

# *TriFocal in Dublin*



Project supported by LIFE funding

# *Trifocal in Dublin: Project Area*

- Greater Dublin Area = 4 municipalities
- Total population 1.3 million +
- Total number of households = 468,000
- 35% population live in apartments



# TriFocal in Dublin: Food Waste Figures



- 1/3 food wasted is by households
- 60% avoidable; 20% potentially avoidable; 20% unavoidable
- Food wasted in **Dublin** 104 million kgs
- 104,000 tonnes
- € 327.6 million in food waste per annum
- Just household figures!

# *TriFocal in Dublin: Context*

## Legislation

- Directive 99/31/EC; Waste management regulations 2009 (commercial) ; Waste management regulations 2015 (commercial) ; EU Household Food Waste regulations 2015

## Programmes and projects

- Education Programmes: Stop Food Waste (EPA);  
Green Schools Programme; Brown Bin Promotion (50%)
- Sharing projects: Food Cloud
- Research: Share City



# *TriFocal in Dublin: Aims*

- To support implementation of the waste legislation
- Encourage food waste segregation and use of brown bin (food recycling)
- To supplement food waste prevention programmes already in existence (waste prevention)
- To combine the idea of healthy eating with waste prevention (healthy eating)
- To bring different partners together
- To utilise the learnings from the London Trifocal project



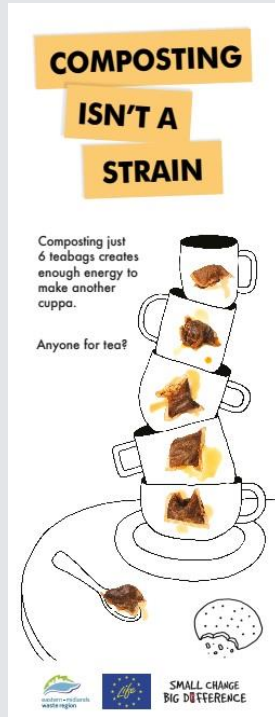
# *TriFocal in Dublin: Partnerships forged*

## **A wide range of stakeholders were interested in involvement in TriFocal in Dublin**

- Local authorities (4 Dublin areas)
- Urban Farm (Social Enterprise)
- Stop Food Waste (EPA, Government agency)
- Irish Peatlands Conservation Council (Civil Society)
- Smart Store Cooking (Private sector)
- Green Schools (Government)



# TriFocal in Dublin: Activities



Dublin

April – Capacity Building Workshop

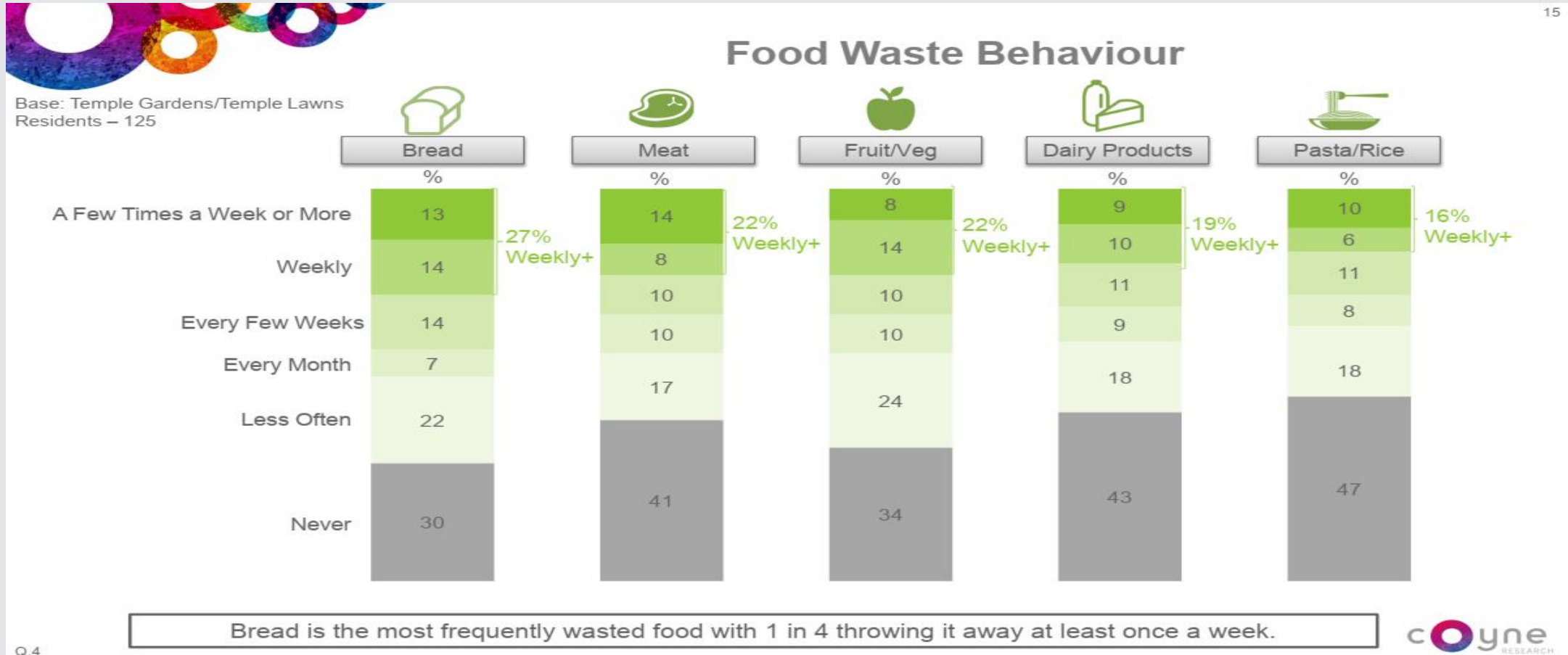
July – Apartment survey – food waste

August – Smart Store Cook video production

<https://www.youtube.com/watch?v=numesaSCsTM&feature=youtu.be>

Yet to come: Big Employers; Schools Programme; Apartment Brown Bin intro (& event); Wrap-up Dublin event

# TriFocal in Dublin: Apartment survey results





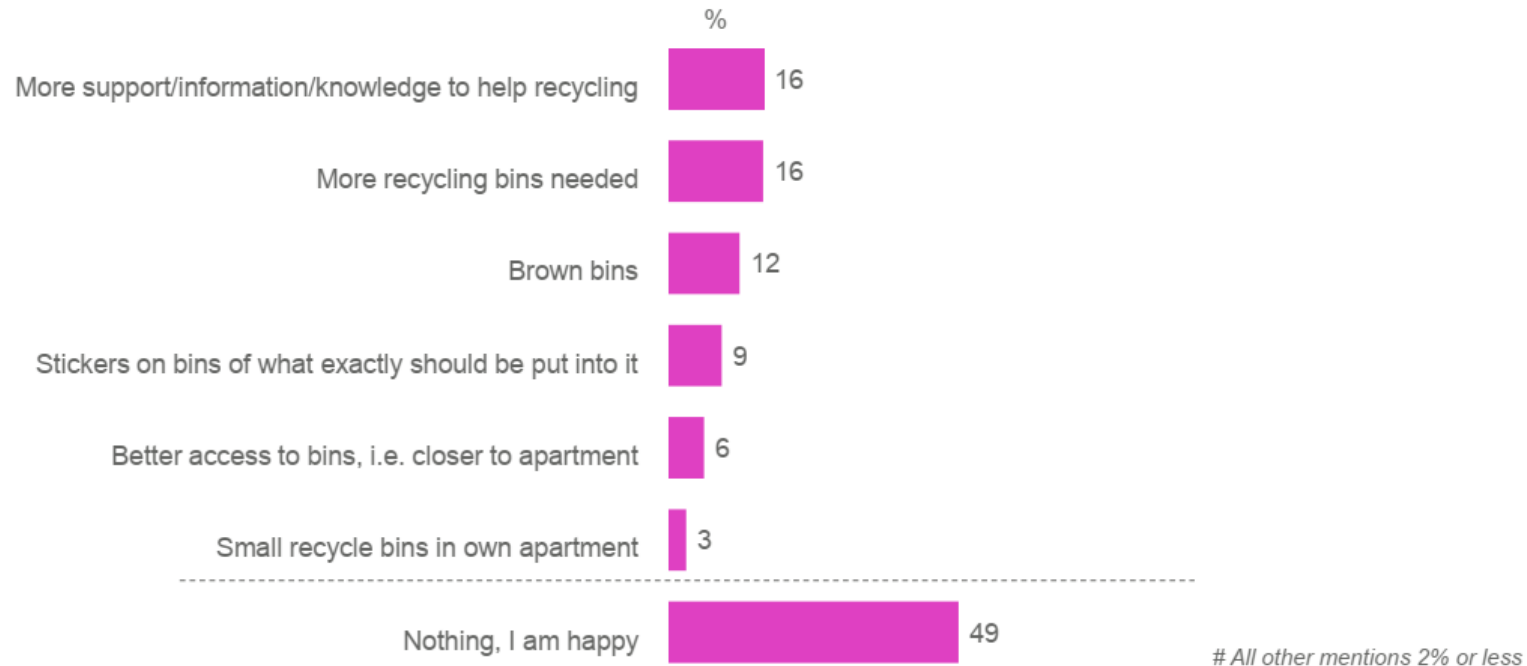
# TriFocal in Dublin: Apartment survey results



## Factors that Would Encourage More Recycling at Apartment Complex (Spontaneous)

24

Base: Temple Gardens/Temple Lawns Residents – 125



Residents felt that more support/information, more recycling bins and the introduction of brown bins would all encourage more recycling. Positively these are all areas of focus for the campaign.

Q.11

# *TriFocal in Dublin: Recommendations*

- The TriFocal initiatives are well worth carrying out in other cities
- The project is easy to fit in with City food strategies or waste plans as there are lots of initiatives on offer.
- Materials and slogans may need to be localised – this should be done as early as possible
- Involving a wide range of stakeholders in the capacity building stage worked well for the Dublin project