



NATIONAL WASTE PREVENTION PROGRAMME

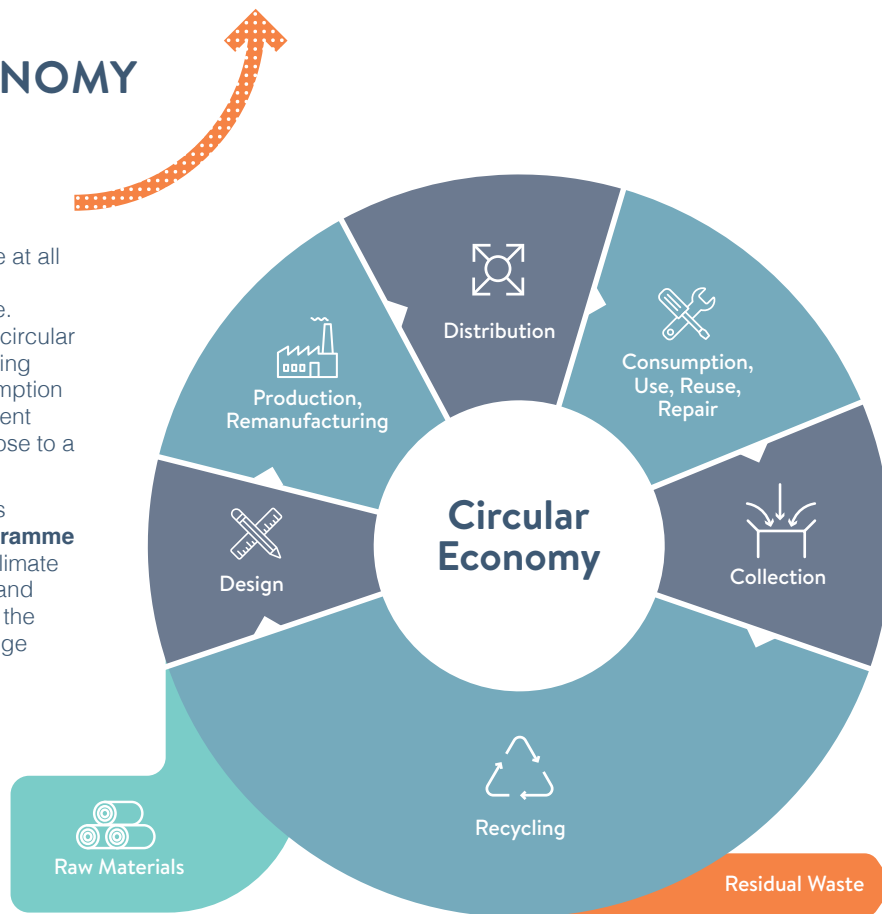
Preventing Waste
Driving the
Circular Economy

THE CIRCULAR ECONOMY IN IRELAND

The circular economy aims to reduce waste at all stages of the economic cycle and ensure materials are used as efficiently as possible. Waste prevention, a central concept of the circular economy, challenges us to review our existing design, production, distribution and consumption of products. This will move us from the current linear model of Take > Make > Use > Dispose to a more efficient and low-carbon economy.

The Environmental Protection Agency leads Ireland's **National Waste Prevention Programme** with the Department of Communications, Climate Action and Environment. We provide tools and information to businesses, households and the public sector to influence behavioural change and support sustainable choices.

For businesses, the circular economy reduces costs, improves the raw material supply chain and offers opportunities such as new business models and markets. For individuals, the circular economy offers a sustainable lifestyle with reduced environmental impact and lower household bills.



CIRCULAR CHALLENGES AND OPPORTUNITIES

CHALLENGES

OVER
100 million
tonnes of materials
are used annually in Ireland's economy

Inefficient consumption and missed opportunities for reuse and recycling lead to high waste generation and greenhouse gas emissions.

By **preventing waste** and **driving the circular economy** we can make the most of our resources while protecting the environment.

OPPORTUNITIES

Food Waste

We waste
1 million
tonnes
of food every year



Construction & Demolition

Millions
of tonnes of resources
could be recovered every year
avoiding demand for virgin raw
materials and reducing the carbon
footprint of construction



Plastics

66%
of plastic waste
from kerbside bins is
not widely recyclable



Agriculture

Resource efficient
farms have
lower costs
and **reduced**
climate impacts



Resource & Raw Materials

**Reuse &
repair**

reduces our consumption
of raw materials



Local Waste Prevention

**Raising
awareness**

and influencing behaviour
change in communities
prevents waste and saves
resources



CURRENT PROGRAMMES AND PARTNERSHIPS





OUR VISION

The National Waste Prevention Programme supports national-level, strategic programmes to prevent waste and drive the Circular Economy in Ireland.

NATIONAL WASTE PREVENTION PROGRAMME - HOW WE WORK

Innovating and Demonstrating



We have targeted funding programmes to support the development of novel solutions for the circular economy. We share learnings and showcase best-practice for enterprises and organisations in moving to the circular economy.

Delivering through Partnerships



We collaborate with influential national organisations to deliver programmes and solutions for the circular economy in Ireland. Working with and through others we extend our reach and influence.

Advocacy and Communication



We are an advocate for waste prevention and the circular economy in Ireland, including working with the public on priority topics such as food waste and plastics. We communicate solutions based on behavioural insights that can be scaled up for the greatest impact. We gather data and evidence to inform robust policy development and report on progress.

OUR PRIORITY AREAS



Food Waste



Construction & Demolition



Plastics



Agriculture



Resources & Raw Materials



Local Waste Prevention

OPPORTUNITIES TO WORK WITH US

We want to work with others to drive Ireland's Circular Economy through **national-level, strategic programmes** with high visibility and influence.

We want to engage with:

Industry &
Enterprise

Research &
Innovation
Organisations

Public Sector
Bodies

Representative
Bodies &
Networks

We have opportunities for innovation funding, networking and partnering through our priority areas:



Food
Waste



Construction
& Demolition



Plastics



Agriculture



Resources &
Raw Materials



Local Waste
Prevention

TO FIND OUT MORE:

Email us: nwpp@epa.ie

Check our website: www.epa.ie/waste/nwpp

Follow us on twitter: [@EPAWasteRes](https://twitter.com/EPAWasteRes)



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