



## Section 1: Background/Overview

### Organisation description

Clondalkin Community Recycling Initiative (T/A Recycle IT) is a Company Limited by Guarantee (CLG). It has a constitution which includes a memorandum and articles of association. Recycle IT operates as a not-for-profit social enterprise. It has limited liability but does not have a share capital. Recycle IT currently has seven directors and twenty staff/trainees. The company is registered (CRN 365139) and files audited accounts with the CRO. The organisation's General Manager, Una Lavelle, reports to a [Voluntary Board of Directors](#) through a series of meetings and reports. The company has operated since 2002 with the aim of creating training and employment opportunities for people from disadvantaged communities in South Dublin. This is achieved through community recycling initiatives. Recycle IT have [waste facility and waste collection permits](#) and operate, mainly in Dublin and surrounding areas. You can read our annual organisation updated [here](#).

### Category and rationale

Recycle IT, as a community-based, not of profit organisation working in disadvantaged areas are entering the 2023 Pakman Awards under the category, **Community Recycling Initiative**

Over the last 3 years our team has operated a 6–8-week [mattress recycling initiative](#) in partnership with South Dublin County Council. This initiative is offered free in the community. It is offered to residents and aims to increase the number of household mattresses recycled correctly prior to Halloween and bonfire season.

This recycling initiative fits well with the mission and vision of Recycle IT.

- **Recycle IT Mission** - Create sustainable local employment through a community based professional waste management services.
- **Recycle IT Vision** - Become an environmental hub creating sustainable employment.

Recycle IT has traditionally focused on recycling electrical, electronic, and pure metal equipment. Following an approach by South Dublin County Council we considered this a complementary project which fit well with our resources and ethos.

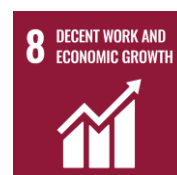
This initiative offered economic benefits such as jobs creation, reduced waste costs, and helps generate revenue from the sale of recyclable materials. Recycling also helps to preserve environmental quality as it preserves resources through reuse, conserves energy, reduces air pollution, and saves water.

The team considered the opportunity, and it made sense to build on our community recycling expertise to help reduce waste and increase reuse. The initiative as allowed us increase employment opportunities during the mattress recycling initiative. Recycle IT worked to extend our waste permits to include mattress recycling for households.

The mattress recycling initiative is offered daily Monday to Friday with free drop off to Recycle IT. Recycle IT open on 4 Saturdays over the period to allow people drop off mattresses at the weekend. We arrange 6 to 8 collection events at community facilities across South Dublin to allow easy recycling. Joint mattress and electrical recycling collections are offered to residents' groups during the 6-week period.

### Support global sustainability goals 8 and 12.

Recycle IT work to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.





Recycle IT aim to reduce waste generation through prevention, reduction, recycling, and reuse.

The aim of these actions is to encourage change in local and disadvantaged communities where change is not always a priority.

Recycle IT offer training opportunities leading to real jobs for people distanced from the labour. We pay the living wage to support economic wellbeing in families.

Our team collaborates with communities cross Dublin. We share information, help reduce waste, and ensure the items we receive can be recycled for reuse through authorised supply chains.



## Section 2: Description of Initiative/Project

### The steps involved in the set up and running of the initiative.

1. Setup a joint team to plan and manage the initiative (Recycle IT / South Dublin County Council). Assign roles and responsibilities, define targets, and set expectations.
2. Update collection permit to allow mattress recycling.
3. Select ethical recycling partner for the safe breakdown of mattresses received.
4. Plan for drop off location, collection locations and initiative timing to maximise returns.
5. Speak with community facilities and residents' groups to determine interest, select, and schedule collection events.
6. Determine the best days for collections and resources required / Assign resources.
7. Education and inform the staff team assigned.
8. Plan to offer cost effective personal collection to people with no transport or requiring help. (On requested).

#### A: Sharing information and publicity.

- We addressed the why, what, how, where, and when of the initiative.
- We offered easy-to-understand instructions on how to participate.
- We endeavoured to keep communications simple and positive.
- We used relevant images so people can see as well as read.

#### B: Engaged publicity tools:

- Emails to councils, residents' associations, and community organisations.
- Provided printed materials.
- Media engaged local radio, community/parish newsletters.
- Offer personal outreach at community events.
- Direct communication with individual residents via email.
- Use blog post, email campaigns and social media to share information.



Figure 1 Ballyroan 2023 - South Dublin Community Sustainability Event



Figure 2 Lucan 2023 - South Dublin County Council Information Sharing @ Mattress Recycling



**Monitor and evaluate the initiative.**

Recycle IT maintain records of activities, including daily counts, locations results, amounts of mattress recovered and project costs; We noted any challenges with collections and feedback by the recyclers and staff members. Together with South Dublin County Council we analyse records to determine if:

- the drop off and collection service offered is dependable.
- further information sharing and publicity are needed.
- recovery rates are consistent with expectations.

Effective communication helps build relationships with communities, residents, and individuals. The channels available to Recycle IT include email to resident’s associations, tidy towns, blogsite portal post, community website posts and newsletters, flyers, telephone, and meetings.

Evidence of effectively communicated is listed in the table below.

<b>Websites</b>	<b>Community News / Events</b>	<b>Community Posters</b>	<b>Social Media</b>
<a href="#">South Dublin County Council Website</a>	<a href="#">Newspaper coverage</a>	<a href="#">Poster 2022</a>	<a href="#">Twitter</a> (SDCC)
<a href="#">Recycle IT Blog post 2022</a>	<a href="#">Community coverage</a>	<a href="#">Poster 2023</a>	<a href="#">Twitter</a> (Recycle IT)
<a href="#">Recycle IT Blog post 2023</a>	<a href="#">Residents Coverage</a>	<a href="#">Poster 2023</a>	<a href="#">Facebook</a> (Recycle IT)
	<a href="#">Community Resources Network Events</a> by date.		<a href="#">Instagram</a> (Recycle IT)
			<a href="#">Email</a> (Recycle IT)

**Initiative Sustainability**

Mattresses are a complex, bulky product which have traditionally been managed and managed at the bottom of the waste hierarchy meaning landfill or incineration with/without energy recovery.

Figures for 2015 estimated 436,277 mattresses went end of life in Ireland. EU figures suggest of those discarded mattresses an estimated 14% are recycled with 34% going for Energy from Waste (EfW) and the remaining 51% being sent to landfill. (Source: [Community Resources Network Ireland Improving Mattress Recycling - Briefing Paper 2022](#))

Our Initiative to helps increase the number of mattresses safely recycled in South Dublin while offering residents a free limited time recycling opportunity. The service is helpful for people with limited economic means, people with limited or no transports and others with reduced physicality.

All mattresses accepted for recycling are transported to Eco Mattress in Dublin 9. Eco Mattress is a Dublin based social enterprise established to create an eco-friendly solution for used and unwanted mattresses. The initiative offered valuable firsthand work experience to people on back to work training programs. Mattresses are deconstructed, and the components are recycled: For example.

- Steel bed springs become reusable steel.
- Polyurethane foam recycled for the furniture industry.
- Cloth and polyester synthetic fibres reused as residual fuel disposal for industry.

When addressing sustainability, decisions and actions matter as they impact communities for better or worse. Our ability to thrive depends on our moral compass. We consider how all stakeholders will

be affected by our activity and attempt to have a positive impact when we can. Viewed our CSR statement [here](#).



### Section 3 Initiative Achievements 2021 – 2023.

#### Recycling: Recycle IT has:

- recovered 2,400 mattresses for component reuse. (Approx. 3,000 by end of Sept 2023).
- saved 96,000KG of mattress waste from incineration. (Average mattress weight 40KG)
- increased materials for reuse including metal springs, steel frames, foam, and fabric.
- offered twelve part-time paid employment / training opportunities over the life of the initiative.
- delivered over one hundred days of free mattress recycling over the life of the initiative.
- delivered over twenty-five community recycling events over the life of the initiative (2021 – 2023).
- expect a further six hundred mattresses between entry date and end of Sept 2023.

#### Education / Information sharing. Recycle IT has:

- received 10,300 blogsite views over the life of the initiative which supported education and awareness of mattress recycling,
- emailed 120 residents' association in Aug 23 with details of our mattress recycle initiative.
- emailed 3500 community recyclers in Aug 23 with details of our mattress recycle initiative.
- reached 18,558 and engaged 2,971 people with Facebook mattress posts in 2023.
- reached 3,669 and engaged ninety-one people with Twitter mattress posts in 2023.
- attended recycling events to share information on recycling initiatives.

As an organisation offering on demand recycling services, we aim to consistently serve customer needs and sometimes exceed customers' expectations. Please see customer reviews [here](#).

We aim to be swift, easy, personable, and empathetic in our response. If people have a need and only limited resources, we offer free or low-cost collections. If people need help moving or lifting items, we can share the load. If people are returning to work to rebuild confidence and develop their abilities, we can support. This matches the ethos and core values of the organisation. Our efforts have been recognised through customer feedback and [awards](#). This helps affirm the value of our work to the staff team. It also helps us promote our service and adds credibility to our recycling.

### Section 4 Future Focus

Recycle IT is currently evaluating a paid collection service for mattress recycling in South Dublin. We would hope to add this complementary recycling service once we have it fully evaluated. We need to ensure the supply chain is in place to safely accept mattresses for recycling outside the recycling initiative period. This will help increase sustainability and can lead to further employment opportunities.