<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Telling the story of sewer fatbergs using creative approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Authors(s)</strong></td>
<td>Curran, Thomas P.; O'Dwyer, Michael; Orr, Barry; Wright, Nathan T.</td>
</tr>
<tr>
<td><strong>Publication date</strong></td>
<td>2019-12-03</td>
</tr>
<tr>
<td><strong>Conference details</strong></td>
<td>SCI:COM, Dublin, Ireland, 3 December 2019</td>
</tr>
<tr>
<td><strong>Link to online version</strong></td>
<td><a href="https://www.scicom.ie/">https://www.scicom.ie/</a></td>
</tr>
<tr>
<td><strong>Item record/more information</strong></td>
<td><a href="http://hdl.handle.net/10197/11501">http://hdl.handle.net/10197/11501</a></td>
</tr>
</tbody>
</table>
Telling the story of sewer fatbergs using creative approaches

Tom Curran¹, Michael O’Dwyer², Barry Orr³, Nathan T. Wright⁴

¹UCD School of Biosystems and Food Engineering, University College Dublin, Dublin 4, Ireland. tom.curran@ucd.ie
²SwiftComply, 30 Francis Street, Dublin 8, Ireland. michael@swiftcomply.com
³Sewer Outreach and Control Inspector, London, Ontario, Canada. borr@london.ca
⁴1411 Forestdale Drive, Des Moines, Iowa, USA. nathantwright@gmail.com

Introduction

The word ‘fatberg’ entered the Oxford English Dictionary in 2015 and is defined as ‘a very large mass of solid waste in a sewerage system, consisting especially of congealed fat and personal hygiene products that have been flushed down toilets’. There are about 300,000 fatbergs occurring every year in the UK alone, costing up to £100 million to remove. A key approach to addressing the issue is to raise awareness among the public and business community of actions they can take to reduce the problem. Fatbergs have been highlighted many times in the media, most notably the Whitechapel Fatberg, which was found in London in 2017, weighing 130 tonnes (equivalent to 19 African elephants) and measuring 250 metres in length (as long as two football pitches). This poster outlines how the four authors work both individually and collaboratively at telling the story of fatbergs to academics, industry, regulators & the public.

Spreading the Message about Fatbergs

An academic, an artist, an entrepreneur and a public servant located in three countries share a common mission to fight fatbergs.

Dr Tom Curran a.k.a. Dr Fatberg

Tom has spoken at conferences and in media interviews about fatberg research. He volunteered to perform a comedy set at Bright Club Dublin about fatbergs; the performance ‘Fatbergs and the 3 P's by Dr Fatberg’ can be found on YouTube.

Mick O’Dwyer, Founder & CEO @ SwiftComply

SwiftComply distribute a state-of-the-art software management platform and work with governments around the world to optimise their regulatory programmes on FOG. They provide resources online and organise an annual EU FOG Summit.

Fostering a Culture of Collaboration

Over the past 10 years this group have produced comic books, academic papers and conference presentations to raise awareness about fatbergs in their unique ways. In 2019 this culminated in SwiftComply commissioning Nathan to create a new book, ‘Attack of the Fatbergs’ which features some familiar faces. This book is a tale of time travel with ‘Fatberg’, ‘Captain FOG’, ‘Dr Fatberg’ and ‘Dr Sophie Quinn’ trying to save Christmas from the menace of fatbergs. A copy of this book is available for free at www.swiftcomply.com/attack-of-the-fatbergs.

MEET the HEROES

FATBERG is a living cartoon who-prents the company of humans.
DR. SOPHIE QUINN is a remarkable FOGRican. Her expertise include science and innovation.
BARRY ORR (a.k.a. CAPTAIN FOG) is a sewer inspector from Canada, dedicated to educating the public about FOG issues.
DR. TOM CURRAN (a.k.a. DR. FATBERG) is a fatberg expert and professor of biosystems at University College Dublin.