

Urban waste for biomethane grid injection and transport in urban areas

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Summary report on promotion of sustainable waste management in Abrantes

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UrbanBiogas website: www.urbanbiogas.eu

Contents

1	<i>Introduction</i>	4
2	<i>Overview of promotion of sustainable waste management activities in Abrantes</i>	4
2.1	Promotion of sustainable waste management activities in Abrantes - Valnor	4
2.2	Promotion of sustainable waste management activities in Abrantes - Resitejo	4
2.3	Promotion of sustainable waste management activities in Abrantes – MédioTejo21, on behalf of Abrantes municipality and IrRADIARE	5
3	<i>Description of main target groups and participants</i>	11
4	<i>Summary results of promotional activities</i>	11
5	<i>Conclusion</i>	11

1 Introduction

It is foreseen that a separate waste collection system is introduced in the target cities at the end of the UrbanBiogas project. In order to support the urban waste companies a dedicated promotion campaign for citizens must be organised which highlights the trade-off of separate waste collection and sustainable biogas production. Campaigns include leaflets, stickers, promotional material and other activities.

In Abrantes and in the Médio Tejo and Pinhal Interior Sul region where Abrantes is positioned, several actions have been developed by the energy agency and waste management companies such as Valnor and Resitejo. Both waste management companies are associated to the Urbanbiogas project by the signature of a partnership certificate and a protocol.

2 Overview of promotion of sustainable waste management activities in Abrantes

2.1 Promotion of sustainable waste management activities in Abrantes - Valnor

In Valnor several actions have been undertaken, namely:

- seminar related to the valorisation of waste oriented to schools;
- 2 seminars related to the importance of recycling were also implemented for the citizens in general;
- 1 seminar in cooperation with the municipality related to waste and its effect in the environment.

All related news to the events are available in the website:

<http://www.valnor.pt/Not%C3%ADcias/VALNORfoinot%C3%ADcia/tabid/92/language/pt-PT/Default.aspx>

2.2 Promotion of sustainable waste management activities in Abrantes - Resitejo

In Resitejo several actions have been undertaken, namely:

- 12th of June 2013 – Teach towards sustainability event (Jornadas “Educar para a Sustentabilidade”)



Picture 1 – Children learning how to separate the waste

- 16th of November 2013 – Launch of a campaign “Use your ecocenter”
- Several actions were also undertaken in schools with Resitejo’s mascot Ribas.

All related news are available in the website: <http://www.resitejo.pt/>

2.3 Promotion of sustainable waste management activities in Abrantes – MédioTejo21, on behalf of Abrantes municipality and IrRADIARE

From 16th to 24th of November (European week for waste reduction)

In the European week for waste reduction, MédioTejo21, on behalf of Abrantes municipality launched a questionnaire as a way for the population to commit towards a more sustainable waste management.

The questionnaire was available on Facebook and MédioTejo21's website. Considering that it was only available for one week, 50 people subscribed the commitment.

It was possible then to acknowledge that 100% of the citizens that answered the commitment are aware of how important the sustainable waste management is and at least 80% by recycled products.

Page 1 of 1

Compromisso para a Gestão de Resíduos

Durante a Semana Europeia da Prevenção de Resíduos conheça algumas ideias para prevenir a produção de resíduos na sua casa. Deixe-nos o seu compromisso e reduza a sua quantidade de resíduos no seu dia-a-dia. O ambiente agradece !

Evitar adquirir produtos com excesso de embalagem ou embalagem desnecessária /Comprar avulso

Sim;

Não;

Evitar o desperdício de alimentos fazendo uma lista de compras;

Sim;

Não;

21st of November 2013

IrRADIARE and MédioTejo21 organized an event at the professional school of rural development in Abrantes. This event was held under European week for waste reduction, on the 21st of November.

The idea of this event was to raise awareness for the importance of sustainable waste management.

The event had the participation of Resitejo, MédioTejo21, on behalf of Abrantes Municipality and IrRADIARE.

At the event several ecopoints were distributed to the students.



Picture 2 - Ecopoints



Picture 3 – students

The event started with a presentation from Mónica Martins that stated the importance on the effective waste management in the region covered by the energy agency.



Picture 4 – Mónica Martins, MédioTejo21

After MédioTejo21's presentation Filipe Melo from Resitejo made a presentation explaining the work developed and inviting all students to make a study visit to the installations. Resitejo's presentation was important for the students to acknowledge all the process of the waste from the collection, treatment and recovery into various forms.



Picture 5 – Filipe Melo, Resitejo

Although Valnor couldn't attend the event, a movie explaining all the waste process at the installations was made available and played in the session.



Picture 6 – Valnor’s video

After Valnor’s video was showed, the final presentation was made by Flávia Duarte from IrRADIARE. In this presentation the Urbanbiogas and the policies for sustainable waste management were presented.

In the end the Urbanbiogas video was showed to the students.



Picture 7 – Flávia Duarte, IrRADIARE

In the end of the session there was time for the students to ask some questions regarding any doubts that they could have in this regards.



Picture 8 – Filipe Melo, Resitejo

In the end all students took home one or more ecopoints, promising that they would pay much more attention to the waste separation, now that they had seen some effects on not so good behaviours



Picture 9 – students

1st of April 2014

On the 1st of April 2014, MédioTejo21 on behalf of Abrantes municipality and IrRADIARE attended an event at Portalegre's polytechnics in which the waste management was promoted.

Mónica Martins, MédioTejo21 and Flávia Duarte, IrRADIARE presented Urbanbiogas, promoting best practices on sustainable waste management.



Picture 10 – Programme of the event



Picture 11 – Mónica Martins, MédioTejo21



Picture 12 – Flávia Duarte, IrRADIARE

This event was also an opportunity to show Urbanbiogas video.

3 Description of main target groups and participants

The target groups and participants of the promotional activities were mainly students, as it was considered to be the most effective in what concerns following and convincing others to follow better practices.

4 Summary results of promotional activities

The promotional activities allowed to raise awareness in the population.

5 Conclusion

The activities undertaken showed to be very important to raise awareness in all ages in what concerns waste management.

It was possible to acknowledge that with a good cooperation with waste management companies it is possible to reach schools that organize study visits with their students in order for them to learn more and to apply the knowledge at home, passing it along to their parents.