International Compost Awareness Week and Allotment Societies

Sunday 5 May – Saturday 11 May 2019

International Compost Awareness Week (ICAW) is the largest and most comprehensive education initiative of the compost industry. Throughout the week of ICAW, community and business events are held across the world to encourage and celebrate composting. Events include tours of compost sites and allotment facilities, school talks and workshops, compost workshops on allotments, talks and lectures as well as publicity on local TV, radio and in the press.

ICAW provides the opportunity for the NAS and Allotment Societies across the country to promote allotment gardening and demonstrate their commitment to reducing waste sent to landfill and good environmental practice. While Master Composters, Garden Organic, local councils and others will be organising events over the country during the week the NAS, with its network of local allotments, could take the lead in ensuring maximum community involvement.

Allotment open days

Compost week offers the opportunity for the Society to demonstrate that it is a real community asset by inviting the public to a tour of the site showing how the plot holders approach composting and turn organic waste into a useful product to be used to improve the soil on the site.

School workshops and sessions

Sessions in Schools provide an excellent way of promoting composting both by means of talks to Assemblies, practical help with composting in the school garden or workshops such as Compost Safari’s. Details of composting activities for school can be found at www.carryoncomposting.com/142941457

Talks

Village halls, Community Centres and Social Clubs provide a good venue for talks by a Society member or a local Master Composter describing how home composting will benefit the community by reducing waste. The local council could also be offered part of the session to present details of their waste disposal systems. It is hoped to have a series of slides available to be downloaded shortly.

Promoting local society events

Publicity is the key to increasing awareness of composting. Use social media asking people to share the posting. Issue a press release to local papers and radio stations. It is helpful to have a single point of contact for the site activities and provide the contact details of this spokesperson on all literature. Posters still provide an invaluable means of increasing local awareness. In addition to displaying posters on allotment notice board ask for them to be displayed on local council notice boards, community centres, village halls, schools and in local shops and businesses.

If your society is prepared to organise an event, please notify diane@nsalg.org.uk and your NAS Regional representative. So that a national and regional register of events can be produced