

## **Take a minute, before you bin it!** **(<https://www.activelink.ie/node/111192>)**

**This new awareness campaign – ‘Take a minute, before you bin it!’ is aiming to increase awareness and knowledge on how to improve waste segregation.**



**Whether at home, at work or at play we can all play our part. As Ireland transitions to a more circular economy, this national initiative highlights how simple individual actions, can collectively boost Ireland’s recycling rate.**

Statistics from the EPA reveals that two-thirds of what ends up in our general waste bins could have been recycled or composted with food waste being the most misplaced item, followed closely by soft plastics.

**Introducing our fun, interactive game that helps players learn about proper binning habits.**

When it comes to recycling, are you a rookie or a superstar? Have a go at our fun interactive game and find out!  
[Take a minute, before you bin it! – the MyWaste game](https://bolddonut.itch.io/take-a-minute)(<https://bolddonut.itch.io/take-a-minute>)

[Get materials and online graphics to help understanding and education.](https://mywaste.ie/resources-and-campaigns/)(<https://mywaste.ie/resources-and-campaigns/>)

[Get Resources](https://mywaste.ie/resources-and-campaigns/) (<https://mywaste.ie/resources-and-campaigns/>)

### **Region**

Nationwide

[Take a minute, before you bin it!](https://mywaste.ie/yws-campaign/)(<https://mywaste.ie/yws-campaign/>)

### **Date Entered/Updated**

27th Sep, 2024

### **Expiry Date**

27th Nov, 2024

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