**MyWaste Social Media Posts | National Food Waste Recycling Week – Week 23 | 26.05.2025**

**INSTAGRAM/FACEBOOK**

**POST 1:**

It's here! National Food Waste Recycling Week has officially launched! We're celebrating all the progress we've made in brown bin usage, but we need YOUR help to tackle contamination.

Our new research launched today shows while the vast majority of people (84%) use their brown bin, confusion and occasional haste can at times lead to incorrect items being disposed of in the brown bin.

Let's become #BrownBinChampions and "Say No to Brown Bin Intruders”! Head to MyWaste.ie (link in bio!) for all the info you need to sort your waste like a pro. #NFWRW25 #FoodWasteRecyclingWeek #MyWaste #BrownBin #Recycling #Ireland #Sustainability #EcoFriendly #Composting #LetsGetCircular #CircularEconomy

Minister Tag: FB- [Alan Dillon TD](https://www.facebook.com/AlanDillonTD/)

Minster Tag: IG- [alan\_dillon](https://www.instagram.com/alan_dillon/?hl=en)

**POST 2:**

Feeling overwhelmed by the Brown Bin? Not sure what exactly goes into it? Don't worry, we've got you covered! Here are some quick tips for #FoodWasteRecyclingWeek:

* **Take a Minute:** Research shows being in a hurry is a major contributor to contamination. Slow down and double-check what you're throwing into your kitchen caddy or brown bin.
* **Say No to Bin Intruders:** Be aware of common everyday items that should ***not*** go into your brown bin and can compromise the recycling process and reduce the level of compost produced. Some common incorrect items include onion netting, rubber bands on flowers, and plastic-wrapped vegetables such as cucumber. Remove these items before placing food or garden waste in the brown bin.
* **Use Compostable Liners:** To make brown bin management even easier, MyWaste.ie recommends using certified compostable liners in your kitchen caddy. These liners break down naturally during the composting process, keep your bin clean and prevent odours.
* **When in Doubt, Check it Out:** Use the MyWaste.ie website or your Waste Collectors guidelines to confirm what can and cannot go in your brown bin.

Let's make composting easy and effective! #MyWaste #BrownBin #RecyclingTips #Sustainability #EcoFriendly #LetsGetCircular #CircularEconomy #NFWRW25

**POST 3:**

Hey friends!

New research from MyWaste.ie shows we're doing great with brown bin usage, but a few sneaky "intruders" are causing some issues. Let's work together to keep them out!

Top 3 Brown Bin Intruders to Watch Out For:

* General Waste: This belongs in your regular bin!
* Plastic Around Veggies: Peel it off and recycle the clean and dry plastic separately!
* Stones/Rocks: These can't be composted, so keep them out!

We know it can be confusing sometimes, and that's okay! We're here to help. This National Food Waste Recycling Week (June 1st - June 8th), let's become Brown Bin Champions!

Head to MyWaste.ie (link in bio) for a super helpful A-Z guide, tips, and answers to all your brown bin questions! We've got your back! Let's make a positive impact, one brown bin at a time!

#BrownBinChampions #NFWRW25 #FoodWasteRecycling #MyWaste #CircularEconomy #RecycleRight #NationalFoodWasteRecyclingWeek #Ireland #Composting #Sustainability #Environment #WeGotThis #HelpfulTips

**POST 4:**

That's a wrap on National Food Waste Recycling Week 2025! 🙌

Thank you to everyone who joined us in celebrating and learning about the importance of brown bin recycling. Let's keep the momentum going! Remember, even small changes can make a big impact. Let's strive to keep up the good work all year round. Together, we can create a more sustainable future! #FoodWasteRecyclingWeek #MyWaste #BrownBin #Sustainability #LetsGetCircular #CircularEconomy #NFWRW25

**LINKEDIN**

**POST 1:**

It's National Food Waste Recycling Week!

MyWaste.ie is excited to kick off the fourth year of this crucial initiative, focusing on reducing contamination in our brown bins. Putting the wrong items in the brown bin can compromise the recycling process, reduce the level of compost produced. Let's all remember: 'No Metal, No Glass, No Plastic Makes Our Brown Bin Fantastic!' By keeping contaminants out of our brown bins, we can protect our soil and contribute to a circular economy.

**What can you do?** Become a #BrownBinChampion! Let's work together to keep those "bin intruders" out.

Visit MyWaste.ie for a comprehensive A-Z guide on what can and cannot go in your brown bin. Download our handy checklist to stick on your kitchen caddy!

What's the most surprising thing you've learned about brown bin recycling? Share your thoughts in the comments! #FoodWasteRecyclingWeek #MyWaste #CircularEconomy #Sustainability #Ireland #Recycling #LetsGetCircular #NFWRW25

**Minister Tag:** [Minister Dillon](https://www.linkedin.com/in/alandillon-/?originalSubdomain=ie)

**POST 2:**

We are now halfway through National Food Waste Recycling Week, are you confident you're using your brown bin correctly? Remember, even small mistakes can have a big impact. One of the biggest challenges we've identified is *haste* – 38% of people admit to putting incorrect items in their brown bin because they're in a hurry.

**Tip of the Day:** Slow down and double-check! It only takes a few extra seconds to ensure you're sorting correctly.

And remember…."No Metal, No Glass, No Plastic Makes Our Brown Bin Fantastic!"

Why is this important, you ask? High-quality compost enriches our soil, supports sustainable agriculture, and reduces our reliance on chemical fertilisers. Make sure to bookmark our A-Z guide for quick reference. Share this post with your friends and family to spread the word!

What's the trickiest item for you to remember when sorting your waste? Let's help each other out in the comments! #FoodWasteRecyclingWeek #MyWaste #BrownBinTips #Recycling #Sustainability #Composting #LetsGetCircular #NFWRW25

**POST 3:**

At MyWaste.ie, we're passionate about helping Ireland embrace sustainable waste management practices. Our latest research reveals valuable insights into brown bin usage. We're thrilled to see so many households actively participating in food waste recycling; however, we've also discovered that a few common contaminants are hindering the composting process.

Let's work together to minimise these "Brown Bin Intruders":

1. General Waste: Ensuring proper sorting is key.

2. Plastic Around Vegetables: Remember to remove all packaging before composting and recycle the clean and dry plastic.

3. Stones/Rocks: These require separate waste management streams.

We understand that busy lives can sometimes lead to mistakes, and we're here to provide the support and resources you need to succeed.

That is why this National Food Waste Recycling Week (June 1st - June 8th), we're encouraging every citizen to become a "Brown Bin Champion."

Here's how you can get involved:

* \*\*Educate Yourself:\*\* Visit MyWaste.ie for a comprehensive A-Z guide, helpful tips, and answers to frequently asked questions.
* \*\*Share Your Knowledge:\*\* Encourage your colleagues, friends, and family to recycle food waste correctly.
* \*\*Implement Best Practices:\*\* Ensure your workplace or organisation has clear guidelines for brown bin usage.

By working together, we can transform food waste into valuable compost, reduce our carbon footprint, and build a more sustainable future for Ireland. Let's make a positive impact, one brown bin at a time!

#BrownBinChampions #FoodWasteRecycling #MyWaste #CircularEconomy #Sustainability #Ireland #WasteManagement #Environment #Composting #Recycling #Education

**POST 4:**

National Food Waste Recycling Week is drawing to a close, but our commitment to reducing food waste continues!

Thank you to everyone who participated and took steps to improve their brown bin habits. Over 200,000 new brown bins have been rolled out nationwide since 2024, demonstrating a growing commitment to sustainability. There are now over 1.2 million brown bin owners in Ireland. Let's keep that momentum going! By minimising contamination, we can transform our food and garden waste into valuable compost, reducing our carbon footprint and supporting a circular economy.

By working together, we can create a more sustainable future for Ireland. Visit MyWaste.ie to learn more about how you can make a difference every day.

What's one small change you'll commit to making this week to improve your brown bin habits? #FoodWasteRecyclingWeek #MyWaste #Sustainability #CircularEconomy #Recycling #Ireland #BrownBin #LetsGetCircular #NFWRW25