

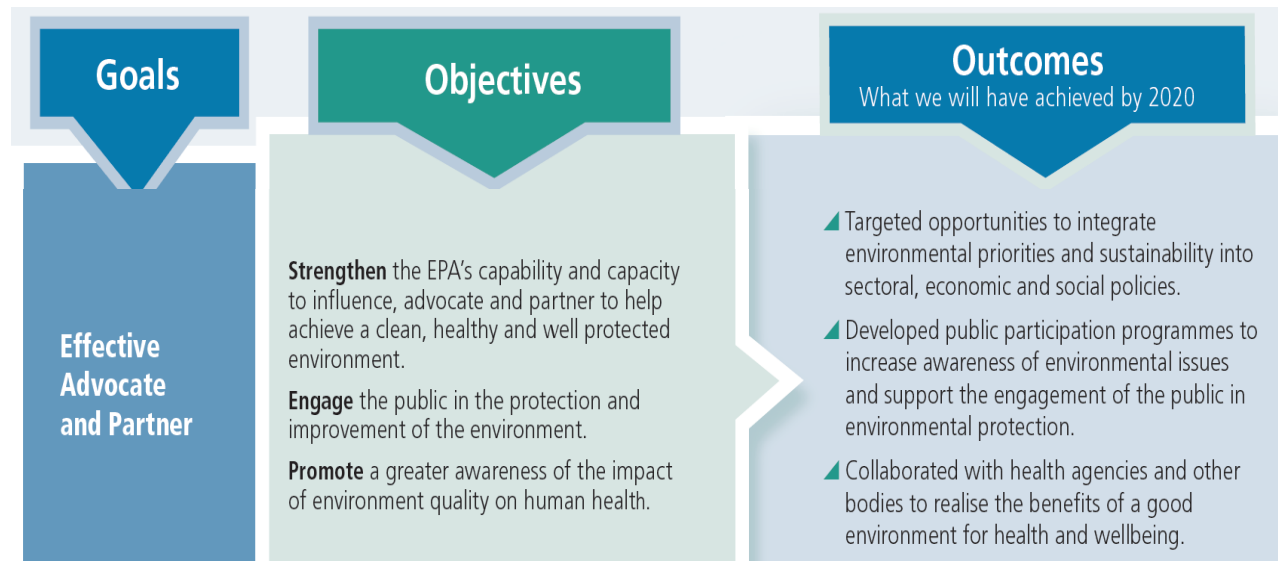
Consumer engagement as part of the EPA's Strategy

Dr Eimear Cotter

Director of the Office of Environmental Sustainability



Goals	Objectives	Outcomes What we will have achieved by 2020
Trusted Environmental Regulator	<p>Ensure the on-going development of a proportionate and effective regulatory approach.</p> <p>Align EPA resources to target interventions and reduce environmental risk.</p>	<ul style="list-style-type: none"> ▲ A risk-based, responsive regulatory approach that engages stakeholders and protects the environment and people. ▲ Reduced environmental risks at EPA regulated facilities through tailored interventions and by ensuring appropriate financial provisions are in place. ▲ Driven the improved delivery and management of water and waste infrastructure.
Leader in Environmental Evidence & Knowledge	<p>Realise the full potential of the EPA's knowledge, skill, expertise and regional presence as key national resources in the protection of the environment and human health.</p> <p>Accelerate the provision of timely and tailored information to meet the specific needs of stakeholder groups.</p>	<ul style="list-style-type: none"> ▲ More timely evidence-based environmental assessments to inform policy and decision making at national, regional and local levels. ▲ Better provision of online, up-to-date and accessible information on the environment to stakeholders. ▲ A research programme that addresses knowledge gaps and helps identify solutions to emerging and complex environmental problems.
Effective Advocate and Partner	<p>Strengthen the EPA's capability and capacity to influence, advocate and partner to help achieve a clean, healthy and well protected environment.</p> <p>Engage the public in the protection and improvement of the environment.</p> <p>Promote a greater awareness of the impact of environment quality on human health.</p>	<ul style="list-style-type: none"> ▲ Targeted opportunities to integrate environmental priorities and sustainability into sectoral, economic and social policies. ▲ Developed public participation programmes to increase awareness of environmental issues and support the engagement of the public in environmental protection. ▲ Collaborated with health agencies and other bodies to realise the benefits of a good environment for health and wellbeing.
Responding to Key Environmental Challenges	<p>Tackle the challenges to deliver improved water quality in Ireland.</p> <p>Engage with other strategic partners to promote the development of a holistic national response to climate change.</p> <p>Enhance air and radiation protection in Ireland.</p> <p>Engage with strategic partners to deliver effective regulation of the waste sector.</p>	<ul style="list-style-type: none"> ▲ Effective and resilient structures in place to deliver better outcomes for water quality. ▲ An authoritative climate change secretariat that supports the National Dialogue on Climate Action /Climate Change Advisory Council and the national transition to a low carbon and climate resilient society and economy. ▲ Strengthened the air quality and radiation protection frameworks to further protect people and the environment. ▲ Strengthened national waste enforcement measures protecting people and the environment
Organisationally Excellent	<p>Develop our staff and align our organisation to deliver best environmental outcomes.</p> <p>Focus on the development and promotion of organisational health, wellbeing and safety at work.</p> <p>Promote a culture of leadership, reform and innovation.</p>	<ul style="list-style-type: none"> ▲ Our functions and resources aligned to be responsive and adaptable to meet emerging challenges. ▲ Engaged all staff to foster a supportive workplace environment. ▲ Enhanced capacity in the area of organisational change and in the use of ICT to support reform and innovation.



Effective Advocate & Partner

- Partnering & networking
 - Awareness raising
- Promoting sustainable behaviour

Partnering



Awareness raising

- Evidence and data
 - State of the Environment; Greenhouse gas emissions; Waste Statistics...
- Communication channels
 - Reports; Websites; Twitter; Interviews; Newspaper articles; Awards
- Support the engagement and awareness of the public in environmental protection through citizen science

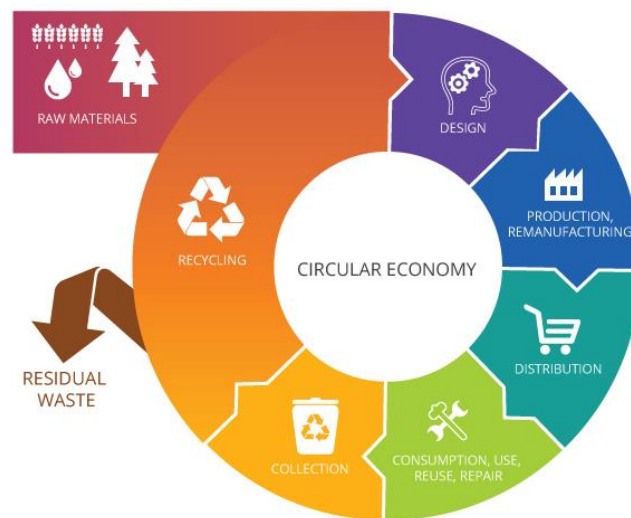
Promoting Sustainable Behaviour

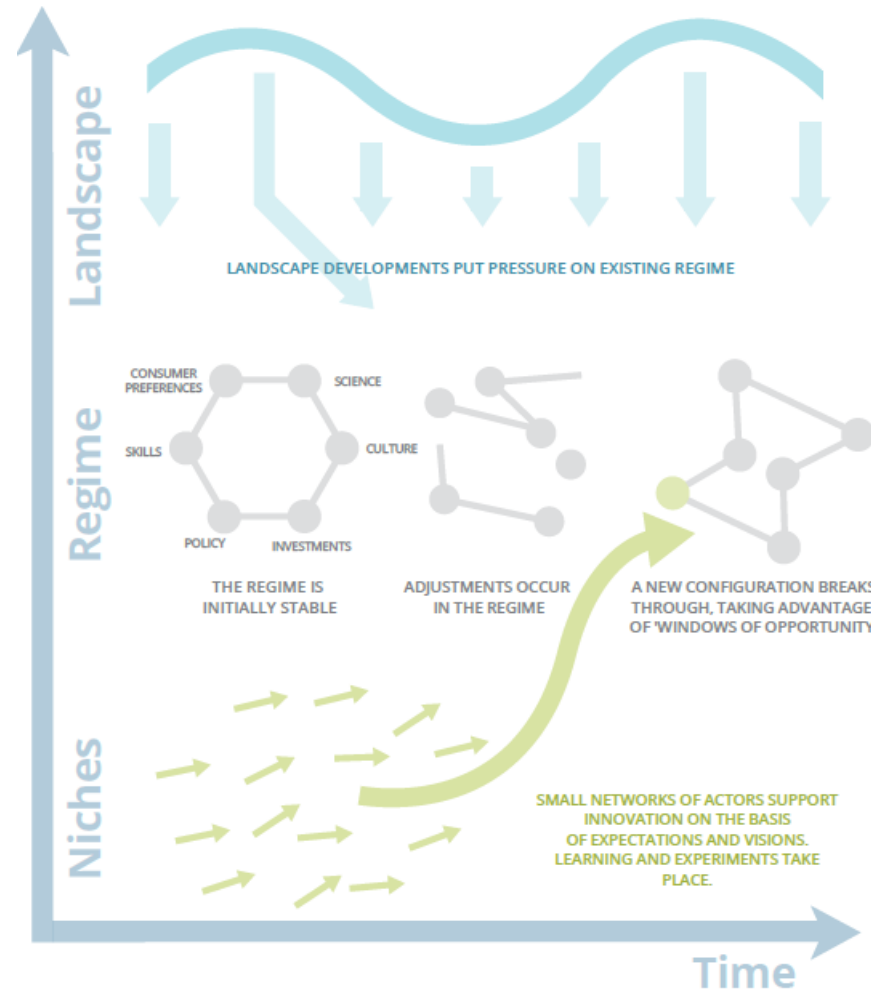
- Food Waste Prevention – design and develop behavioural interventions:
 - Direct engagement with households & ‘train the trainer’ programme
 - Partnered with NCAD to develop solutions through design – putting people at the centre



Reuse & Circular Economy

- Mixed picture regarding engagement and interest in circular economy
- Governments are engaged...EU Circular Economy Package
- Business is getting there... Savings, Competitive advantage?
- Consumers Plastic, SDGs





European Environment Agency: The multi-level perspective on sustainability transitions

Thank you