

Urban waste for biomethane grid injection and transport in urban areas

Project No: IEE/10/251



# Summary report on promotion of sustainable waste management in Valmiera city

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UrbanBiogas website: [www.urbanbiogas.eu](http://www.urbanbiogas.eu)

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## 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.

### 1 Overview of promotion of sustainable waste management activities in Valmiera city

ZAAO is constantly providing promotion of sustainable waste management since 1998. Environmental education is one of the main ZAAO operational tasks. ZAAO has full time working Environmental Education specialist who works in close cooperation with head of department of development and specialists of public relations.

Each existing waste management service which is provided and any new service which is introduced are communicated via Environmental Education specialist who is taking into account how to incorporate it in environmental education activities.

The main promotional activities consist of:

- Participation at exhibitions, environmental events, city festivals;
- Public presentations for inhabitants and municipality officials;
- Regular broadcasts at Vidzemes TV;
- Campaigns. Campaigns for collecting certain types of waste could be organized several times a year in territories of municipalities. Informative leaflets and brochures;
- Information in ZAAO webpage [www.zaao.lv](http://www.zaao.lv), social networks: [twitter.com/zaao\\_lv](https://twitter.com/zaao_lv) , [www.draugiem.zaao.lv](http://www.draugiem.zaao.lv), [www.facebook.com/ZAAOwaste](https://www.facebook.com/ZAAOwaste) Youtube

MSW landfill “Daibe” is used as main site for environmental education activities – excursions, lessons and public presentations. There you can see all region waste generation scope and practical waste recycling and treatment options.



Figure 1: Environmental lessons in MSW landfill “Daibe”



**Figure 2: Environmental lessons in kindergartens**



**Figure 3: Excursions to the landfill "Daibe".**

In the end of 2012 ZAAO launched licensed programme for children and youth interest education. Programme is realized in cooperation with regional municipalities to provide variety of practical activities outside the formal education for children and teenagers. In the framework of programme ZAAO covers schools transport costs to the MSW landfill "Daibe" where educational activities are implemented. In 2013 there were 30 groups with total number of 624 participants taking part in the programme.

Figure 4: ZAAO leaflet about biowaste management

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## 2 Description of main target groups and participants

ZAAO Environmental Education activities are elaborated for different target groups: kindergartners, preliminary schools, secondary schools, high schools and house managers, and public authorities. The main and biggest target group is school-age children. There are specially designed activities and program for school children's.



Figure 3: Number ZAAO Environmental activities 2011-2013.

### 3 Summary results of promotional activities

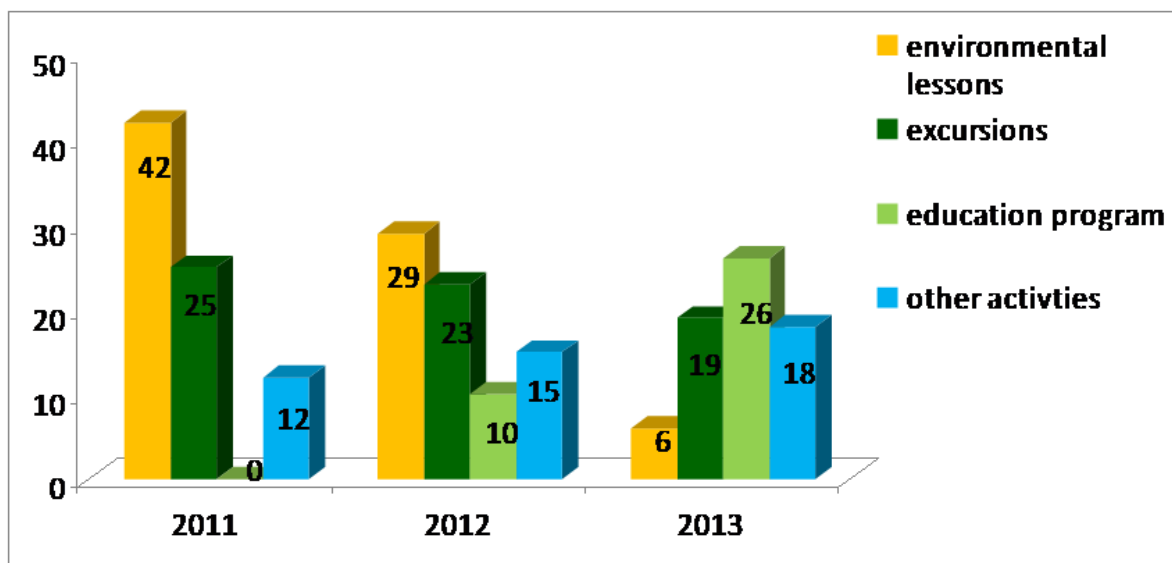


Figure 3: Number of ZAAO Environmental activities 2011-2013.

Annually there are 70-80 schools and 30-40 kindergartens taking part in ZAAO organized Environmental activities. Each year ZAAO organizes about 70 Environmental activities which consist of environmental lessons, excursions, education programmes and other unique activities (see Figure 3: Number ZAAO Environmental activities 2011-2013.)

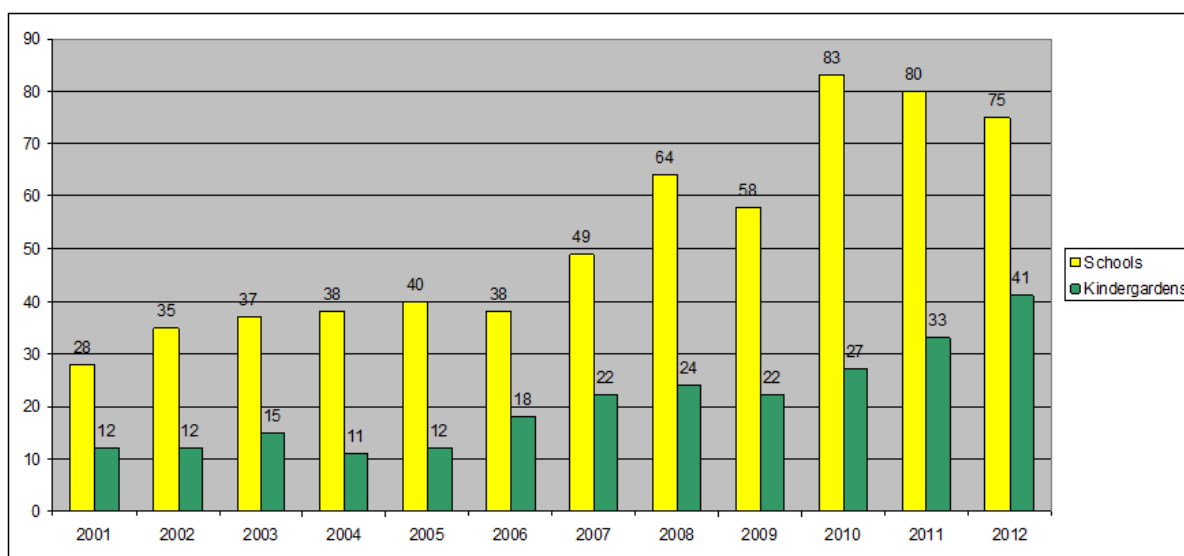


Figure 3: Number of participating schools and kindergartens in ZAAO Environmental activities.

Beside schools (75 in 2013) and kindergartens (41 in 2013) there are also excursions on request are organized for student groups, NGO`s and other specific target groups.

Table 1: Summary of activities for promotion of sustainable waste management.

Name of WM promotion activity	Date (time period)	Number of participants	Short description of activity
Preparation of leaflet about biowaste management.	September-October, 2012.	2	Preparation of content and layout of leaflet, printing the leaflet – 1000 pieces.
Organisation of public consultation meetings on sustainable waste management	14.10.2013.	22	Public seminar in MSW landfill "Daibe" for professional experts and general public for public discussion on "North Vidzeme Waste Management plan 2014-2020".

Name of WM promotion activity	Date (time period)	Number of participants	Short description of activity
Environmental project for kindergardens: "Ecologikal pumkin"	17.10.2013	139	The project closing event in Valmiera. Participants teachers and children
Licensed Environmental Education programme for North Vidzeme schools	2013 (whole year)	30 groups and 624 participants	The programme was implemented in MSW landfill "Daibe". Programme is realized in cooperation with municipalities to provide variety of practical activities outside the formal education for children and teenagers.

## 4 Conclusions

Regular activities of promotion of sustainable waste management are showing interaction between public awareness and practical behaviour. The most effective tools for rising public awareness appear:

- Guided group visits at Waste management infrastructure sites,
- Practical participation in environmental education lessons and workshops,
- Different types of competitions, quiz's on site or open public events.

Printed promotional materials are necessary one tool for introducing new service or upgrading existing service. Especially in rural areas and with older persons promotional printed materials give better understanding and feedback.

In information age main challenge for implementation environmental promotional activities is to reach focus of given target group, especially youth audience.

In future promotional activities of sustainable waste management should continuously look for new approaches and tools especially for those who teach and motivate for practical action.



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