



O'Donovan Waste has been named the winner for the 'Employer Initiative of the Year' at the prestigious MRW National Recycling Awards 2021. The event took place at the revered London Hilton on Park Lane, where stalwarts of the recycling and waste management elite came together to take time to recognise and celebrate the sector's achievements over what has been the most challenging of times. The MRW National Recycling Awards are the most prestigious awards in the recycling and resource management sector, with winning projects and teams rightly recognised for their achievements within the industry and further along the supply chain. The awards seek to recognise and reward excellence and inspire others, for the advancement of the sector.

This Employer Initiative Award recognises 'The Dynamo Project' programme that O'Donovan introduced to support their team and with results having had huge positive impacts on its employee's wellbeing and mental health. The programme includes interactive ongoing training modules for all staff which is delivered in-house. The training shares methods and practices that help increase the ability of participants to maintain their composure and stabilise emotions as they face day-to-day challenges in their work and private lives.

The MRW National Recycling Awards Judging Panel applauded this relatively simple approach, noting "It requires a marked culture change to achieve it. Mental health has rightly been in the spotlight, and this addresses the point that how we feel directly affects our performance as well others".

Jacqueline O'Donovan, Managing Director of O'Donovan said: "We are thrilled to have won the Employer Initiative Award at the National Recycling Awards. We work hard to be an employer of choice and we are delighted to be recognised at a national level for all the hard work that goes

into safeguarding our team's physical and mental health. We feel that the Dynamo Project sends the strongest message to staff that their wellbeing is of paramount importance. The training we have implemented can help us all manage daily challenges better, which greatly benefits everyone - staff, clients and the company"

For further information visit www.odonovan.co.uk