



1st April 2019

Circular WP02.19 – (Email Only)

To each Director of Services – Environment

2019 Anti-Dumping Initiative – “Not in Our Nature”

Dear Director,

I am directed by the Minister for Communications, Climate Action and Environment, Mr Richard Bruton T.D., to advise local authorities that the Department is making funds of €3M available, through the Waste Enforcement Regional Lead Authorities (WERLAS) to support a 2019 Anti-Dumping Initiative (ADI). Since the launch of the initiative in 2017 over 400 projects have been successfully delivered across all 31 local authority areas and served to put the topic of illegal dumping on the agenda for communities across the country.

Illegal dumping is first and foremost a matter of individual responsibility and compliance with the law. While enforcement action in this area is a matter in the first instance for local authorities, the continued support of Government funding for the ADI enables a multi-faceted approach in tackling the problem.

The ADI aims to reduce incidents of illegal dumping nationally by providing funding for projects tackling the problem using a collaborative approach with local authorities, communities and other state agencies. In 2019, the focus of the ADI is on

- (i) prevention,
- (ii) abatement,
- (iii) education and
- (iv) enforcement.

Funding will be prioritised under these four key measures and must incorporate targeting of unauthorised waste collectors advertising on-line. Financial support is also available for local authorities who utilise Eircode information in the roll-out of Waste Management Bye-Laws which require households to demonstrate how they are managing their waste.

Strategically, investment in prevention measures forms a fundamental part of the solution. Actions can include signage, installation of lighting and barriers, landscape maintenance and amnesty events for household bulky waste.

Abatement measures predominantly include clean-up of black spots however, this year a vital component will embrace the roll out of the waste presentation bye-laws across all local authorities and using learnings from the pilot project undertaken by Sligo County Council



aimed at tackling and addressing the source of illegal dumping through an Eircodes investigation.

To effect long term behavioural change education and awareness measures are a key element. Last year the Connacht-Ulster Region developed a very effective range of information and awareness messaging material, using the tagline “Not in Our Nature” which will be rolled out across the regions.

Support for enforcement measures will incorporate the use of SMART enforcement tools into existing waste enforcement resources and the deployment across all local authorities of the written “Test Purchases” operational procedure developed for the purposes of targeting unauthorised waste collectors advertising on-line

Project Selection Criteria and Application Process

Applications are now invited from Local Authorities for consideration by the relevant WERLA Regional Steering Group and must be submitted on the application form (see Appendix I). Note it is preferable to use the online form available through the WERLA offices. The Steering Groups are responsible for selecting suitable projects eligible for funding subject to the selection criteria set out in Appendix II, and for determining the grant allocations in each individual case.

The deadline for receipt of applications is **Tuesday 30th April** and the appropriate WERLA will endeavour to notify successful applicants within one month of this closing date. Please note successful applicants may be required to submit further information prior to the commencement of works and to engage with the relevant WERLA for the duration of the project.

Contacts

Further information on this initiative is available from the WERLA offices. See contact information below:

Region	Address	Telephone	Email
WERLA - Connacht Ulster Region	Leitrim County Council, Aras an Chontae, Carrick-on-Shannon, Leitrim, N41 PF67.	+ 353 71 9620005	sscott@leitrimcoco.ie
WERLA - Eastern Midlands Region	Dublin City Council Block B Floor 2, Blackhall Walk, Smithfield, Dublin 7, D07 ENC4.	+ 353 1 222 5458	brian.white@dublincity.ie



WERLA - Southern Region	Cork County Council, Motor Tax Office, Model Business Park, Model Farm Road, Cork, T12 XP80.	+ 353 21 4819462 or + 353 86 1703154	nicholas.bond@corkcoco.ie
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Yours sincerely

Niall McLoughlin
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Waste Policy & Resource Efficiency Division

Cc: City and County Managers