	IN THE ENTRY BOX AT YOUR LOCAL SUPERMARKET
Cut to out-takes of family laughing on Hillside and super / fly-through captions-	AND YOU COULD WIN WAKE-UP-TO-WASTE AWARDS
“BEST FAMILY TOP TWENTY”	FOR THE BEST FAMILY TOP TWENTY,
“BEST SCHOOL TOP TWENTY”	BEST SCHOOL TOP TWENTY,
“BEST BUSINESS TOP TWENTY”	BEST BUSINESS TOP TWENTY
“BEST COMMUNITY GROUP TOPTWENTY”	AND BEST COMMUNITY GROUP TOP TWENTY –

Cut to smiling close-up of *celebrity*.

ALL PRESENTED TO YOU IN
PERSON BY
(ENTER CELEBRITY NAME)
Music Mix into “Don’t Throw Your
Love Away”

MVO over music

Reverse of opening shot – pull back from
hillside, from Northern Ireland, from earth
into satellite view of space as captions
reveal –

THE RACE TO
REDUCE,
RE-USE AND
RECYCLE.

“WAKE-UP-TO-WASTE
Today and everyday –
Reduce, Re-Use, Recycle.”

WAKE-UP-TO-WASTE.

Reveal
www.wakeuptowaste.org

TODAY – AND EVERYDAY –
IT’S REDUCE, RE-USE AND
RECYCLE.

Radio Advertising

8 Radio scripts were developed, linked with the theme of the Daly Do-ables TV advert and covered various waste streams using facts about waste in Northern Ireland intended to make people think and consider that small changes in behaviour can make a significant difference. The scripts covered the following themes.

- Newspaper recycling
- Cardboard packaging waste
- Plastic Shopping bags
- Glass recycling
- Junk mail
- Re-using paper
- Re-usable containers
- Textile recycling

The adverts were 30 seconds long and were placed on four commercial stations

- DTR/Cool FM (Northern Ireland wide)
- City Beat (Greater Belfast)
- Q102 (Derry and Coleraine)
- Q 101(Fermanagh)

Each station ran the advert a total of 32 times with the campaign running in 4 bursts over 8 weeks, giving a total of 968 radio slots

Radio Script – Waste Management

30 Seconds

JUNK MAIL - NOVEMBER

MUSIC: What a Wonderful World

MVO: EACH HOUSEHOLD GETS AROUND 210 PIECES OF JUNK MAIL EVERY YEAR.

IF YOU'RE BINNING IT YOU'RE CONTRIBUTING TO THE 160,000 TONNES OF PAPER WASTE GOING TO LANDFILL.

CHANGE YOUR WORLD IN 3 R'S – REDUCE, REUSE AND RECYCLE.

CONTACT THE MAILING PREFERENCE SERVICE ON 020 7291 3310 AND REDUCE THE AMOUNT OF JUNK MAIL YOU RECEIVE – INSTEAD OF THROWING IT AWAY.

MUSIC: Don't Throw Your Love Away

IT'S THAT EASY....

SO YOU'VE NO EXCUSE NOT TO REDUCE, REUSE, RECYCLE EVERYDAY. YOUR WAY TO WAKE-UP-TO-WASTE.

Radio Script – Waste Management

30 Seconds

GLASS - DECEMBER

MUSIC: What a Wonderful World

MVO: 52,000 TONNES OF GLASS END UP IN LANDFILLS EVERY YEAR.

ALL OF IT COULD BE RECYCLED.

IF ONE PERSON RECYCLED TWO WINE BOTTLES EACH MONTH, WE COULD REDUCE GLASS WASTE BY OVER 17,000 TONNES EACH YEAR.

WASTE GLASS CAN BE RECYCLED INTO NEW BOTTLES AND JARS, ROAD SURFACES AND CERAMIC TILES.

A LOT, WHEN YOU CONSIDER 52,000 TONNES OF GLASS ENDS UP IN LANDFILL.

CHANGE YOUR WORLD IN 3 R'S – REDUCE, REUSE AND RECYCLE.

TAKE EMPTY BOTTLES TO YOUR LOCAL BOTTLE BANK AND USE GLASS JARS FOR STORING SMALL ITEMS – INSTEAD OF THROWING THEM AWAY.

MUSIC: Don't Throw Your Love Away
IT'S THAT EASY....
SO YOU'VE NO EXCUSE NOT TO REDUCE, REUSE, RECYCLE..
EVERYDAY.
YOUR WAY TO WAKE UP TO WASTE.

Radio Script – Waste Management

30 Seconds

PLASTIC BAGS - JANUARY

MUSIC: What a Wonderful World

MVO: IF EVERYONE IN NORTHERN IRELAND REDUCED THE NUMBER OF PLASTIC BAGS WE TAKE AT THE CHECK OUT BY HALF, WE COULD PREVENT NEARLY 900 TONNES OF PLASTIC WASTE GOING TO LANDFILL.

CHANGE YOUR WORLD IN 3 R'S – REDUCE, REUSE AND RECYCLE.

TAKE A RE-USEABLE BAG TO THE SHOPS, REUSE YOUR PLASTIC BAGS IN THE SUPERMARKET AND KEEP ONE HANDY IN THE CAR – INSTEAD OF THROWING THEM AWAY.

MUSIC: Don't Throw Your Love Away

ENTER YOUR IDEAS IN THE RACE TO REDUCE, REUSE AND RECYCLE.

PICK UP A LEAFLET FROM YOUR LOCAL SUPERMARKET TODAY.

YOUR WAY TO WAKE UP TO WASTE.

Radio Script – Waste Management

30 Seconds

PACKAGING - JANUARY

MUSIC: What a Wonderful World

MVO: ONE PERSON PRODUCES 30 KG OF CARD AND CARD PACKAGING WASTE EVERY YEAR – THAT'S ENOUGH TO COMPLETELY FILL YOUR WHEELIE BIN TWICE OVER!

BUT A LITTLE MORE THOUGHT AT THE SUPERMARKET AND WE
COULD PRODUCE A LOT LESS.

CHANGE YOUR WORLD IN 3 R'S – REDUCE, REUSE AND
RECYCLE.

CHOOSE ECONOMY PACKS, ITEMS WITH LITTLE OR NO
PACKAGING AND REUSE BOXES FOR STORAGE – INSTEAD OF
THROWING THEM AWAY.

MUSIC: Don't Throw Your Love Away

ENTER YOUR IDEAS IN THE RACE TO REDUCE, REUSE AND
RECYCLE.

PICK UP A LEAFLET FROM YOUR LOCAL SUPERMARKET
TODAY.

YOUR WAY TO WAKE UP TO WASTE.

Radio Script – Waste Management

30 Seconds

NEWSPAPER - FEBRUARY

MUSIC: What a Wonderful World

MVO: YOU READ A LOT OF RUBBISH BUT THAT'S NO REASON TO
THROW YOUR PAPERS AWAY.

IF ONE PERSON RECYCLED A PAPER OR MAGAZINE EACH DAY
WE COULD CUT PAPER WASTE BY 119,000 TONNES PER YEAR.

CHANGE YOUR WORLD IN 3 R'S – REDUCE, REUSE AND
RECYCLE.

TAKE OLD PAPERS OR MAGAZINES TO YOUR LOCAL
RECYCLING SITE OR IF POSSIBLE, USE KERBSIDE COLLECTION
– INSTEAD OF THROWING THEM AWAY.

MUSIC: Don't Throw Your Love Away

ENTER YOUR IDEAS IN THE RACE TO REDUCE, REUSE AND
RECYCLE.

PICK UP A LEAFLET FROM YOUR LOCAL SUPERMARKET
TODAY.

YOUR WAY TO WAKE UP TO WASTE.

TEXTILES

MUSIC: What a Wonderful World

MVO: EACH HOUSEHOLD THROWS OUT THE EQUIVALENT OF A
SMALL SUITCASE OF CLOTHES EVERY YEAR.

OVER HALF COULD BE SOLD IN CHARITY SHOPS OR SENT TO
THOSE IN NEED.

CHANGE YOUR WORLD IN 3 R'S – REDUCE, REUSE AND
RECYCLE.

TAKE OLD CLOTHES TO A CHARITY SHOP OR CLOTHING BANK
OR CUT UP WORN OUT CLOTHES AND USE THEM AS DUSTERS
– INSTEAD OF THROWING THEM AWAY.

MUSIC: Don't Throw Your Love Away

ENTER YOUR IDEAS IN THE RACE TO REDUCE, REUSE AND
RECYCLE.

PICK UP A LEAFLET FROM YOUR LOCAL SUPERMARKET
TODAY.

YOUR WAY TO WAKE UP TO WASTE.

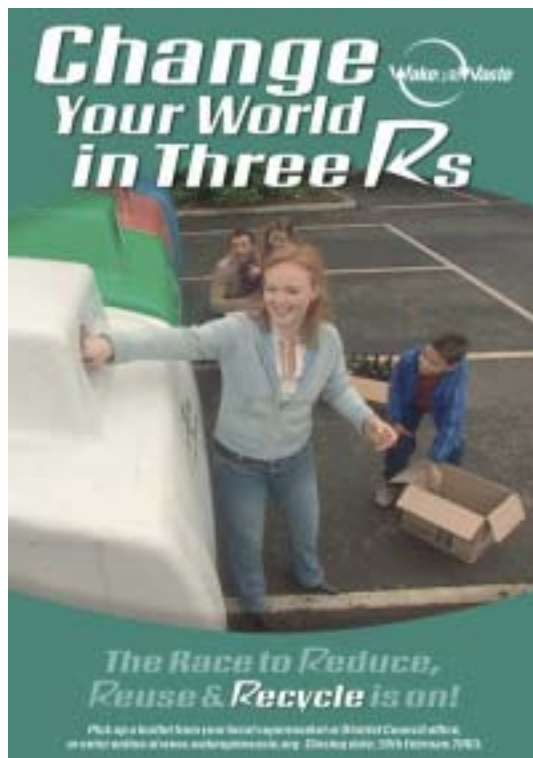
Outdoor Media

48 sheet posters, shopperlites, adshels, bus midrears and streetliners were all used to convey the 'Wake up to Waste' message outdoors. Visuals were selected to impact on behaviour e.g. Shopping related posters outside supermarkets.

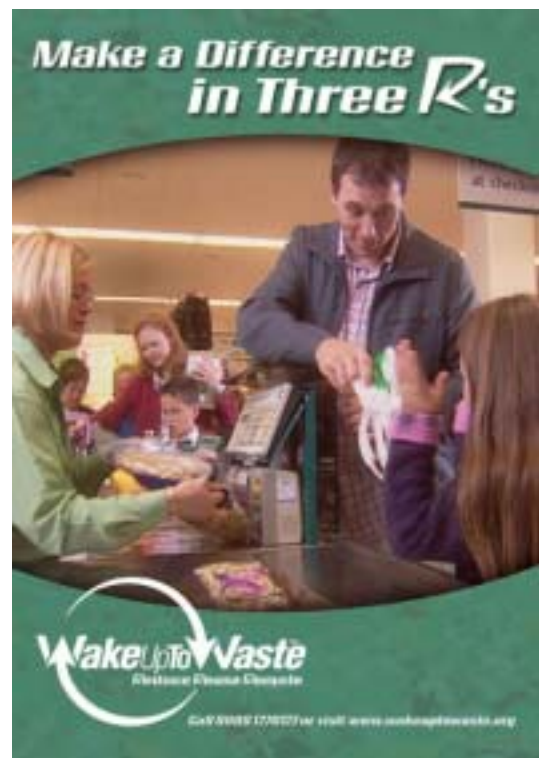
48 Sheet Outdoor Poster Locations



Town	No. Billboards
Antrim	1
Ballymena	5
Bangor	3
Belfast	50
Larne	1
Lisburn	4
Newtownards	1
Arc 21 Total	65
Ballymoney	1
Coleraine	2
Derry	9
Limavady	2
Magherafelt	4
Portrush	1
Portstewart	1
NWRWVG Total	20
Armagh	2
Banbridge	4
Cookstown	1
Dungannon	1
Enniskillen	4
Lurgan	3
Newry	4
Omagh	1
Portadown	1
Strabane	3
SWaMP Total	24



Shopperlites and Adshels



Shopperlite and adshel Locations

<i>Town</i>	No. Shopperlites / Adshels
1. <u>Antrim</u>	5
Ballyclare	2
Ballymena	4
Bangor	5
Belfast	54
Carrickfergus	6
Castlereagh	3
Comber	2
Downpatrick	3
Dundonald	7
Dunmurry	2
Glengormley	9
Holywood	2
Larne	2
Lisburn	9
Newcastle	2
Newtownabbey	3
Newtownards	2
Saintfield	1
Whiteabbey	1
Arc 21 Total	124
Ballymoney	2
Coleraine	12
Derry	9
Lisnady	1
Magherafelt	2
NWRWVG Total	26
Armagh	1
Banbridge	6
Cookstown	4
Dungannon	3
Enniskillen	6
Kilkeel	2
Lurgan	3
Newry	8
Omagh	9
Portadown	8
Strabane	2
SwaMP Total	52

Streetliners and Mid Rears

The Clock is ticking

Enter the Race to
Reduce, Reuse
and *Recycle*
by 28th Feb.

Wake Up to Waste
Reduce Reuse Recycle

Enter at your local Supermarket, your local District Council Office or online at www.wakeupwaste.org.

The Clock is ticking

Enter the Race to
Reduce, Reuse
and *Recycle*
by 28th Feb.

Wake Up to Waste
Reduce Reuse Recycle

Enter at your local Supermarket, your local District Council Office or online at www.wakeupwaste.org.

Locations

Council	No. Streetliners	No. Mid Rears
Antrim		9
Ballymena		28
Bangor	10	
Belfast Falls	15	
Belfast Great Victoria Street	10	
Belfast Newtownabbey	11	
Belfast Short Strand	15	
Larne		12
Lisburn	10	6
Newcastle		5
Newtownards	10	1
ARC 21	81	61
Coleraine		38
Derry City		11
Derry County		26
Magherafelt		21
NWRWVG	0	96
Armagh		21
Craigavon		22
Downpatrick		17
Dungannon		15
Enniskillen		10
Newry		30
Omagh		7
SWaMP	0	122
Total no. of panels	81	279

Press Activities

Press adverts were placed in regional, local, businesses and trade press titles, in addition to the editorial press coverage achieved through PR. An advert was also placed in the Northern Ireland Local Government Handbook.

Duty of Care

Now regulated in Northern Ireland, every business must ensure that its **Duty of Care** for handling or disposing of waste is correct.

If your business breaks the Duty of Care regulations, you could face **fines of up to £5,000** or a **Maximum Sentence of 12 months** in prison.

To find out more or check the new regulations will affect your business, visit www.wakeupwaste.org or call the **Duty of Care helpline** on **028 9054 6450**.

Wake Up to Waste
Reduce Reuse Recycle

Duty of Care
Advert: Business
Press

The Biggest Issue. And it's Growing!

94% of the public agrees.

Waste is the biggest local government issue in Northern Ireland today. And it's growing. Each year 158,000 tonnes of paper waste, 1582 tonnes of supermarket plastic bags and 32,000 tonnes of glass go to landfill. We produce 1.4 tonnes of household waste. Every person is responsible for 30kg of card and card packaging waste.

You can imagine the consequences for our economy, tourism and quality of life.

Only by implementing the 3Rs - **Reduce, Reuse Recycle** - can reduce our waste mountains dramatically. Councils and communities are rising to the challenge, but your commitment and leadership could make all the difference. The public is sending an plea for put waste at the top of your agenda.

Wake up to Waste.
Visit www.wakeupwaste.org

Reduce
Reuse
Recycle

Wake Up to Waste
Reduce Reuse Recycle

Northern Ireland
Local Government
Handbook Advert

Race Competition

A competition entitled 'The Race to Reduce, Re-use and Recycle' was launched with a re-edit of the TV advert explaining the competition, detailing how to enter.

The Race to Reduce, Reuse & Recycle is on!

Be a winner in 3.5%. Enter your top twenty ideas to Reduce, Reuse and Recycle and you could win Wake up to Waste awards for the best family top twenty, best School top twenty, best Business top twenty and best Community Group top twenty.

Here are some of our ideas:

1. Buy less disposable products like razors.
2. Don't throw carrier bags away. Use them again and again for your shopping.
3. Try to choose products in the supermarket with little or no packaging.
4. Take old clothes to the charity shop or cut them up for dusters.
5. Contact the mailing preference service on 020 229 3300 to reduce any unwanted mail you receive.

Now we want to see yours!

Pick up a leaflet from your local Supermarket or District Council Office, or order online at www.wakeupwaste.org.

Closing date: 23rd February 2003.

Safeway **Asda** **TESCO** **Super Value** **MARCA & OUTLET**

Wake up to Waste www.wakeupwaste.org

Race Competition Advert: Regional and Local Press

The Race to Reduce, Reuse & Recycle is on!

Be a winner in 3.5%. Enter your top twenty ideas to Reduce, Reuse and Recycle and you could win Wake up to Waste awards for the best family top twenty, best School top twenty, best Business top twenty and best Community Group top twenty.

Here are some of our ideas:

1. Buy less disposable products like razors.
2. Don't throw carrier bags away. Use them again and again for your shopping, or in the house as bin liners and paper bags.
3. Try to choose products in the supermarket with little or no packaging.
4. Take old clothes to the charity shop or cut them up for dusters.
5. Contact the mailing preference service on 020 229 3300 to reduce any unwanted mail you receive.

Now we want to see yours!

Pick up a leaflet from your local Supermarket or District Council Office, or order online at www.wakeupwaste.org.

Safeway **Asda** **TESCO** **Super Value** **MARCA & OUTLET**

Wake up to Waste www.wakeupwaste.org

Race Competition Advert: Regional and Local Press

Website

The Website was redesigned and updated for phase II to reflect the campaign message and include more information. It also features a page on the Retail Partnership which includes all partners logos.



2: Initiatives and PR activity

Press releases, photo opportunities TV and radio features were employed as part of PR activity to promote the 3rs message, achieving 13 million opportunities to see in total for Phase II.

Issues covered by press releases include:

- Paul Rankin Cup for Life initiative and Business Breakfast as part of Belfast City Council Waste Week
- Re-usable Nappies initiative to coincide with Real Nappy Week
- Tree-cycling Christmas Tree recycling initiative
- Council and Press trip to Frieberg in Germany
- Launch of Retail partnership
- Chamber of Commerce Meetings

Many other issues were also covered and during Belfast Waste week the Belfast Telegraph carried the Wake up to Waste brand and a message asking that the paper be recycled after it had been read.

PR Summary Tables

TV

Date	Title	Headline	Author	Time	Length	OTS
16-Oct-02	ITV ULSTER	Pamela Ballantine report on Daily Doubles	Pamela Ballantine	1740	240	64,400
4-Nov-02	BBC1	News: Councils/Wake up to Waste		1820	135	76,600
4-Nov-02	UTV	UTV: Councils/Wake up to Waste		1815	140	140,000
21-Mar-03	UTV	Kelly Show - Wake up to Waste Awards	Gerry Kelly	2220	1,800	155,100
27-May-03	ITV ULSTER	Brian Black Frieberg feature	Brian Black	1746	170	87,500
28-May-03	ITV ULSTER	Brian Black Frieberg feature	Brian Black	1745	175	87,900
29-May-03	ITV ULSTER	Brian Black Frieberg feature	Brian Black	1744	180	57,400
2-Jun-03	BBC TV NORTHERN IRELAND	Lunchtime news - Belfast City Council blue bin roll out	Mike McKimm	1338	120	74,600
2-Jun-03	BBC TV NORTHERN IRELAND	Teatime news - Belfast City Council blue bin roll out	Mike McKimm	1845	120	92,900
2-Jun-03	ITV ULSTER	News - Belfast City Council blue bin roll out	Jamie Delargey	1812	120	148,700
9-Jun-03	BBC TV NORTHERN IRELAND	Frieberg feature	Mike McKimm	1845	180	92,900
10-Jun-03	BBC TV NORTHERN IRELAND	Frieberg feature	Mike McKimm	1846	180	96,000
10-Jun-03	BBC TV NORTHERN IRELAND	Frieberg feature	Mike McKimm	1846	180	96,000
			Total		3,740	####

Radio

Date	Title	Headline	Author	Time	Length	OTS
16-Oct-02	BBC ULSTER RADIO	Evening Extra - Report on Daily Dobbies		1755	180	42,497
16-Oct-02	IR CITY BEAT FM 96.7 BELFAST	Report on Daily Dobbies with Steve Aston		1703	90	9,586
17-Oct-02	BBC RADIO ULSTER	Evening Extra: Wake up to Waste		1825	180	35,218
17-Oct-02	CITY BEAT FM 96.7	News: Wake up to Waste		1703	57	9,586
17-Oct-02	CITY BEAT FM 96.7	News: Wake up to Waste		1102	57	9,586
17-Oct-02	CITY BEAT FM 96.7	News: Wake up to Waste		1202	57	9,586
17-Oct-02	CITY BEAT FM 96.7	News: Wake up to Waste		1304	57	9,586
4-Nov-02	BBC RADIO FOYLE	Newsdesk Councils/Wake up to Waste		1310	265	12,734
4-Nov-02	BBC RADIO FOYLE	Mark Patterson: Councils/Wake up to Waste		1520	435	10,763
4-Nov-02	BBC RADIO ULSTER	Evening Extra: Councils/Wake up to Waste		1736	315	42,497
4-Nov-02	DOWNTOWN RADIO 1026/96.4	News: Councils/Wake up to Waste		1302	75	35,544
5-Nov-02	BBC RADIO ULSTER	Good Morning Ulster: Councils/Wake up to Waste		827	330	89,335
23-Jan-03	BBC RADIO ULSTER	Talkback: Lisburn Bin Scheme		1230	25	52,572
14-Mar-03	BBC RADIO ULSTER	Representatives of Down & Cork Councils	David Dunseith	1233	20	52,573
4-Jun-03	BBC ULSTER RADIO	GMU - Paul Rankin 'Cup For Life' report		845	120	80,407
4-Jun-03	IR CITY BEAT FM 96.7 BELFAST	Drivetime news - Paul Rankin 'Cup For Life' report		1705	60	9,586
			Total		2,323	511,656

Business Press

Date	Title	Headline	Author	Size	OTS
1-Mar-03	FOOD TECHNOLOGY AND PACKAGING	NIPAK - Northern Ireland's own packaging compliance scheme		75	7,370
1-Mar-03	RETAIL GROCER	Bag it!		46	13,189
1-May-03	CATERING & LICENSING REVIEW	Waste not want not	Nicola Jamison	609	12,682
			Total	730	33,241

Regional Press

Date	Title	Headline	Author	Time	Length	Size	OTS
2-Oct-02	NEWS LETTER	New laws to bin illegal dumping	Helen McGurk		0	240	72,820
11-Oct-02	BELFAST TELEGRAPH	Tele joins Wake up to Waste drive	Marie Foy		0	380	242,004
16-Oct-02	BELFAST TELEGRAPH	Public urged to reduce wastage	David Gordon		0	517	242,004
31-Oct-02	NEWS LETTER	Environment issues in the bag for Minister			0	88	72,820
4-Nov-02	BELFAST TELEGRAPH	New bins on front line in waste war	David Gordon		0	195	242,004
5-Nov-02	NEWS LETTER	Councils go green in waste management			0	143	72,820
10-Nov-02	SUNDAY LIFE	Advert: Duty of care			0	540	235,972
20-Dec-02	FARM WEEK	Your views on waste...			0	48	29,416
14-Jan-03	NEWS LETTER	Legislation to clamp down on waste issues	Anne Palmer		0	115	72,820
21-Jan-03	BELFAST TELEGRAPH	Firms given stern waste warning	Nigel Tilson		0	120	242,004
10-Mar-03	NEWS LETTER	Waste learning curve in Coleraine			0	7	72,820
25-Mar-03	BELFAST TELEGRAPH	Not a moment to waste for busy Clive			0	210	242,004
1-Apr-03	BELFAST TELEGRAPH	Primary school tops the class in tackling waste			0	369	242,004
11-Apr-03	BELFAST TELEGRAPH	Shopping for disposable nappies? Don't be so rash	Karen Ireland		0	800	242,004
11-Apr-03	BELFAST TELEGRAPH	Companies that caught the eye of the judging panel			0	13	242,004
14-Apr-03	BELFAST TELEGRAPH	ICS Computing lifts recycling accolade			0	258	242,004
26-Apr-03	BELFAST TELEGRAPH	Council taken to task over recycling	Gary Grattan		0	11	242,004
28-Apr-03	IRISH NEWS	Children put recycling principles into practice	Aeneas Bonner		0	538	112,528
17-May-03	IRISH NEWS	'Green tax is killing off quarry jobs'	John Manley		0	238	112,528
20-May-03	BELFAST TELEGRAPH	Moves afoot on bin front as City Council goes green	Peter O'Reilly		0	380	242,004
24-May-03	NEWS LETTER	Wild about waste			0	180	72,820
2-Jun-03	BELFAST TELEGRAPH	Belfast rolls out recycling bins	David Gordon		0	151	242,004
3-Jun-03	BELFAST TELEGRAPH	Wake up to Waste logo			0	17	242,004
3-Jun-03	BELFAST TELEGRAPH	Wake up to Waste logo			0	17	242,004
3-Jun-03	BELFAST TELEGRAPH	Wake up to Waste logo			0	17	242,004
3-Jun-03	BELFAST TELEGRAPH	Wake up to Waste logo			0	17	242,004
3-Jun-03	BELFAST TELEGRAPH	Wake up to Waste logo			0	17	242,004
3-Jun-03	IRISH NEWS	Blue bin collections to start later this week			0	115	112,528
4-Jun-03	BELFAST TELEGRAPH	Photo: Paul Rankin & Lisa Titterington launch 'Cup For Life'			0	161	242,004
4-Jun-03	BELFAST TELEGRAPH	Photo: Paul Rankin & his 'Cup For Life'			0	156	242,004
4-Jun-03	BELFAST TELEGRAPH	Slight rise in rate of recycling	David Gordon		0	42	242,004
4-Jun-03	BELFAST TELEGRAPH	It's time to bin our old habits			0	317	242,004
4-Jun-03	BELFAST TELEGRAPH	Lessons from the green capital of Europe	David Gordon		0	978	242,004
4-Jun-03	NEWS LETTER	New bins to help reduce waste			0	75	72,820

12-Jun-03	IRISH NEWS	Lord mayor opens first Belfast waste fair		0	180	112,528
12-Jun-03	IRISH NEWS	Energy First delivers think green message	Valerie Robinson	0	604	112,528
17-Jun-03	BELFAST TELEGRAPH	Rubbish tips from Europe	David Gordon	0	104	242,004
19-Jun-03	NEWS LETTER	Need for waste policy stressed		0	38	72,820
			Total		8,396	6,976,680

Local Press

Date	Title	Headline	Author	Size	OTS	
9-Oct-02	ANTRIM TIMES	It's in the bag		304	6,533	
9-Oct-02	BALLYMENA TIMES	It's in the bag		304	20,690	
9-Oct-02	BALLYMONEY & MOYLE TIMES	Use shopping bags for life' - Nesbitt		149	9,073	
17-Oct-02	BELFAST NEWS	Photo: Waking up to Waste		95	116,579	
24-Oct-02	LURGAN & PORTADOWN EXAMINER	Council grants permission for graffiti artists		12	23,958	
24-Oct-02	NEWTOWNARDS SPECTATOR	3.85m pounds to fight waste		234	4,177	
6-Nov-02	ANTRIM GUARDIAN	Green light for council's waste management plans		144	5,989	
6-Nov-02	EAST ANTRIM GUARDIAN	Green light for council's waste management plans		144	5,989	
7-Nov-02	ARMAGH - DOWN OBSERVER	Green light for waste management		168	30,491	
7-Nov-02	BELFAST NEWS	Advert: Duty of care		600	116,579	
7-Nov-02	BELFAST NEWS	Waste plan given the green light		202	116,579	
7-Nov-02	CARRICK TIMES	Waste not, want not!	Michelle Weir	253	9,728	
7-Nov-02	LARNE TIMES	Council is given green light for waste proposals		144	9,726	
7-Nov-02	STRABANE WEEKLY NEWS	Photo: Artigarvan Primary School who took part in waste campaign		190	5,238	
7-Nov-02	STRABANE WEEKLY NEWS	Photo: St Columba's Primary School who took part in waste campaign		190	5,238	
8-Nov-02	DERRY JOURNAL	School kids get 'wake up to waste' message		596	56,420	
13-Nov-02	BALLYMENA GUARDIAN	Council gets green light for waste management plans		546	40,292	
13-Nov-02	BALLYMONEY & MOYLE TIMES	Council gets green light for new waste management plans		515	9,073	
14-Nov-02	COUNTY DOWN SPECTATOR	New law puts spotlight on Geddis farm	Bernard Johnston	492	26,971	
14-Nov-02	COUNTY DOWN SPECTATOR	New waste plan revealed		385	26,971	
14-Nov-02	NEWTOWNABBEY TIMES	Photo: Newtownabbey Council & Tesco launch recycling scheme		110	9,726	
14-Nov-02	TYRONE CONSTITUTION	Raising the profile of Blue Bin scheme		212	20,507	
14-Nov-02	TYRONE CONSTITUTION	Minister gives district councils green light for waste management		378	20,507	
14-Nov-02	TYRONE CONSTITUTION	Important milestone reached, says Omagh councillor		192	20,507	
15-Nov-02	DERRY JOURNAL	It's time the North West wakes up to waste		126	56,420	
15-Nov-02	PORTADOWN TIMES	Plan to give households recycling bin	Mairead Holland	607	25,053	
21-Nov-02	COUNTY DOWN SPECTATOR	Environment committee a waste of time, asks Wallace?		247	26,971	
21-Nov-02	NEWTOWNARDS SPECTATOR	Environment committee a waste of time, asks Wallace?		247	4,177	
27-Nov-02	BALLYMONEY & MOYLE TIMES	Times editor meets Secretary of State		23	9,073	
27-Nov-02	BALLYMONEY & MOYLE TIMES	District councils get green light for waste plans		224	9,073	
4-Dec-02	LONDONDERRY SENTINEL	New kerbside collection scheme		252	8,504	
4-Dec-02	ROE VALLEY SENTINEL	New kerbside collection scheme		252	3,308	
12-Dec-02	CARRICK TIMES	Your views on waste...		48	9,728	
12-Dec-02	LARNE TIMES	Your views on waste...		48	9,726	
12-Dec-02	LURGAN MAIL	Your views on waste...		48	20,649	
	Date	Title	Headline	Author	Size	OTS
12-Dec-02		NEWTOWNABBEY TIMES	Your views on waste...		48	9,726
18-Dec-02		ANTRIM GUARDIAN	Extra 3.5m pound waste funds for		161	5,989

Date	Title	Headline	Author	Size	OTS
Councils					
19-Dec-02	LURGAN MAIL	More money going to waste!		114	20,649
25-Dec-02	BALLYMONEY & MOYLE TIMES	Give us your views on waste		69	9,073
27-Dec-02	TYRONE TIMES	Put your views on waste in a letter		48	7,858
27-Dec-02	TYRONE TIMES	Extra money to deal with waste		106	7,858
2-Jan-03	COUNTY DOWN SPECTATOR	2002 woke up to waste.. and a wild goose chase		190	26,971
9-Jan-03	COUNTY DOWN SPECTATOR	Dump overload forces closure	Julie Waters	243	26,971
6-Feb-03	COLERAINE CHRONICLE	Photo: Tesco Limavady take part in Wake up to Waste		205	11,251
6-Feb-03	LIMAVADY CHRONICLE	Photo: Distribution of Blue Bins in Limavady Borough		224	11,251
6-Feb-03	LIMAVADY CHRONICLE	Photo: Tesco Limavady take part in Wake up to Waste		205	11,251
6-Feb-03	MOYLE CHRONICLE	Photo: Distribution of Blue Bins in Limavady Borough		224	11,251
20-Feb-03	COUNTY DOWN SPECTATOR	Photo: Wake up to Waste meeting in Marine Court Hotel		268	26,971
26-Feb-03	DROMORE LEADER	Latest weapon revealed		104	4,220
26-Feb-03	LONDONDERRY SENTINEL	Reducing waste in Strabane area		172	8,504
27-Feb-03	BANBRIDGE CHRONICLE	New recycling vehicle is unveiled by Council		104	12,888
27-Feb-03	MID-ULSTER OBSERVER	Photo: Wake up to Waste promo at Supervalu Cookstown		115	46,826
27-Feb-03	STRABANE CHRONICLE	Appear on the Kelly Show if you 'Wake up to Waste'		123	11,471
27-Feb-03	ULSTER GAZETTE	Recycle appeal launched		99	23,230
28-Feb-03	BALLYCLARE GAZETTE	Waking up to waste in Ballyclare		139	6,396
28-Feb-03	BALLYMENA TIMES	Waste management winner		28	20,690
1-Mar-03	NORTH BELFAST NEWS	Wake up to Waste	Andrea McKernon	127	19,200
5-Mar-03	BALLYMONEY & MOYLE TIMES	Traders Association waste no time on new legislation		651	9,073
5-Mar-03	COLERAINE TIMES	Waste management recycling		20	6,897
5-Mar-03	LONDONDERRY SENTINEL	Businesses urged to tackle waste issues		130	8,504
6-Mar-03	LURGAN MAIL	Firm reminded on duty over waste		189	20,649
8-Mar-03	NORTHERN CONSTITUTION	Wake up to waste, McCreagh urges local businesses		119	23,957
11-Mar-03	DOWN DEMOCRAT	Vox pop - opinions within the area		53	21,779
12-Mar-03	FERMANAGH HERALD	Duty of Care Legislation		36	25,843
12-Mar-03	LONDONDERRY SENTINEL	Second phase of Strabane recycling		72	8,504
13-Mar-03	BELFAST NEWS	Waste not, want not		14	116,579
13-Mar-03	COUNTY DOWN SPECTATOR	'Watch out for waste' reminder to business		132	26,971
13-Mar-03	LURGAN MAIL	More green bins on the way!		229	20,649
13-Mar-03	MID-ULSTER MAIL	Not letting it all go to waste at SuperValu		152	14,185
13-Mar-03	MID-ULSTER MAIL (SOUTH DERRY)	Not letting it all go to waste at SuperValu		152	12,579
13-Mar-03	NEWTOWNARDS SPECTATOR	'Watch out for waste' reminder to business		132	4,177
13-Mar-03	STRABANE CHRONICLE	Phase two of blue bin scheme launched		31	11,471
13-Mar-03	STRABANE WEEKLY NEWS	Strabane's Blue Bin scheme takes another step for ward		31	5,238
18-Mar-03	COLERAINE LEADER	'Bin' the criticism		21	60,760
19-Mar-03	BELFAST TELEGRAPH (NORTH WEST)	Strabane council goes blue in 'greening' campaign		24	20,690
19-Mar-03	COLERAINE TIMES	Kelly Show treat for local groups	David Rankin	548	6,897
19-Mar-03	COMM. TELEGRAPH (NEWTOWNARDS)	Getting to grips with waste		31	18,679
19-Mar-03	FERMANAGH HERALD	Belleek wakes up to waste		99	25,843
20-Mar-03	BALLYMENA	What a load of rubbish		306	10,889

Date	Title	Headline	Author	Size	OTS
	CHRONICLE				
26-Mar-03	ANTRIM TIMES	Waste not, want not		16	6,533
26-Mar-03	BALLYMENA GUARDIAN	Is recycling logical?	Billy Conway	62	40,292
26-Mar-03	DROMORE LEADER	Waking up to waste	John Hooks	472	4,220
26-Mar-03	FERMANAGH HERALD	'Little Treasures' Wake up to Waste		287	25,843
26-Mar-03	MOURNE OBSERVER (SOUTH DOWN)	"Kelly" praise for pupils		242	13,057
27-Mar-03	BELFAST NEWS	Family clinches recycling award		247	116,579
27-Mar-03	IMPARTIAL REPORTER	Little treasures with big ideas		258	30,012
27-Mar-03	MID-ULSTER OBSERVER	"Waste nots" St Brigid's School win N.I. race to reduce, reuse & recycle		195	46,826
1-Apr-03	DOWN DEMOCRAT	Burrenreagh children champion the environment	Colm Donnelly	420	21,779
2-Apr-03	CARRICKFERGUS ADVERTISER	Chairman Beggs encourages use of recycling boxes		12	5,706
2-Apr-03	CARRICKFERGUS ADVERTISER	Why black boxes and not blue bins?		46	5,706
2-Apr-03	COLERAINE TIMES	Probus Club learns the '3Rs'		9	6,897
2-Apr-03	COMMUNITY TELEGRAPH (NORTH BELFAST)	Family clean up		283	71,885
2-Apr-03	DROMORE LEADER	Lifting the lid on brown bin concerns	Paul Wilkinson	24	4,220
2-Apr-03	NORTH-WEST ECHO	School wins competition		114	69,300
3-Apr-03	BANBRIDGE CHRONICLE	School rewarded for its commitment to recycling	Alison Wright	673	12,888
9-Apr-03	BALLYCLARE GAZETTE	Pupils take part in the 'Three Rs' initiative		108	6,396
9-Apr-03	BALLYMENA GUARDIAN	Real nappies needn't cost the earth		241	40,292
9-Apr-03	BALLYMENA TIMES	Happy with your baby's nappy?		140	20,690
9-Apr-03	BALLYMONEY & MOYLE TIMES	Happy with your baby's nappy?		140	9,073
9-Apr-03	COLERAINE TIMES	Happy with your baby's nappy?		140	6,897
9-Apr-03	COLERAINE TIMES	Council set to appoint new biodiversity officer for Borough		158	6,897
9-Apr-03	COMM. TELEGRAPH (NORTH BELFAST)	Disposable nappies costing the earth		514	71,885
9-Apr-03	COMMUNITY TELEGRAPH (NEWTOWARDS)	Disposable nappies costing the earth		591	18,679
9-Apr-03	DROMORE LEADER	Happy with your baby's nappy?		140	4,220
9-Apr-03	LONDONDERRY SENTINEL	Happy with your baby's nappy?		140	8,504
9-Apr-03	MOURNE OBSERVER (SOUTH DOWN)	Dumped nappies harm the environment		114	13,057
9-Apr-03	TYRONE COURIER	Real nappies don't cost the earth		138	31,366
Date	Title	Headline	Author	Size	OTS
10-Apr-03	CARRICK TIMES	Cutting the cost to the earth of cleaning up after junior		332	9,728
10-Apr-03	CARRICK TIMES	Happy with your baby's nappy?		140	9,728
10-Apr-03	COMM. TELEGRAPH (EAST BELFAST)	Disposable nappies costing the earth		502	46,470
10-Apr-03	COMM. TELEGRAPH (SOUTH BELFAST)	Disposable nappies costing the earth		514	33,239
10-Apr-03	LARNE TIMES	Happy with your baby's nappy?		140	9,726
10-Apr-03	LARNE TIMES	How disposable nappies cost Larne ratepayers	Brian Hutton	180	9,726
10-Apr-03	MID-ULSTER MAIL	Happy with your baby's nappy?		140	26,764
10-Apr-03	MID-ULSTER MAIL (SOUTH DERRY)	Happy with your baby's nappy?		140	12,579
10-Apr-03	MID-ULSTER MAIL (SOUTH DERRY)	Waste warning for local traders		341	12,579
10-Apr-03	NEWTOWNABBEY TIMES	Happy with your baby's nappy?		140	9,726
10-Apr-03	NEWTOWNABBEY TIMES	Nappies needn't cost the earth		86	9,726
10-Apr-03	STRABANE CHRONICLE	Real nappies don't cost the earth		375	11,471

11-Apr-03	DUNGANNON OBSERVER	'Real Nappy Week'		198	32,669	
11-Apr-03	PORTADOWN TIMES	Happy with your baby's nappy?		140	25,053	
11-Apr-03	TYRONE TIMES	Happy with your baby's nappy?		140	7,858	
11-Apr-03	TYRONE TIMES	Real nappies do not cost the earth		475	7,858	
16-Apr-03	DROMORE LEADER	Doorstep recycling scheme extended	Mark Weir	31	4,220	
16-Apr-03	LISBURN ECHO	Council gives backing for real nappy campaign		268	47,281	
16-Apr-03	MOURNE OBSERVER (SOUTH DOWN)	Council seeks continuing support for recycling		12	13,057	
17-Apr-03	ARMAGH - DOWN OBSERVER	Reduce, Reuse and Recycle		14	30,491	
17-Apr-03	BALLYMONEY CHRONICLE	Local 'waste nots' win through to finals		539	15,245	
17-Apr-03	COLERAINE CHRONICLE	Local 'waste nots' win through to finals		539	11,251	
17-Apr-03	COUNTY DOWN SPECTATOR	Dreams of a 'green' Christmas come true		120	26,971	
17-Apr-03	LIMAVADY CHRONICLE	Local 'waste nots' win through to finals		539	11,251	
17-Apr-03	LURGAN & PORTADOWN EXAMINER	47% of household waste diverted		23	23,957	
17-Apr-03	MOYLE CHRONICLE	Local 'waste nots' win through to finals		539	11,251	
17-Apr-03	NEWRY REPORTER	Each household creates over one tonne of waste		10	50,400	
17-Apr-03	NEWRY REPORTER	Disposable nappies not living up to their name		63	50,400	
17-Apr-03	TYRONE CONSTITUTION	Blue bins go district-wide after successful launch of pilot scheme		13	20,507	
24-Apr-03	NEWTOWNARDS CHRONICLE	Photo: St Patrick's PS take part in Strangford Lough clean up		239	22,517	
24-Apr-03	TYRONE CONSTITUTION	Reduce, Reuse, Recycle		43	20,507	
24-Apr-03	ULSTER GAZETTE	Bin pilot sees 500 tons of waste go for composting	Dorothy McGarrity	57	23,230	
24-Apr-03	ULSTER HERALD	Reduce, Reuse, Recycle		150	26,318	
30-Apr-03	EAST ANTRIM GUARDIAN	Recycling village needed urgently		181	5,989	
1-May-03	CARRICK TIMES	Council counts cost of waste disposal bill		268	9,728	
1-May-03	LIMAVADY CHRONICLE	Urgent need for landfill in North West		471	11,251	
	Date	Title	Headline	Author	Size	OTS
7-May-03		ANTRIM GUARDIAN	Recycling village needed urgently		161	5,989
7-May-03		BALLYCLARE GAZETTE	Council signs up to new fridge disposal contract		241	6,396
7-May-03		EAST ANTRIM GUARDIAN	Recycling village needed urgently		161	5,989
8-May-03		MOYLE CHRONICLE	Recycling's in the bag thanks	Elinor Glynn	1,011	11,251
8-May-03		NEWTOWNARDS CHRONICLE	Stemming the rising tide of waste		171	22,517
8-May-03		STRABANE CHRONICLE	Fears allayed over home composting	Adrian Mullan	220	11,471
14-May-03		COLERAINE TIMES	Time running out for Craigahulliar		243	6,897
15-May-03		TYRONE CONSTITUTION	284 tonnes of recyclables collected in week throughout Omagh district		281	20,507
15-May-03		ULSTER HERALD	Blue bin collection goes district wide as 284 tonnes collected		279	26,318
21-May-03		BALLYMONEY & MOYLE TIMES	Council sign up to Management of Waste		60	9,073
21-May-03		BALLYMONEY & MOYLE TIMES	Council sign up to Management of Waste		50	9,073
22-May-03		COMMUNITY TELEGRAPH (EAST BELFAST)	Green light for Inverary project		152	33,239
22-May-03		STRABANE WEEKLY NEWS	Castlederg Chamber of Commerce examines waste management issues following new legislation		531	5,238
23-May-03		ULSTER STAR	Time for small businesses to wake up to waste		297	26,133

28-May-03	BALLYMONEY & MOYLE TIMES	Recycle? Yes you Can Can		434	9,073	
28-May-03	DROMORE LEADER	High UK ranking for local authority		427	4,220	
29-May-03	BANBRIDGE CHRONICLE	District is still streets ahead for recycling	Francois Vincent	571	12,888	
29-May-03	BELFAST NEWS	Larne's joint effort		56	116,579	
29-May-03	STRABANE CHRONICLE	Castlederg Chamber of Commerce examines waste management issues following new legislation		135	11,471	
29-May-03	TYRONE CONSTITUTION	Castlederg Chamber of Commerce examines waste management issues following new legislation		356	20,507	
4-Jun-03	BALLYMONEY & MOYLE TIMES	Mayor rings in recycling changes		252	9,073	
4-Jun-03	MOURNE OBSERVER NEWS (SOUTH DOWN)	Kilkeel Chamber examines waste management		220	13,057	
5-Jun-03	BALLYMONEY CHRONICLE	Reduce, reuse, recycle at TK Maxx		62	15,245	
5-Jun-03	BALLYMONEY CHRONICLE	Ballymoney joins race to reduce waste	Brian Kelly	460	15,245	
5-Jun-03	BELFAST NEWS	The paper round		398	116,579	
5-Jun-03	CARRICK TIMES	'Wake up to Waste' warning for firms		475	9,728	
5-Jun-03	IMPARTIAL REPORTER	Council embarks on green waste project		82	30,012	
6-Jun-03	PORTADOWN TIMES	New recycling firm tackles problem of waste tyres		312	25,053	
11-Jun-03	BALLYMONEY & MOYLE TIMES	Ballymoney launches rags to riches scheme		437	9,073	
11-Jun-03	ROE VALLEY SENTINEL	Local company does n't waste an opportunity to attend recycling event		165	3,308	
11-Jun-03	TYRONE COURIER.	Dungannon company explores environmental opportunities in USA		141	31,366	
12-Jun-03	BANBRIDGE CHRONICLE	Dromore traders examine waste management issues		360	12,888	
12-Jun-03	BELFAST NEWS	Reduce, reuse and recycle		307	116,579	
12-Jun-03	MID-ULSTER MAIL	Photo: Top class		70	14,185	
12-Jun-03	MID-ULSTER MAIL (SOUTH DERRY EDITION)	Photo: Civic Tribute		168	12,579	
12-Jun-03	MID-ULSTER MAIL (SOUTH DERRY EDITION)	Photo: Top marks for recycling		168	12,579	
	Date	Title	Headline	Author	Size	OTS
12-Jun-03	MID-ULSTER MAIL (SOUTH DERRY EDITION)		Photo: Top class		70	12,579
12-Jun-03	TYRONE CONSTITUTION		'Go for Green' at the Ulster History Park		300	20,507
12-Jun-03	TYRONE CONSTITUTION		Omagh's very own recycling bus hits the road		982	20,507
12-Jun-03	ULSTER GAZETTE		Armagh firms going 'green' in New Orleans		68	23,230
12-Jun-03	ULSTER HERALD		Recycling centre opens in Omagh		210	26,318
13-Jun-03	BELFAST TELEGRAPH (NORTH WEST)		Coleraine to take waste from Limavady		103	20,690
13-Jun-03	ULSTER STAR		Week of recycling kicks off tomorrow		72	26,133
14-Jun-03	ANDERSONSTOWN NEWS		I've bin expecting you		316	33,908
17-Jun-03	DERRY JOURNAL		Teething problems persist with Blue Bin Scheme	Claire Allan	310	57,136
17-Jun-03	NEWRY DEMOCRAT		Recycling is top priority for Jackie		208	20,690
17-Jun-03	NEWRY DEMOCRAT		Bottle banks keep residents awake	Philip Bradfield	340	20,690
18-Jun-03	LARNE GAZETTE		Cash for cans' mobile sites to close		133	12,103
18-Jun-03	TYRONE COURIER		Fivemiletown pupils look at waste		43	31,366
				Total	42,064	4,299,187

Example Press releases

PRESS RELEASE

Thursday 7th November 2002

COLERAINE CHAMBER OF COMMERCE EXAMINES WASTE MANAGEMENT ISSUES FOLLOWING NEW LEGISLATION

Coleraine Chamber of Commerce members met this week to hear about new legislation concerning the disposal of waste by businesses, which could mean fines of up to £5,000 for those who break the law.

The new legislation, which was brought into force at the beginning of October, is aimed at eliminating illegal waste disposal.

Speaking to the Chamber, Liz Hurst from the Environment and Heritage Service, EHS said:

“The new Duty of Care legislation places an obligation on businesses in Northern Ireland to take due care in handling and disposing of waste. They will face tough fines where they fail to do so.

“The Environment and Heritage Service (EHS) will work closely with District Councils and other agencies to enforce the legislation. EHS have the power to inspect records of waste movement and instigate prosecution proceedings against those involved in illegal activity.”

Coleraine Chamber of Commerce President, Prof Chris Barnett said:

“We welcome the opportunity to hear at first hand the detail of this new legislation and its implications for small and medium sized businesses in our Area. We appreciate the efforts made by the department in keeping us informed of these important developments.”

Businesses producing waste must start an audit trail that records the final destination of the waste and the details of the waste carrier (who must be registered with Environment and Heritage Service). This is achieved using a system of transfer notes that accompany the waste.

To find out more on how the new legislation will affect your business visit www.ehsni.gov.uk or contact the EHS Duty of Care help line on 02890 546450.

Ends

For further details contact Claire Crossin at McCann Media on 90 666322.

Press Release

TIME TO TAKE ACTION ON WASTE - REDUCE, REUSE AND RECYCLE

The Northern Ireland public are being called to action to take steps to manage their waste in a more sustainable way as part of the next phase of the DOE Wake Up To Waste campaign. A new TV advert will hit our screens highlight the need to change the way we manage our waste.

The new campaign encourages the public to reduce, reuse and recycle waste by implementing simple and practical changes to their lifestyle or "Daily Do-ables", for example, refusing a plastic carrier bag when you don't need one.

Children and parents and teachers at Forge Integrated Primary School in Belfast participated in the launch of the new campaign and a "call to action" with children swapping traditional lunch wrappings and drinks cans and bottles for reusable food and drink containers, which reduce the generation of waste.

Speaking at the launch of the new TV advertisement the DOE's Head of Waste Management, Stephen Aston said:

"Nine out of ten people in Northern Ireland believe that waste and household rubbish is a threat to the environment and that we should be reducing, reusing and recycling. We hope the new campaign stimulates action and that the public give expression to these beliefs through changes in the way they deal with waste through finding ways of reducing, reusing and recycling."

"Many schools are already actively involved in looking at the waste issue and there is a high awareness among school children of the impact of waste on the environment. The new campaign will extend this message to families and households where everyone can influence changes in lifestyle leading to the overall minimisation of waste".

Northern Ireland must meet waste management targets set down by the EC by 2005 which involves producing less waste in the first place and changing our dependency on landfill. While businesses have been made aware of regulations and potential fines if they breach waste management controls, municipal waste accounts for 85% of all waste going to landfill.

Visit www.wakeuptowaste.org for more information on how you can reduce, reuse and recycle. For more information on Duty of Care, phone the Duty of Care helpline on 028 9054 6450 or log on to www.ehsni.gov.uk
Ends.

For further information contact Maria McCann at McCann Media on 90666322 mob 07802 934246 or Philip Maguire 540013

Notes to editors:

Since the Environment and heritage service launched its public awareness campaign in February, which drew public attention to the waste problem, and landfill shortage tracking research has been carried out. Some of the findings include:

- 64% of the population consider Waste to be an important social issue. This reflected a swing of 21% from the initial
- 96% of those concerned with waste believed we should reduce and recycle
- 10 % of all Northern Ireland households took part in a direct mail survey to establish their views on future waste management – a record high for a local direct mail response; previous highest rate was 4%.
- Since the launch of the Wake Up To Waste Campaign recycling companies have reported an increase of up to 30% in their collections from recycling sites such as bottle banks.

Press Release

“WASTE NOTS” WIN IN RACE TO REDUCE, REUSE AND RECYCLE

The winners of the province-wide competition to find the best 20 ideas for reusing, reducing and recycling waste received their awards live on UTV's Kelly Show last night.

Television celebrity Eamonn Holmes and Environment Minister Angela Smith presented the awards to winners from four categories: Schools, Families, Community Groups and Businesses.

Speaking about the awards, the Minister said:

“It is just over a year since the Wake Up To Waste campaign was launched and we are already seeing an encouraging shift in behaviour and attitudes toward waste. Schools, families, community groups and businesses have come up with thousands of interesting ideas through this competition, demonstrating that, as a community, we have begun to seriously think about how we will reduce, reuse and recycle our waste. We are also seeing the implementation of the sub-regional Waste Management Plans and the increased provision of segregated waste collection, which will be in every area by the end of 2004. However, the infrastructure is just a part of the solution; it will require lifestyle change to begin reducing the amount of waste we produce everyday and conserve resources for future generations, which many of those who entered this competition have taken on board.”

A Celebrity, who has been outspoken in his views on waste and its impact on the environment said:

“As ordinary citizens we are becoming more aware of the amount of waste we generate, what happens to it when it is collected from our homes, and the long term problems of its disposal. The Wake Up To Waste campaign has highlighted the government's commitment to better management of waste but this really is an issue that requires everyone's involvement and each of us facing up to our individual responsibility to protect the environment. I have made it clear how important a matter this is for me and I am delighted to give my support to the Wake Up To Waste initiative.”

Swap shops in the office, old pillows and duvets given to animal sanctuaries, old hot water bottles filled with tights as garden kneeling pads, and using your own mug instead of disposable cups are just some of the thousands of ideas entered in the Wake Up To Waste competition.

The winners were XXXX for best Family, XXXX for best business, and XXXX for best school and XXX for best community submission.

All the winners received a handcrafted trophy made from recycled glass.

For further media enquires contact Maria McCann on 02890 666322 mob 07802 934246 or Philip Maguire 02890 540013

Race Promotional Materials

The race competition was also promoted through the larger retail partners who carried entry boxes and posters in their stores. It was promoted directly to schools and community groups through posters and entry leaflets.



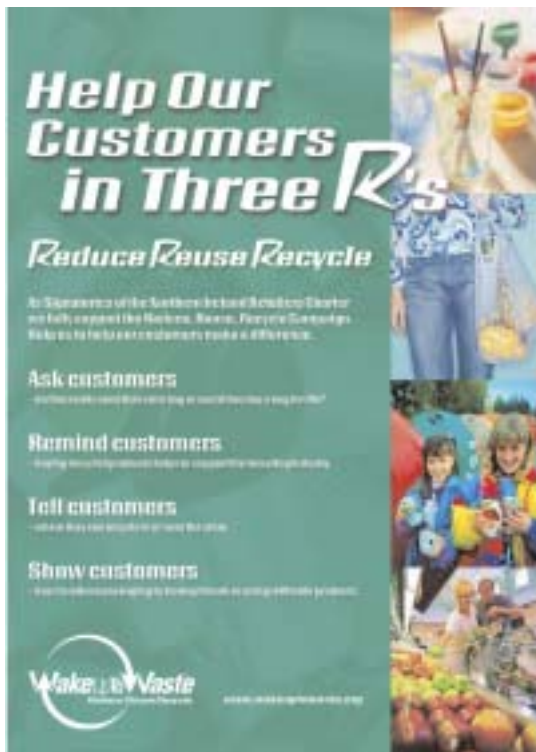
Retail Partner In store Promotional Poster

Schools Promotional Poster



Retail Partnership Materials

A partnership with key retailers was launched in October 2003. Tesco, Safeway, Marks and Spencer, Supervalu/Centra, Spar/VG/Vivo and Mace all signed up to the Charter demonstrating their commitment to sustainable waste management. They were joined by Sainsbury's in November and Co-op in January 2003. All the partners carried point of sale materials and were provided with a training video for staff.



Staff Poster



Shelf Talkers



Cover for Training Video featuring the Hole in the Wall Gang.

Point of Sale locations

Town / Council	No.
Antrim	3
Ballyclare	2
Ballymena	3
Ballynahinch	1
Bangor	6
Belfast	82
Carrickfergus	6
Castlereagh	5
Comber	2
Dundonald	7
Dunmurry	2
Glengormley	9
Holywood	2
Larne	2
Lisburn	4
Newcastle	3
Newtownabbey	4
Newtownards	3
	1
Whiteabbey	
Arc 21 Total	147
Ballymoney	2
Coleraine	11
Derry	12
Limavady	1
Magherafelt	3
NWRWVG Total	29
Armagh	2
Banbridge	6
Cookstown	5
Downpatrick	3
Dungannon	3
Enniskillen	5
Lurgan	3
Newry	8
Omagh	8
Portadown	7
Strabane	3
SWAMP Total	55

CIWM Conference and Exhibition Materials

The Chartered Institute of Wastes Management Conference in Torbay is the premier event for the waste management industry and a prominent presence at the Exhibition was essential. The stand featured a PC pod running the website and a flat screen projecting the TV adverts.



Layout of Stand



Photo of Stand in place.

