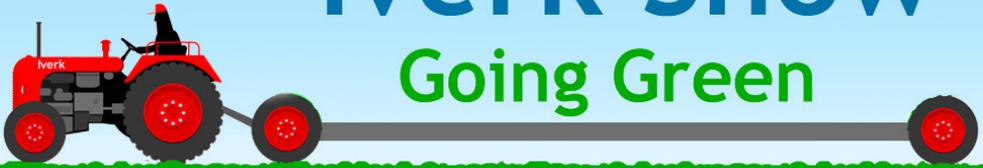


Iverk Show

Going Green



Benefits of "Going Green"

Reduce Waste Management Costs

Meet Legal Obligations

Improve Litter Control

"Visiting officials were impressed beyond doubt with the efficiencies and standards of cleanliness achieved at Iverk due to the "Going Green" initiatives".

— John Burke Field Manager of the Iverk Show

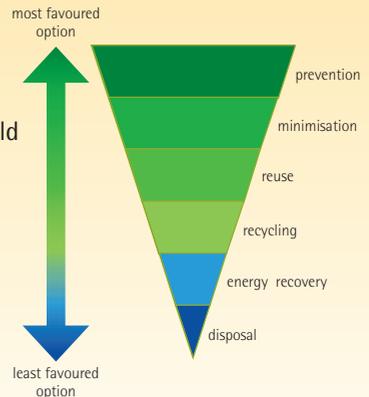
The Iverk Show is a one day agricultural show in Piltown, Co. Kilkenny and in 2011 it was one of the top three best attended agricultural shows in Ireland. A project called "Greening the Iverk Show" was started to improve the show's environmental performance in 2011. The project aims to integrate environmental improvements into the show's organisational structure.

The "Greening the Iverk Show" project was originally initiated by Kilkenny County Council after consulting with the Iverk Show committee. The project was funded by the Environmental Protection Agency (EPA) as part of the Local Authority Prevention Network. The Environmental Awareness Officer in Kilkenny County Council liaised with the Show's Field Manager in advance of the show to set realistic environmental targets to improve environmental performance on the site. While waste prevention was the original core objective, recycling and litter prevention initiatives were also implemented.

Waste Management: The Basics

Waste Prevention is to be preferred to any waste management option — do not generate waste in the first place. By not generating waste, you can eliminate the need to handle, transport, treat and dispose of waste. You can also avoid having to

pay for these services. In terms of a show, waste prevention measures should be investigated to reduce waste generation. Any waste generated on site should then be recycled with disposal to landfill kept to a minimum.



Waste Management Planning

Events like agricultural shows that are subject to planning law can be requested to have a site waste management plan. This plan is beneficial as it aims to prevent litter generation by pre-planning the provision of litter receptacles and will also help to assess waste management costs. Simple measures like segregating some waste types such as cardboard can lead to benefits like reducing waste management costs.

WASTE MANAGEMENT OPTION	FINANCIAL IMPLICATION	ACTION REQUIRED
Waste Prevention/Reduction	Free	Pre-show investigation/action
Recycling	Cheaper than landfill	Devise a waste plan prior to show
Landfill Waste	Expensive	Liase with a waste operator



Remember! Burning of waste is illegal and harmful to human health and the environment.

The Iverk Show: The Going Green Experience 2011

Waste Prevention

OBJECTIVE: Limit the use of plastic carrier bags on site by providing reusable shopping bags.

ACTION: 2,000 reusable bags donated by WEEE Ireland were distributed to trade stands for their customers.

RESULT: Created awareness of the greening project and reduced the number of plastic bags on site.

OBJECTIVE: Investigate waste prevention initiatives by traders and food vendors.

ACTION: Distributed A *Guide to Minimising Food Waste in the Catering Sector* to food vendors and surveyed them on current and potential waste prevention measures for future initiatives.

RESULT: Created awareness of the greening project.

Help us Green the Iverk Show

Please put Litter in the Bin

While waste prevention was the original core objective, recycling and litter prevention initiatives were also implemented.

Recycling

OBJECTIVE: Segregate cardboard from trade stands/ food vendors from general waste.

ACTION: Set up recycling bays for cardboard across the show grounds.

RESULT: In previous years all litter crates would reach maximum capacity by mid-day, as bulky cardboard boxes from trade stands would take up all the space in the general litter crates. In 2011, litter crates did not reach maximum capacity as they only held rubbish from attendees. The segregation of cardboard led to a less littered showground and the post show clean up took less time than previous years.

SHORTFALL: The waste service provider was not fully aware of the greening project and led to the loss of waste data.

CORRECTIVE ACTION: Liaise with the waste service provider prior to future shows and ensure waste data is captured to determine the success of the project and allow for future targets to be set.



Bulky boxes take up space in general litter crates.



The segregation of cardboard

Signage increased litter bin usage by attendees



Litter crates only held rubbish from attendees.

OBJECTIVE: Segregate 10,000 drink containers on site for recycling.

ACTION: Separate collection points for drink containers were located beside each litter crate.

SHORTFALL: Open nature of the barrel encouraged contamination with other waste types.

CORRECTIVE ACTION: In future years devise a suitable lid for barrels to discourage contamination of other waste and use over head signage to encourage attendees to recycle drink containers.

Good potential to recycle large volumes of empty drink containers



Litter Prevention Initiatives

OBJECTIVE: Use litter crates more effectively on site.

ACTION 1: Create large signage for the litter crate fronts paired with over head signage.

ACTION 2: Estimate the volume of rubbish expected, ensure the correct litter container capacity is present and ensure litter crate locations reflect areas of high refuse generation.

SUCCESSFUL OUTCOME: Signage increased litter bin usage by attendees and few crates reached maximum capacity due to the segregation cardboard from food vendors and trade stands. Site was less littered and post show clean up took less time than previous years.



Quick Review on how to “Green” an Agricultural Show

Before the Show

- Gain commitment from the show committee
 - Investigate previous costs associated with waste management
 - Investigate Waste Prevention Opportunities
 - Identify possible partners: Local Authority, Waste Management Company
 - Devise a Waste Management Site Plan
- Brief the vendors and confirm their commitment to participate in waste segregation activities
 - Raise awareness of the project through the media
 - Identify signage and bin requirements

- Monitor Vendors
- Monitor Bin Usage
- Communicate with Patrons

During the Show

- Remind vendors of their waste management commitment

After the Show

- Arrange collection of recyclables and refuse
- Collect data of waste generated on site
- Celebrate and Report Success

Useful Information Sources

- Waste Wise Events http://www.environment.nsw.gov.au/warr/WWE_Home.htm
Provides practical information on how to create a waste plan for your event
- Local Authority Prevention Network www.localprevention.ie
Provides details of national greening projects and initiatives across Ireland
- Contact the Environment Section in your Local Authority for advice on implementing waste prevention initiatives

Acknowledgements

Kilkenny County Council would like to thank the Iverk Show Committee with special thanks to the Field Manager, John Burke. Appreciation is also given to all the volunteers who assisted in the project pre and post the show day. Kilkenny County Council would also like to acknowledge the financial assistance given by the EPA and the support from wider Local Authority Prevention Network and the Environmental Awareness Officers of the SE Local Authorities. Gratitude is given to WEEE Ireland for the sponsorship of reusable shopping bags.

