

## Waste sorting

### Principle:

to draw the attention to the importance of sorting and to teach people how to do it properly in order to direct them towards a more sustainable life.

### General information



reduce



difficulty

Waste stream



reuse



environmental  
impact



paper



packaging



recycle



cost



WEEE



organic

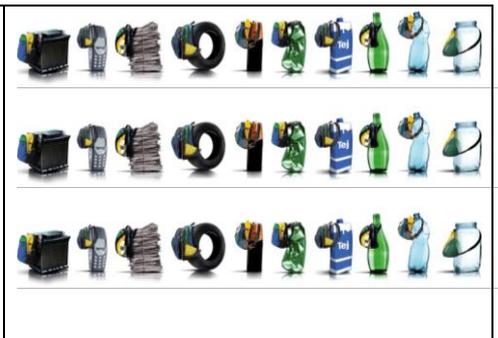
### Objectives

- ▶ The main target is to reduce the amount of municipal solid mixed waste
- ▶ Reach higher separate collection rates
- ▶ Increase environmental awareness
- ▶ Increase commitment and trust of the people in separate collection

### Your tools to make this action

#### ***On-site inspection - Visiting a waste treatment facility***

- ▶ What is it? Tool that help us to get close people to the issue. People could easily understand the way of the separately collected waste streams where the waste is treated. Facilities open their gates for the audience. It is a good initiative if in the close vicinity a facility could be found.
- ▶ How to make/use it? Keep in touch with the neighbouring waste treatment companies and negotiate about the possible visits.
- ▶ How to evaluate? Number of the participants



## Newsletter

- ▶ What is it? People get daily information about specific waste streams through the newsletter. A **short, concise** summary, new and useful knowledge about the importance of selective collection and about proper sorting.

The five edition will refer to

*Monday - general information about waste sorting; the importance*

*Tuesday – everything about plastic and metal collection*

*Wednesday –everything about paper collection*

*Thursday – everything about glass collection*

*Friday –everything about WEEE + hazardous + batteries collection*

- ▶ How to make/use it?
  - After a registration these letters will be sent to the contact person.
  - He/she is going to send forward to this letters for the participants in every workplace.
  - If electronic edition cannot be used then the content could be presented every morning to the participants
- ▶ How to evaluate? Number of letters sent + number of participant the content is presented. It is possible to measure the amount of selectively collected waste. If previously the selective collection was available, the efficiency of the aforementioned concept could be determined by comparing the amount of waste collected before and after the action. Even the data could be analysed for the different waste streams separately.



## Posters:

- ▶ What is it? Posters displayed to inform participants about the action and about the bins. It can be downloaded from the website or special 3D poster could be created informing people what could be thrown to the different bins.
- ▶ How to make/use it? They should be placed to strategic places to grab the attention of the participants. The 3D posters should be directly placed above the bins to facilitate proper sorting.
- ▶ How to evaluate? Number of posters printed, created and placed out. The % of improper sorting: if this amount is small, the tool works efficiently.



## "Self-made" bins:

- ▶ What is it? In order to increase the awareness selective waste collection bins can be created from e.g. used cardboard boxes or the already existing bins could be decorated.
- ▶ How to make/use it? The used box they can decorate or paint. Of the best ideas photos should be taken, and a competition could be created.
- ▶ How to evaluate? Number of bins created and decorated + the amount of materials collected.



## Preparing the action: Initial assessment of the situation

- ▶ Find waste treatment facilities, get contact information from them – initiate negotiations about a possible visit (get to know the max and min. number of participants of the visit)
- ▶ Determine the time and duration of the visit
- ▶ Download the information material from the website

## Preparing the action: development and production

This phase should start at least 1-2 month before the implementation of the action.

- ▶ Advertise the visit among the target audience: register the number of participants; and organise how to get there
- ▶ Assess the situation of separate collection in the given organisation – the existence of it, the amount of the separately collected materials,
- ▶ determine the needed number of collection bins:
  - if there are enough bins – advertise the creative competition to decorate the bins
  - if there are not enough bins – paper boxes should be collected, then these should be decorated
- ▶ Download the general posters from the website to draw the attention of people to sort
- ▶ Create own posters (can be 3D posters) to inform what kinds of waste could be put to the different bins.
- ▶ Display the posters and the bins on prominent position

## Implementing the action

- ▶ After getting the newsletters – the contact person should send it day by day to the colleagues, or the content should be presented to the participants
- ▶ Manage the site visit
- ▶ Promote sorting for the whole week
- ▶ To estimate the efficiency of the newsletter the different waste streams should be measured separately even day by day (e.g.: if Tuesday is the plastic day, at the end of the day, the amount of plastic waste should be measured)

## Evaluation methodology

### **Measure participation**

- ▶ Count the participants on the site visit
- ▶ Count the downloads of posters , number of handmade 3D posters
- ▶ Count the addressees of the newsletters
- ▶ Count the decorated bins and the decorators - competition

### **Measure the separately collected waste**

- ▶ We can easily calculate the amount of the separately collected waste. Separately collected waste in respect of the different waste streams should be measured separately even day by day (e.g.: if Tuesday is the plastic day, at the end of the day, the amount of plastic waste should be measured)
- ▶ If the quantities of the separately collected amounts – before and after the action – are deducted from each other, we could get the direct effect of the action expressed is quantity of waste sorted.
- ▶ Measure the % of improper sorting



## More information

- Examples of actions (more examples on [www.ewwr.eu](http://www.ewwr.eu))

### Administration/Public Authority

- [Ixelles Municipality](#) (BE - 2013)
- [Regione Emilia-Romagna, Gruppo Hera, Amministrazioni Penitenziarie Emilia-Romagna, coop Gulliver, coop IT2, coop Il Germoglio, Techne, Cefal, Consorzi produttori di AEE Ecolight e Ecodom](#) (IT - 2013)
- [Cherwell District Council](#) (UK - 2012)
- Administration's campaigns on waste collection:  
<http://www20.gencat.cat/portal/site/arc/menuitem.60fb2478680e61fd624a1d25b0c0e1a0/?vgnextoid=00d9b609945a5310VgnVCM1000008d0c1e0aRCD&vgnnextchannel=00d9b609945a5310VgnVCM1000008d0c1e0aRCD&vgnnextfmt=default>

### Association/NGO

- [Abierto hasta el amanecer](#) (ES - 2011)

### Business/Industry

- [SEUR](#) (ES -2013)

### Educational Establishments

- [2. Számú kindergarten of Dabas](#) (HU - 2013)

### Other

- [CIAL - Consorzio Imballaggi Alluminio](#) (IT - 2012)

- European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu)

