

Sustainability Doing More With Less



Sligo PPN
TidyTowns Webinar
 Debbie Nesbitt, BSc, MSc, CEnv, FCIWM
National TidyTowns Adjudicator

1

Format of Presentation

SDGs

Category Success

Calendar of Events

Themes / Topics / Ideas

COVID Considerations

Q&A

2

Sustainable Development Goals

<http://sdgsforall.ie/resources/>



3

Link SDGs to your Actions



4

Category Success.... (my opinion!)



TIDYTOWNS PLAN



STAKEHOLDER
ENGAGEMENT &
COMMUNICATION



GET THE BASICS
RIGHT FIRST



PROJECTS THAT
WORK FOR YOU



REPORTING BACK
IN APPLICATION
FORM



TAKE A STEP
BACK...

5

Tidy Towns Plan

Do you have
a plan of
action over
the next few
years?

3 / 5 Year TidyTowns
Action Plan

The plan should be built
on a survey of the centre
- built
environment, natural
environment, covering
every category.

It does not need to be
prepared by a
professional

Is the
Sustainability
included in
your
TidyTowns
Plan?

The plan should
identify objectives placed
to an
appropriate timescale;

The plan should
indicate strategies to be
employed i.e.
availability and use of
resources;

What has been achieved
to date should be clearly
indicated in your plan

6

Stakeholder Involvement

Local Authority	Local Businesses	Schools - National & Secondary / Green Schools	Festival & Event Committees	Colleges & Training Centres / Waterford IT
Local Development Organisations	Sporting Organisations	ICA / Men's Shed	Charity & Repair Shops	Youth groups - Scouts / Cubs / Foroiges
Local Chamber of Commerce	Public Library	Community Centres	Residents	Anyone who is interested!

7

Communication is Key!

- ▶ Sing your own praises - share your successes!
- ▶ Engage with your residents
- ▶ Engage with partners and/or stakeholders
- ▶ Effectively promote your work and what you do
- ▶ Raise your profile
- ▶ Build your TidyTowns brand
- ▶ Share any barriers or failures - lets others learn from your experiences

8

Communication is Key!

- Communicate to:
 - ❑ Residents (Peer to peer learning)
 - ❑ Councillors
 - ❑ TidyTowns Adjudicators
 - ❑ Other TidyTowns Groups
 - ❑ Press - local and national
- Communicate via:
 - ❑ Facebook
 - ❑ Twitter
 - ❑ Instagram
 - ❑ Blog etc.
 - ❑ Webpage
 - ❑ Press - print, radio etc
 - ❑ Other Awards (Pakman Awards, EWWR etc)

9

Help Residents Get The Basics Right

- Correct use of bin system - Clean dry loose - caps on bottles and tetra paks
- Food caddy / bin / master composter / home composting
- Talks from Environmental Awareness Officer



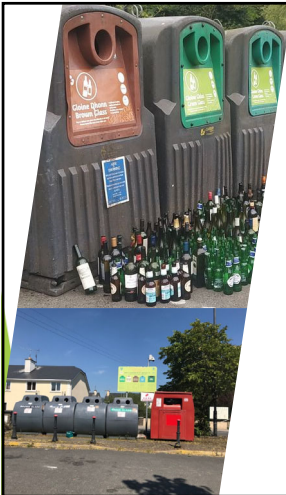
Your recycling list!



10

Recycling Facilities

- Are Bring Banks clean & inviting
- Are there waste segregation and recycling bins in and around the community



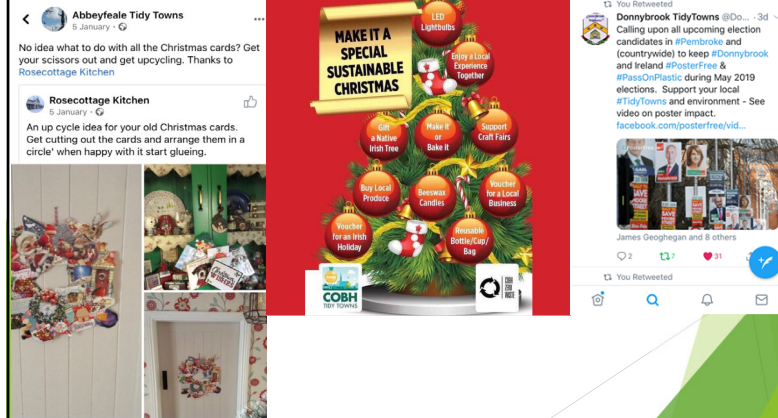
11

Consider a Calendar of Events

January	Veganuary	July	Plastic free July
February	Fair Trade Fortnight	August	Back to School - Clothes repair, Uniform Swop Shop etc
March	22 March: World Water Day Sat 27th March: Earth Hour	September	September 15: World Clean-up Day September 29: World Rivers Day
April	22nd April: Earth Day www.earthday.org	October	World Vegetarian Day 1st Oct Reuse Month Sustainable Halloween - Make your own costumes, plastic free Halloween
May	International Compost Awareness Week (ICAW), No Mow May, Walk to School Week, World Turtle Day 23rd May,	November	European Week for Waste Reduction www.ewwr.eu
June	World Environment Day 5th June	December	Christmas - Shop Local, Experiences Not Things, Buy Nothing New Christmas

12

Calendar of Events



13

Shop Local

- Environmental benefits, supporting local jobs, businesses reinvest into community



14

Calls to Action - from activation to action

- Conscious Consumption Communities Programme
- Sick of Plastic Campaign - Single Use Plastics
- Fridays for the Future
- www.breakfreefromplastic.org
- Take 3 for the Sea



#WeChooseReuse
Commit to Reuse



<https://wechoosereuse.org/>



15

Refill



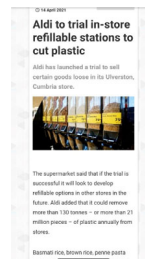
www.gozero.ie



Sligo's First Refill Station Shop Opens



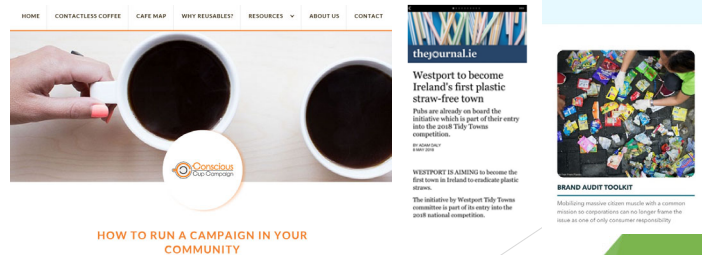
- From the Ground Up
- New refill shop on Market Street, Sligo



16

Prevention

- Conscious Cup <https://consciouscup.ie/resources/communities.php>
- Refill Ireland
- Straws
- Takeaway packaging

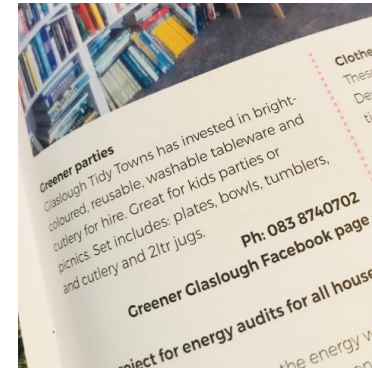


HOW TO RUN A CAMPAIGN IN YOUR COMMUNITY

17

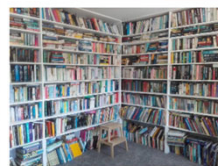
Reuse - Sharing Economy

- Organise / Promote a platform for sharing baby clothes and equipment,
- Library of things - tools, plants or other items for sharing with the community



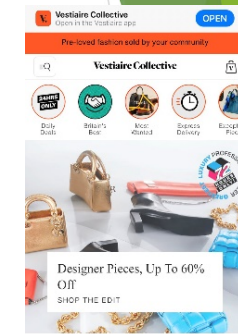
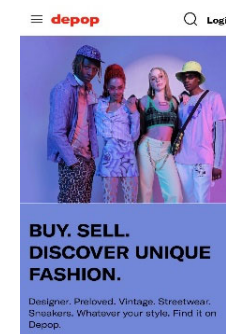
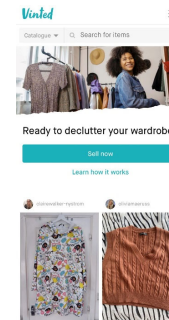
18

Book Reuse / Exchange



Take a look at The Glaslough Library! Thanks to everyone who made the effort to come to the opening. Special thanks to all who donated books, the Donagh CE scheme, Monaghan County Council and the Glaslough Development Association. Come in and take a book!

19



20



Reuse - Events

- Swap event for uniforms, sports gear, tools, toys, clothes
- Hold a "Pass It On" Week
- Bring & Buy sale
- Greener parties
- Festivals!

21



Reuse - Promotion & Awareness

- Promotion of Ebay
- Free Trade Ireland
- Organise an upcycling competition
- Competition to create items from reused materials

22

Repair #MakeThingsLast



- www.repairmystuff.ie
- Workshops & Skills development
- Respraying, furniture restoration, upcycled furniture, refinishing,
- Rediscovery Centre & ReCreate offer courses
- Reuse & Repair Guide - List of local repair outlets
- Repair Cafes / Repair Fridays

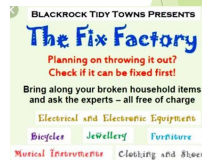


Introduction to upcycling furniture paint techniques

Join one of Ireland's best known upcyclers, Marianne Murphy for an introduction to upcycling furniture paint techniques. In this online demonstration workshop, Marianne will introduce you to a variety of upcycling techniques that will transform your furniture. Some of the techniques that she will cover are:

- Distressing
- Stenciling
- Chalk paint
- Waxing

Event Date and Time: Sat 27 Feb 2021 10:00am - 11:00am
Event Location: Virtual Event (Zoom)
Event Categories: Craft, Furniture



23

Repair Sewing

- Clothes Repair
- Care & Repair Guides
- Refashioning and upcycling guides
- Love your clothes campaign - www.loveyourclothes.org.uk

24

Food



For the full calendar visit www.stopfoodwaste.ie



- ▶ Veganuary
- ▶ Vegetarian/flexitarian/vegan diets
- ▶ Meet Free Mondays
- ▶ StopFoodWaste Challenge
- ▶ Cooking lessons
- ▶ Cooking demonstrations
- ▶ Better buying
- ▶ Better storage
- ▶ Local & Seasonal

25

Food Related

- ▶ Community fridge www.hubbub.org.uk
- ▶ Community BBQ
- ▶ Community garden & wood fired oven
- ▶ Re-Circle at UCC





26

Gardens, Allotments & Composting




Community Allotment. Glaslough community allotments was constructed in 2016 and completed in 2017. The land is provided by Castle Leslie to Glaslough Development and Tidy Towns. There are 25 plots with varying sizes of raised beds. The allotments were designed and constructed by Barry Kavanagh together with members of the local community employment scheme as part of a plant care and maintenance course.






COMPOSTING TRAINING

How to build a demo site

COMPOSTING TRAINING

Get involved!

COMPOSTING TRAINING

What Master Composters Do

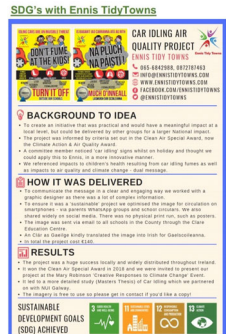
COMPOSTING TRAINING

Map of Composting Demo Sites

27

Air Quality

SDG's with Ennis Tidy Towns



Background to idea

- To create an initiative that was practical and would have a meaningful impact on a local issue, but could be replicated by other groups in a larger national context.
- The project was inspired by a video and an idea from the Ennis Tidy Towns team.
- The Ennis Tidy Towns team was inspired by a video and an idea from the Ennis Tidy Towns team.
- The project was inspired by a video and an idea from the Ennis Tidy Towns team.

How it was delivered

- To communicate the message in a clear and engaging way we worked with a graphic designer to create a set of posters and brochures.
- To ensure a wide 'hands-on' project we approached the Ennis Tidy Towns team for support and resources.
- The project was delivered through a series of workshops and events.
- The project was delivered through a series of workshops and events.

Results

- The project was a huge success locally and widely distributed throughout Ireland.
- In 2020 the Ennis Tidy Towns team was awarded the 2020 Special Awards for their work on the project.
- The project was a huge success locally and widely distributed throughout Ireland.

Sustainable Development Goals (SDG) Achieved

Communication is key and here we see how social media was used to get the message out there. It also delivers on no less than four of the SDGs.

We would encourage all groups to look closely at the 2021 Special Awards and enter as many as you can. Great prizes to be won and each project can also be referenced under the relevant category in the main competition where the adjudicator may award additional marks for your work done.

IF IT'S NOT MOVING TURN IT OFF

IDLING CARS ARE DAMAGING

VEHICLE EXHAUST FUMES CAUSE

SOOT, CARBON MONOXIDE, CARBON DIOXIDE, BENZENE, NITROGEN OXIDES, SULPHUR DIOXIDE, FORMALDEHYDE

GLOBAL WARMING, ASTHMA ALLERGIES, HEART AND LUNG DISEASES, CANCER

Heating your home and its impact on air quality and health

eco

Remember: Heating your home is a key to a better future for us all.

28

Travel & Transport

- ▶ Go-Car - promotion of car sharing - none in the North West / Sligo area!
- ▶ E-charging points
- ▶ Information sessions on electric vehicles etc
- ▶ Promotion of local bus routes
- ▶ Shelter provision - sheltered? Or stand out along road?



29

Travel & Transport



- ▶ Cycling infrastructure & pathways
- ▶ Park & Ride/Stride facilities
- ▶ Limerick cycle bus / WOW
- ▶ Secure bike parking at schools
- ▶ Covered?

30

Travel & Transport



Tyre wear particles leading to microplastics in our seas....



Tyre Health Check
Have your tyres checked by the professionals from **Bridgestone Ireland** and **McManus Tyres** – all free of charge

Improve Your Safety **Save Fuel and Money**

Blackrock Community Centre, Sandy Lane
Saturday 21st March 11am – 2pm

Children's Activities Refreshments **All for Free**

In association with Louth County Council

31

We need to talk about climate change



WHAT CAN WE DO?

Join the climate conversation - <https://climateconversations.citizenspace.com/decc/climateactionplan2021/consultation/>
Improve your carbon literacy
What is your carbon footprint? Know your carbon footprint!
Are you on a renewable energy tariff / provider?
Book Reviews / Book club - Suggestion - How bad are banana's
Movie Night

32

Great day out for All the Family!

Sustainability Fair

Sun 24th Feb, 12 – 4pm
@ Kilanerin Community Centre



- 30+ Exhibitors & Food Stalls
- Games & Demos for kids
- Free Workshops & Talks
- New technology

Learn how to:

- Save money!
- Reduce energy
- Live in comfort


OUR SUSTAINABLE ENERGY COMMUNITY
Save Energy • Save Money • Save the Planet

Event is FREE! Don't miss it!
Kilner House 087 916717 | Kieranora 01206 851100
More info: [Sustainable Living Panel Meeting](#), [and more!](#)



Energy

- ▶ Promotion of grants for individuals
 - ▶ Electric vehicles grant
 - ▶ Home energy grants (attic insulation, cavity wall etc). Deep retrofit large grants
- ▶ Energy saving measures
- ▶ Workshop for residents to understanding the bills - WattWatchers!
- ▶ Promotion of standby, switch to LED
- ▶ Battery recycling




FREE ENERGY CLINIC

Join us on Thursday 13th July from 7:30pm at St. Anne's Resource Centre, Shankill.

Shankill Action for a Green Earth (SAGE) has organised an "Energy Clinic" for local householders and businesses.


Please come & join us for expert advice & light refreshments.
We look forward to seeing you there.
No need to book, just arrive on the night.



33

Water

<https://www.water.ie/conserve/>

<p>Take a shower</p>  <p>Tip: Take a shower instead of a bath to reduce water usage.</p>	<p>Drop the hose</p>  <p>Tip: Use a rosehead watering can in the garden instead of a hose or sprinkler and aim for the roots.</p>	<p>Use a bucket</p>  <p>Tip: If you need to wash your car, use a bucket and sponge, instead of a hose.</p>	<p>Time your shower</p>  <p>Tip: Taking a shorter shower can save up to 10 litres of water a minute.</p>
<p>Use it twice</p>  <p>Tip: Use a basin in your sink when rinsing food and use it for watering plants.</p>	<p>If it's yellow, let it mellow</p>  <p>Tip: Consider only flushing the toilet when you really need to.</p>	<p>Fix dripping taps</p>  <p>Tip: Avoid using excess water at home by mending taps and running toilets.</p>	<p>Protect your soil</p>  <p>Tip: Add a layer of plant material, like bark to your flower bed to prevent evaporation.</p>

34

Nation's Flushing Behaviour

Check out the results of a survey that found common environmental and health problems associated with flushing.

Think Before You Flush Resource Library

Here you can find Think Before You Flush materials in our Resource Library.

Support Think Before You Flush

When you agree to supporting Think Before You Flush, we will send you information and the Think Before You Flush campaign and other ideas.

TBFv Video Competition

Ever think before you flush? Have created that great campaign slogan or punning a water conservation tip? Let us know!


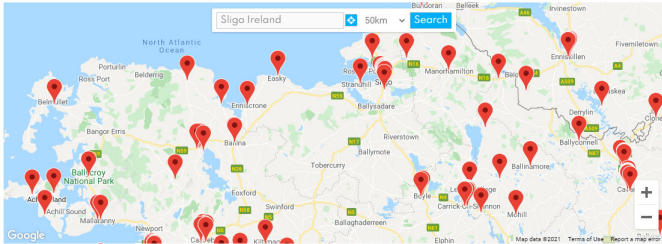

Water

www.thinkbeforeyouflush.org

35

Water - Refill

- ▶ Refill Ireland
- ▶ Tap map



36



COVID19 Considerations

Donations to local food banks?
 Caring for elderly (food, heating, gardening?)
 Local supermarket delivering to vulnerable and those cocooning - reduction on travel?
 Increased litter picking - face masks, PPE? (Litter category)
 More shopping local & support for local businesses due to 5km lockdown restrictions
 Cognisance or local produce?
 Traffic and congestion in towns reduced?

37

Suggested Actions

Ensure you submit the TidyTowns Plan each year or let adjudicators know where they can view it online etc

Ensure Sustainability is in your TidyTowns Plan

Check what's going on in your area & feed into it

Promote sustainability initiatives

Knowledge build with residents

Provide bullet pointed projects with **key** details in your application form

38



Future Training Needs?

Consider communications training?
 Consider social media training?
 Have you a TidyTowns logo?
 Do you have a WhatsApp group?
 Have you a Facebook page?
 Set yourself communication goals or targets
 Update plans to consider SDGs & Sustainability

What would you like help with under this category?

39