

invited by Team Limerick Cleanup group (annual county and national clean up event at Easter) to erect a replica waste collectors to help promote the TLC event this year.

1. How did your initiative raise awareness of, and/or impact directly on Green Initiatives

This fun group project was developed to raise awareness about the huge quantity of waste plastic bottles being thrown away on campus weekly. The piece was designed to be the size of a human, to be clearly visible and striking. It was located in various campus central locations, visible to thousands of people daily and advertised online also.

At the time it impacted visually to create awareness to all passers-by, and since then it has developed into impacting the actual reduction of plastic bottles on campus, with approximately over a million bottles saved to date since the installation of the refill stations in the SU and UL library. The installation of the 38 refill stations will hopefully eliminate the requirement of plastic bottles completely.

2. How many were involved in the event

Include number on the organising committee, how many attended from each college, additional attendees e.g. audience.

There was approximately 30 people involved from the society in various stages (discussion / design/ construction) and the quantities of people who would have experienced the piece on campus is almost all people on campus (approx.. 15,000 students, 2,000 staff)

3 How did you fare financially?

What grant did you receive, how successful was your sponsorship/fundraising. What was the entry fee and what did it include. What was your overall income and expenditure?

We used material and tools in a space donated to us by the UL Green Campus Committee. While what we made was very cheap to make, it has now informed the spending of approximately €75,000 to be spent on new refill stations !

4 Please give details of the methods used to promote event.

How successful were you at your PR and getting people involved. Tips: It is important to detail variety of publicity methods used as well as the creativity and innovation of the publicity utilised.

The piece was rolled out across campus in various external and internal locations over the course of a few weeks and is now permanently on display in Red Raisins Restaurant, the biggest eating hall on campus. The piece itself had advertising poster which also helped to advertise the society and recruit new members!

We advertised the piece on Facebook, Twitter, Instagram, WhatsApp, our ULES website, in our annual society portfolio and we also regularly post on the UL Green Campus blog. Facebook is our main output for social media as it is the platform with the biggest audience, reaching over 400 people.

With that said, while the piece itself in reality was the best way to advertise on campus, the most important way for us to share our info off campus was by presenting at the seminars organised by the National Green Campus programme. This meant other Universities and societies could see the idea and inspire them to do the same on their own campus, like Maynooth University are doing.

5 What would it mean to the society to win this award and why do you feel the society merits the award?

Our society motto and aim is 'Making Real Change On Campus'. Our society offers a platform for any individual person to be able to propose an idea, and as a group we encourage and help them to make it a reality.

This project started out as a David versus Goliath mission. However, it developed into something amazing, making real change, not just on our campus, but it has inspired the start of real change on other campuses also.

Earning this award not only would be an amazing honour and achievement for the society, but we would hope that the acknowledgement would further continue to inspire other large bodies across the country to do the same, which would help be an incredible national movement.

We believe the society merits the award because we inspired real change in a fun, peaceful and empahitic way.



Plastic Bottle Collector



Library Stations

SU Stations



Maynooth Collector



TLC Collector

