

**Bord
na Móna**
bnmrecycling.ie

Case Study

The Curragh
Racecourse



Proudly supporting The Curragh Racecourse in the **race** to rethink waste collection and recycling.

WHO WAS INVOLVED IN THE PROJECT?

- [Evan Arkwright](#), Racing and Sponsorship Manager at The Curragh Racecourse.
- [Shane Mackey](#) - Marketing Manager, Bord na Móna Recycling
- [Lauralouise Reay](#) - Marketing Graduate, Bord na Móna Recycling

WHY START ON THIS JOURNEY?

- A decision was made by The Curragh Racecourse to adopt more sustainable practices across their track to further demonstrate their ongoing commitment to environmental responsibility.
- By proactively adopting sustainable practices and revisiting their waste management process the racecourse could also ensure compliance with current and future regulations.
- Furthermore as climate change and environmental concerns grow, industries that prioritise sustainability are in a stronger position to adapt to changing circumstances. The Curragh Racecourse realised that embracing sustainability would also help contribute to the long-term viability and resilience of the horse racing industry in Ireland.
- Bord na Móna Recycling were chosen not just as waste management provider but as a partner who could work with The Curragh Racecourse to examine a more environmentally friendly way of handling waste.

INITIATIVES FOR CHANGE

A number of new initiatives have been implemented to date;

- Firstly an in-depth waste audit was conducted to understand the types and volumes of waste generated at The Curragh Racecourse.
- Next an enhanced recycling program was implemented which includes the monitoring and evaluation of waste practices, focusing directly on waste generation rates, recycling rates, and diversion rates at the racetrack.
- Colour coded bins and informational signage were installed throughout the racecourse: including in spectator zones, stables, and food areas to encourage correct waste disposal.

- A mural was commissioned at the entrance of The Curragh Racecourse to educate racegoers on the waste journey.
- A series of educational videos was produced to raise awareness amongst staff, jockeys, trainers, visitors and schools.
- Education sessions and training materials were provided to staff and catering partners to further reduce the use of single-use plastics and packaging and ensure effective waste segregation.
- The partnership also included the Bord Na Móna Recycle and Race Series which featured a total of four live races days with a variety of educational initiatives to benefit racegoers and families.

KEY RESULTS

- All cardboard and plastic generated are **100%** recycled.
- Food/organic waste collections are up **100%** on 2022.
- Organic waste from the Curragh Racecourse, is used to generate electricity for nearly **10,000** homes and the heat excess from the process is used to provide heat free of charge to a charitable sheltered community and the local church.
- The DMR, goes to Bord na Móna Recycling's state of the art MRF which uses the latest technology to segregate material into its component parts.
- **100%** of the Curragh Racecourse's general waste goes for energy recovery and generates green electricity .
- A Green Champion has been appointed to the key recycling messages are shared at every opportunity with new and existing team members.

WHAT'S NEXT?

- Bord na Móna and The Curragh Racecourse will continue to share their story, latest developments with their customers.
- The Curragh Racecourse now organise educational programs with local schools, fostering involvement and environmental stewardship.
- Quarterly reviews will be conducted to set targets, track progress, and identify areas for improvement.
- Racecourse staff members are empowered to be responsible for recycling in their designated area.
- By implementing these waste management practices The Curragh Racecourse will continue to minimise their environmental impact, contribute to a circular economy and promote sustainability within the racing industry, and what could be more important than that?



Evan Arkwright, Racing and Sponsorship Manager at The Curragh Racecourse, pictured with Bord na Móna Recycling Mascot Compo.



New informational signage and branding installed at The Curragh Racecourse.

THE CURRAGH
WHERE CHAMPIONS ARE MADE