**Press Release**

**Embargo until 00:01 August 29th 2025**

**MyWaste ‘Kicks Off’ Free Webinar Series to Empower Sports Clubs Towards a Greener Future**

* **Free MyWaste webinar series this September to help all sports clubs adopt sustainable waste management practices, backed by leading sporting bodies.**
* **Each session will deliver core waste management content, illustrated with successful examples from GAA, IRFU & FAI clubs, and the wider sports sector, offering practical advice and expert insights applicable to any club.**
* **To register for the MyWaste Sports Club Toolkit webinar series visit** [www.mywaste.ie](http://www.mywaste.ie)

**Friday, August 29th 2025:** MyWaste.ie, Ireland’s official guide to managing your waste, today announced a free, four-part webinar series designed to equip sports clubs nationwide with the knowledge and tools to implement sustainable waste management practices. The MyWaste Sports Club Toolkit webinar series, supported by The Gaelic Athletic Association (GAA), Irish Rugby Football Union (IRFU), the-Football Association of Ireland (FAI) and the Federation of Irish Sport, will provide practical advice and insights from experts, empowering clubs to reduce their environmental footprint and foster a greener Ireland.

**Minister of State for Small Business and Retail & Circular Economy, Alan Dillon, T.D.** praised the initiative, stating; *"The MyWaste Sports Club Toolkit has already provided a clear roadmap for sustainability, and now, with this accessible webinar series, we are truly bringing that guidance to life for thousands of clubs nationwide. These sessions are a crucial step in empowering sports organisations across Ireland to embrace circular economy principles, reduce waste, and build a more sustainable future for their communities and for Irish sport as a whole. Local sports clubs are in a unique position to reach people from all backgrounds at a grassroots level."*

*"We are thrilled to launch this webinar series, offering direct support and practical solutions to sports clubs across Ireland,"* said **Sinéad Ni Mhainnin, Regional Waste Management Planning Office.** "*This initiative brings the MyWaste Sports Club Toolkit directly to every corner of Ireland's sporting community. While each session will feature specific examples from different sporting codes, the core principles and actionable strategies are universal, making these webinars valuable for any club looking to enhance its environmental practices. We believe these webinars will be a game-changer in empowering clubs to positively contribute to good environment practices and Irelands transition to a circular economy.*

More than just a guide, the MyWaste Sports Club Toolkit is a dynamic resource offering comprehensive, actionable strategies for clubs to transform their waste management. It provides practical advice on everything from waste auditing and prevention to effective segregation and reuse initiatives, empowering clubs to eliminate single-use plastics, promote gear swapping, and track their unique sustainability journey.

*"Since implementing the MyWaste Sports Club Toolkit, we've seen a significant reduction in our waste output and a noticeable improvement in our club's environmental practices,"* said **Karen Kenna at Cappagh GAA Club, Co. Kildare**. *"The resources are incredibly practical and easy to follow, and it's made a real difference to our community and our bottom line. We highly recommend it to any club looking to become more sustainable."*

**Webinar Series Details:**

Each episode of this webinar series will explore key sustainability practices, using examples and insights from various sporting codes. While specific examples will be highlighted, the practical advice shared is applicable to all sporting organisations. Each session will run from 7:00 PM to 7:45 PM on Tuesday evenings in September 2025:

* **September 9th:** Core waste management guidance, illustrated with diverse examples from across the entire Irish sporting landscape.
* **September 16th**: Core waste management guidance, with a specific focus on examples and successful initiatives from GAA clubs.
* **September 23rd:** Core waste management guidance, highlighting practical applications and achievements from FAI clubs.
* **September 30th**: Core waste management guidance, featuring insights and case studies from IRFU clubs.

*"The FAI is committed to fostering environmental responsibility within football,"* added **Des Thompson, Football Association of Ireland’s Social and Environmental Sustainability Manager.** *"We are thrilled about the MyWaste webinar series, especially the session highlighting FAI clubs. This provides an invaluable, direct channel to share practical waste solutions with our vast network of clubs, ensuring that sustainability becomes a core part of every football community in Ireland.”*

*“The GAA is delighted to champion the MyWaste webinar series,"* stated **Jimmy D'Arcy, Youth Leadership & Sustainability Manager at GAA.** *"These webinars offer an excellent, accessible platform for all GAA clubs to deepen their understanding of waste management and accelerate their journey towards becoming greener. We strongly encourage every club to participate and leverage this fantastic opportunity to make a significant positive impact on their local environment.”*

**David Keane, National Rugby Development Manager at the Irish Rugby Football Union,** commented; *“The IRFU is delighted to actively support the MyWaste webinar series. This initiative is a brilliant way to extend crucial sustainability knowledge directly to our rugby clubs, helping them implement effective waste management practices. We are excited for our clubs to engage with these sessions and contribute to a greener, more responsible sporting landscape across Ireland.”*

*“The Federation is immensely proud to support the MyWaste webinar series,"* said Mary O’Connor, CEO of **the Federation of Irish Sport**. *"This initiative is vital for reaching and empowering sports clubs across every discipline and region of Ireland. By providing direct access to expert guidance and practical tools, these webinars will significantly advance our collective goal of building a more sustainable and environmentally conscious sporting sector nationwide.”*

**How can I register?**

Don't miss this opportunity to learn directly from clubs experiences and also from waste management experts. Register for our free webinars today and discover how your club can become a leader in sustainable waste management!

To register for the MyWaste Sports Club Toolkit Webinar Series visit [www.mywaste.ie/dispose-waste/sports-clubs/](http://www.mywaste.ie/dispose-waste/sports-clubs/)

To download the free toolkit, please visit[www.mywaste.ie/sportsclubs](http://www.mywaste.ie/sportsclubs)

**ENDS**

**Media Contact:**

Melissa Ciepierski, Wilson Hartnell E: melissa.ciepierski@ogilvy.com M: 086 191 5422

Darragh Reilly, Wilson Hartnell E: darragh.reilly@ogilvy.com M: 085 175 1572

**Notes to Editor:**

**About MyWaste:** MyWaste, Ireland’s official guide to managing your waste, is an information portal designed to guide and advise on responsible, efficient, and suitable waste management practices. It is an initiative brought to you by the Regional Waste Management Offices on behalf of the Department of Climate Action, Communications and the Environment. To learn more about MyWaste visit [www.mywaste.ie](http://www.mywaste.ie/).

Registration Links to Webinars:

* **Waste Management for All Irish Sports:** <https://dv4-com.zoom.us/webinar/register/WN_DOjY3IlPQ2S7pexw5SUwxw#/registration>
* **Waste Management for All Irish Sport, Featuring Successful GAA Clubs Examples:** <https://dv4-com.zoom.us/webinar/register/WN_jTkp6eCaRFqdPfxpQiD3uA#/registration>
* **Waste Management for All Irish Sport, Featuring Successful FAI Club Example:** <https://dv4-com.zoom.us/webinar/register/WN_OeiPt7p2SCKTrgPl2hvFdA#/registration>
* **Waste Management for All Irish Sports, Featuring Successful IRFU Club Examples:** <https://dv4-com.zoom.us/webinar/register/WN_kUM3u-fyQ12r0Odjw3fGzg#/registration>

**About the Federation of Irish Sport:** The Federation of Irish Sport represents the governing bodies of Irish sport and works to promote the interests of sport at all levels in Ireland. For more information, visit [www.irishsport.ie](http://www.irishsport.ie/).

**About the IRFU:**

The Irish Rugby Football Union (IRFU) is the governing body for rugby union in Ireland, working to develop and promote the sport from grassroots to the international level. For more information, visit [www.irishrugby.ie](http://www.irishrugby.ie/).

**About the FAI:**

The Football Association of Ireland (FAI) is the governing body for association football in the Republic of Ireland, dedicated to fostering and developing the sport across all levels. For more information, visit [www.fai.ie](http://www.fai.ie/).

**About the GAA:**

The Gaelic Athletic Association (GAA) is Ireland's largest sporting organization, promoting Gaelic games such as hurling, Gaelic football, handball, and rounders, and fostering Irish culture and heritage. For more information, visit [www.gaa.ie](http://www.gaa.ie/).