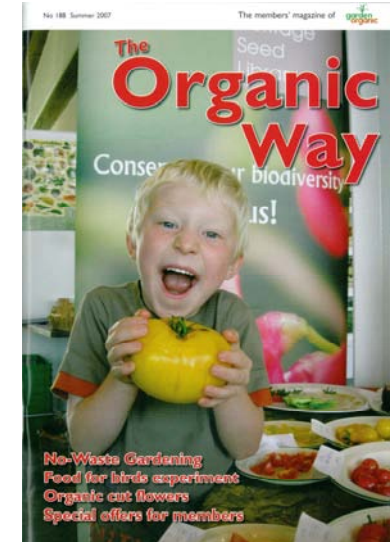
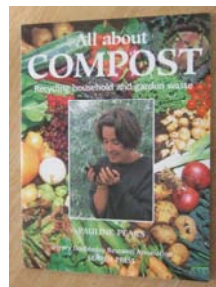


Master Composter & Master Gardener Schemes

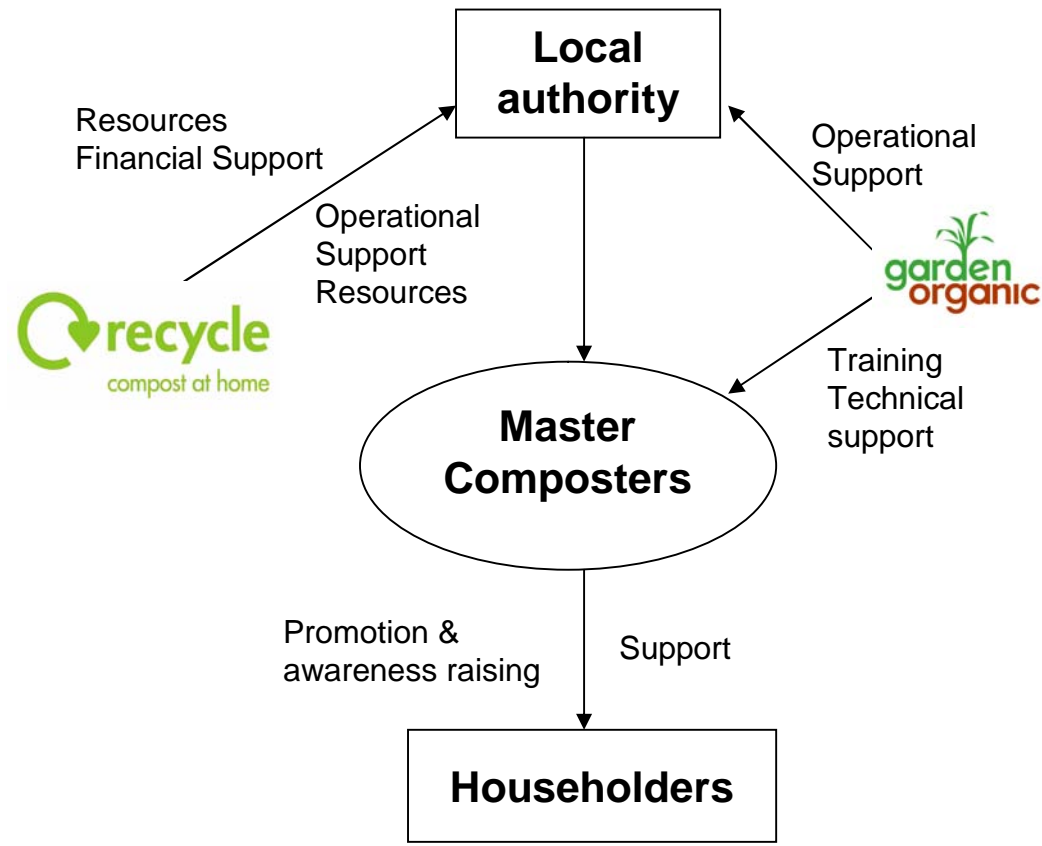
**Margi Lennartsson
Garden Organic**

The national charity for organic growing



Master Composter Programme

Recruiting, training and supporting volunteers



Aims of Master Composter Scheme

- Raise public awareness of benefits of composting
- Encourage and support people with their home composting activities
- Achieve maximum participation and diversion rates through home composting
- Reduce the amount of waste being sent to landfill

Activities: Top 5

1. Attending large events & roadshows
2. Informal chats to neighbours, friends & family
3. Small events eg farmers markets and fetes
4. School visits
5. Radio and local press



Impact of Master Composters

Reaching further and deeper

*Master Composters - 'Knowledge Gatekeepers'
triggering behavioural change*



- Compost bin diverts
170 - 220kg / BMW / year
- Saves 83kg CO₂ / bin



**garden
organic**

Warwickshire Master Composters

- Started 2006; 20 Master Composters
- Working with friends and family
- Links with schools
- Press
- Small events and large regional events
- John and Sandy 'Individual Achievement' Master Composter Award 2009



B B C WEEKDAYS 10-11AM, SATURDAYS 4-5PM
woman's hour

**garden
organic**

Master Gardener Programme



Master Gardener Programme

Aim: to encourage and support people to grow fruit and vegetables in their gardens and on local communal land

- Per capita CO₂ emissions (NI 186)
- Adapting to climate change (NI 181)
- Residual household waste (NI 191)
- Improved local biodiversity (NI 197)
- Increased consumption of fruit and veg (NI 120)
- Participation in volunteering (NI 6)



Master Gardener Programme

Started: September 2009, 3 year programme

Areas: Warwickshire, London, Another

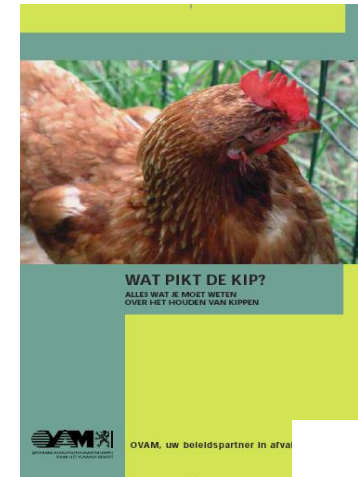
Recruitment of Volunteers: Feb / March 2010

Targets:

- 40-50 Master Gardeners in Warwickshire
- Each Master Gardeners supporting 10 households per year; 30 hours per year
- Householders adopting sustainable behaviours



hens@home



In Flanders 3 hens/household
divert 150 kg/year



THANK YOU!

mlennartsson@gardenorganic.org.uk



📍Garden Organic Ryton, Coventry, Warwickshire CV8 3LG

Tel: 024 7630 3517 Fax: 024 7663 9229 Email: enquiry@gardenorganic.org.uk

www.gardenorganic.org.uk

Registered charity no 298104 Garden Organic is the working name of the Henry Doubleday Research Association.