



# Cashel's Main Street Retailers To Recycle Less

## LOCAL AUTHORITY PREVENTION DEMONSTRATION PROGRAMME

South Tipperary Co Co is challenging retailers on Cashel's main street to reduce the amount of material they put out for recycling and disposal.

Retailers taking on the Council's challenge to find ways to stop creating waste in the first place will receive free advice on how to prevent waste generation in relation to materials, water and energy. This challenge has potential financial savings for businesses and benefits for the environment.

Retailers on Main Street already segregate rubbish prior to collection and demonstrated high recycling rates however prevention measures for common waste stream such as corrugated packaging, film packaging and office paper could easily reduce the volume of waste being presented for collection by 25%.

Waste characterisation studies were carried out with the first four retailers including the local Credit Union, Supermarket, Health Food Shop and Pub. The results have quantified materials and waste going for recycling and disposal and identified opportunities for waste prevention. Retailers on Main Street already segregate rubbish prior to collection and demonstrated high recycling rates however prevention measures for common waste stream such as corrugated packaging, film packaging and office paper could easily reduce the volume of waste being presented for collection by 25%.

Cashel's main street, which has approximately 34 different business types, represents any typical main street in a country town. The Council aim to engage with the retailers and Cashel's Chamber of Trade and Tourism to examine their waste generation, energy and water consumption and find practical ways to PREVENT WASTE GENERATION. The Street's achievements will be benchmarked and Best Practice Guides will be produced and promoted.

South Tipperary Co Co's 24 month initiative entitled "An Investigation of Waste Prevention Opportunities in a Rural Town" has received €74,000.00 under phase 2 of the Local Authority Prevention Demonstration Programme.

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National Waste Prevention Programme  
[www.prevention.ie](http://www.prevention.ie)

