



Zero Project Case Study

Fold Housing



THE ZERO PROJECT

REDUCING WASTE • REDUCING COSTS
AN INITIATIVE FROM THE CITY BIN CO.



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FOLD HOUSING PROVIDES APARTMENTS AND HOUSES FOR OLDER PEOPLE AND FAMILIES. IN ADDITION, THE ASSOCIATION PROVIDES SUPPORTED HOUSING WITH 24 HOUR CARE FOR FRAIL AND OLDER PEOPLE.

FOLD Housing enhances the quality of life for many people in the community by providing a unique combination of accommodation and associated service options. These include: Housing-with-Care and day care for frail older people and people with dementia; sheltered housing; and general needs accommodation for families.

We met with the Fold Housing Team earlier this year to investigate a better more inclusive way to recycle. We focused on two brand new developments in the Citywest part of Dublin namely Cuil Duin and The Mews. Both sites cater for approximately 25 units.

Karen Murphy is the Estate manager that introduced us to her team and worked with The City Bin Co.'s John Farrell to find a better and more cost effective way to handle their waste.

- We are currently testing the use of organic bin caddies in all of the units along with the use of a recycling bag to move waste from each unit to the bin stores.
- The bin stores now have a general waste bin, a recycling bin, an organic bin and a glass bin.
- All bin stores have clear signage that show what can go into each bin.
- The difference is now significant with binstores achieving over 40% less general waste in the bins.
- The opportunity to recycle has been embraced by all of the teams and is proving to be a big success.

The adoption of the Earth Day Pledge with the group of committed people in Fold Housing will only send the recycling statistics one way. The pledge will be extended across the full portfolio of sites over the next 12 months.

The goal is to achieve a greater recycling rate, a greater understanding of the significance of recycling to achieve the 'Zero Waste to Landfill' Accreditation.



The City Bin Co.'s John Farrell with Karen Murphy (Fold Housing)



Fold Housing Team

Check out other case study videos...
<https://www.youtube.com/watch?v=QrNPueOXM8>

<https://www.youtube.com/watch?v=qXHkX07uLvE>

If you would like more information on the Zero Project, please contact John Farrell, The City Bin Co. email john@citybin.com