



<b>Organisation</b>	Ards and North Down Borough Council
<b>Project Name/Title</b>	Compostable Packaging Project
<b>Project Contact</b>	Alison Curtis – Waste Resources and Contracts Manager
<b>Project Summary</b>	Encouraging local businesses to reduce single-use plastic by trialling compostable items and educating on proper disposal. Targeted 50 businesses, required posters and surveys, included various compostable items like straws and food boxes.
<b>Aims/Objectives of Project</b>	<ul style="list-style-type: none"> <li>• Raise awareness of single-use plastic issues</li> <li>• Reduce black bin waste</li> <li>• Improve sustainability</li> <li>• Instil behaviour change regarding single use items</li> </ul>
<b>Funding</b>	Recycling Community Investment Fund (RCIF) & Live Here Love Here (DAERA)
<b>Cost</b>	<ul style="list-style-type: none"> <li>• Custom print cost of items with RCIF &amp; Live Here Love Here logo</li> <li>• Compostable items for 51 businesses</li> <li>• Promotion materials</li> <li>• Total costs: £7,416.77</li> </ul>
<b>Increases in Recycling/Reduction Targets</b>	Reduction of single-use items to zero during the trial in 51 businesses; 90% of businesses saw benefits, with food boxes most useful; All but one business plan to continue using the items.
<b>Target Audience</b>	Businesses and general public in the Ards & North Down area
<b>Successes</b>	<ul style="list-style-type: none"> <li>• Significant reduction in single-use items</li> <li>• Raised awareness of single-use plastic issues</li> <li>• Strong uptake and positive response from businesses</li> <li>• Coverage by BBC Conor McAuley</li> </ul>
<b>Barriers</b>	High perceived and actual costs Time-intensive engagement with businesses
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Posters &amp; literature on RCIF and Live Here Love Here</li> <li>• Pre and post surveys</li> <li>• Social media</li> <li>• BBC TV coverage</li> <li>• BBC News Link</li> </ul> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
<b>Other Observations</b>	<ul style="list-style-type: none"> <li>• Cost is a key barrier</li> <li>• Need for reduced costs from suppliers as more businesses use items</li> <li>• Businesses require incentives to bridge the cost gap</li> </ul>