



# Dashboard Eating - Waste Prevention Challenge

## LOCAL AUTHORITY PREVENTION DEMONSTRATION PROGRAMME



Wicklow Co Co is working with Statoil to tackle Ireland's increasing waste generation associated with the arrival of convenience consumerism. The increasing trend is for greater consumption of 'on-the-go' fast food packaged in disposable materials. The initiative aims to reverse the present trend and promote a more sustainable culture.

The LAPD team will do this by auditing waste generation, investigating consumer behaviour, introducing alternatives in the provision of goods and promoting more sustainable consumer behaviour. The aim is to reduce the waste generated and increase resource efficiency through the use of fewer materials, reusable containers and packaging that has a better eco-design. The LAPD team plan to work in consultation with the local community, green schools, and other convenience outlets.

The initiative will be conducted by Wicklow Co Co in partnership with the Statoil Service Station on the Dublin Road in Bray, which is the fifth busiest service station in Ireland. The store is keen to reduce its own waste and currently offers cost incentives for coffee/tea in reusable containers. Findings from this initiative will be promoted as a case study that would be replicable in any convenience store in Ireland.

Wicklow Co Co's 18-month initiative entitled "Convenience Waste - Tackling Waste Prevention – An Integrated Retailer - Consumer Approach" has received €75,000.00 under phase 2 of the Local Authority Prevention Demonstration Programme.

For further information please contact Ms Moira Byrne, Environment Awareness Officer, Email [mbbyrne@wicklowcoco.ie](mailto:mbbyrne@wicklowcoco.ie) Phone 0404 64120 / 087 1201301



Why waste the planet? Think Prevention - SAVE something for the future!

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

