



# **PAY BY WEIGHT AWARENESS CAMPAIGN**

# Developing the logo...

Proposed new for PBW



Colours of bins;  
Amount of colour  
used mirrors the  
best practice use of  
matching bin. i.e.

Green - Most  
Brown - Some  
Black - least of all



Negative Space; W for Waste, Weight and Wheelie Bin



Balanced Scales;  
Middle brown triangle  
a symbol of balance



# Applications



# Print Media

Local & some national  
Planned for 2 weeks:

Weekend of May 20<sup>th</sup>

Weekend of June 17<sup>th</sup>

Editorial to accompany  
advert

**From July 1<sup>st</sup> 2016, household waste charges are changing.**

From that date you will **Pay By Weight** for your bin collection service. To ensure you get the best service & price contact your waste collector.

Changes to how you currently pay for your waste are being introduced on July 1<sup>st</sup> 2016. If you pay a flat rate or tag charge per kg of waste.

Now with the new system work! Your waste contractor will decide what the annual fixed service charge and a flat minimum charge have been set out in legislation for each of the waste streams.

<b>GENERAL WASTE</b> Minimum 175 per kg	<b>ORGANIC WASTE</b> Minimum 25 per kg	<b>RECYCLING</b> Minimum 25 per kg
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**PAY BY WEIGHT**  
KNOW YOUR WASTE. CONTROL YOUR COST

To find out more about charges contact your waste collector. To learn more about how to prevent waste costs by recycling better contact your local authority.

Designed & supported by:  
Connacht-Ulster Waste Region  
Southern Waste Region  
Eastern-Midlands Waste Region  
Northern Ireland Waste Region

# Local & national radio

**2 Week campaign**

**Commencing:**

**May 22<sup>nd</sup>**

**June 19<sup>th</sup>**

**“If it’s in the right bin, you are on the right track”**





## Posters



**Leaflets**

**Digital & Print**

**3 languages:**

**Polish,**

**Chinese**

**Irish**



# Brochure

**Paying by Weight**  
**Know your waste control your cost**

See below some tips to help you to reduce your waste and therefore your bill.

<b>REUSE WASTE</b> Create a home compost heap for vegetable scraps, lawn mowings, garden trimmings, etc. You can also use garden waste for mulch. This is a great way to reduce your waste and therefore your bill.	<b>USE YOUR BINNERS</b> Home composting will cut down on the amount of food waste you put in your bin. You can also use garden waste for mulch. This is a great way to reduce your waste and therefore your bill.	<b>USE YOUR BINNERS</b> Home composting will cut down on the amount of food waste you put in your bin. You can also use garden waste for mulch. This is a great way to reduce your waste and therefore your bill.	<b>USE YOUR BINNERS</b> Home composting will cut down on the amount of food waste you put in your bin. You can also use garden waste for mulch. This is a great way to reduce your waste and therefore your bill.
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The Regional Waste Management Offices have co-ordinated and produced these management plans on behalf of their local authorities. To find out more about other campaigns work and follow us on twitter and log on to our website.

**PAY BY WEIGHT**  
 KNOW YOUR WASTE. CONTROL YOUR COST

From July 1<sup>st</sup> 2016, household waste charges are changing.

**What is Pay By Weight?**

**Why Pay By Weight?**

**How will it work?**

**A new charging system**  
 On July 1<sup>st</sup> 2016, the charging arrangements for household waste will change for some regions called Pay By Weight. Regardless of how you pay, after this date, all households across Ireland using a waste collection service will be charged based on the weight of waste they produce.

**Phones will vary depending on your carrier and area. Contact your waste collector or check all the information you need to know.**

**Understanding the charges**  
 There are three types of charges: a fixed charge for all general waste, a variable charge for all general waste, and a variable charge for all general waste.

**Starting your work**  
 The amount of waste you generate will depend on the amount of waste you generate. The amount of waste you generate will depend on the amount of waste you generate.

**Policy**  
 The amount of waste you generate will depend on the amount of waste you generate. The amount of waste you generate will depend on the amount of waste you generate.

**Attitudes**  
 The amount of waste you generate will depend on the amount of waste you generate. The amount of waste you generate will depend on the amount of waste you generate.

**Positive change**  
 The amount of waste you generate will depend on the amount of waste you generate. The amount of waste you generate will depend on the amount of waste you generate.

**Knowledge Partner**  
 The amount of waste you generate will depend on the amount of waste you generate. The amount of waste you generate will depend on the amount of waste you generate.

**Remember! You know your waste you control your bill. We're working together to help you reduce your waste and therefore your bill.**

**PAY BY WEIGHT**  
 KNOW YOUR WASTE. CONTROL YOUR COST

# Other Awareness Tools.....



# Tools under development



*“If it’s in the right bin, you are on the right track”*

