

Urban waste for biomethane grid injection and transport in urban areas

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Summary report on promotion of sustainable waste management in City of Zagreb city

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**ZAGREBAČKI
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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.

2 Overview of promotion of sustainable waste management activities in the City of Zagreb

2.1 Educational campaign at summer camp

During the July of 2012 ZAGREB CH had a campaign on separate waste collection among children at summer camp. Purpose of this campaign was to raise awareness of youth generation on importance of proper waste management.



Figure 1: Bins for separate waste collection at the location

2.2 Pilot project Mamutica

ZAGREB CH started in 2012 a pilot project of separate waste collection in large residential building in Zagreb so called Mamutica. Mamutica has 13 buildings and total of 4.000 inhabitants. During the period of 1 year, ZCH implemented a system for separate collection of biowaste, plastics, paper and glass and did educational workshops among citizens.



Figure 2: Location of the Mamutica buildings



Figure 3: Bins for separate waste collection at the location



Figure 4: 10l bin for biowaste



Figure 5: Workshops on separate collection of waste

2.3 Introduction of system for separate collection of biowaste at marketplaces in the City of Zagreb

ZAGREB CH started in 2012 to implement a system for separate waste collection at all marketplaces in the City of Zagreb. During that period, ZAGREB CH prepared and shared different materials about separation of biowaste to customers and involved parties at the marketplaces.



Figure 6: 1100l bin for separate biowaste collection



Figure 7: Content of 1100l bin for biowaste

2.4 Promotional materials and project banner on waste truck

In order to promote sustainable waste management practices as well as UrbanBiogas project, ZAGREB CH created different promotional materials and actively disseminated project results in the City of Zagreb on various events and occasions. As a part of promotional campaign ZAGREB CH also designed a layout for the truck that collects biodegradable waste in the city.



Figure 8: Promotional material of the UrbanBiogas project



Figure 9: Banner on waste truck in Zagreb (photo composition by ZAGREB CH)

2.5 Separate collection of municipal solid waste from citizens

In 2014, representatives of the City of Zagreb, together with ZAGREB CH performed a manual separation of municipal solid waste from one of the pilot-project location (Malešnica). Mayor and his close associates showed the proper way of waste separation.

Performance is a part of pilot project „Smart waste management 365 days a year ". On this occasion, the onsite waste separation was presented to citizens, all with the aim of reducing the amount of mixed municipal waste.



Figure 10: Container for separate waste collection at the location of Malešnica



Figure 11: Proper waste selection presented by Mayor and his associates

2.6 Separate collection in public facilities

In 2014, as a part of promotion of sustainable waste management, Technical School in Zagreb was equipped with containers for separate collection of paper, plastic and glass. It is a continuation of the project of waste segregation in public facilities.

As part of the project, to 93 kindergartens and primary schools are given bins and containers for separate waste collection.



Figure 12: Implementation of separate waste in public facilities in the City of Zagreb

3 Description of main target groups and participants

In order to support the urban waste companies a dedicated promotion campaign for citizens will be organised (**Task 3.6**) which highlights the trade-off of separate waste collection and sustainable biogas production. ZAGREB CH designed and created various promotional materials for the promotion campaign of sustainable waste management. Some of that material is shown in the following pictures.



Figure 13: Poster on separate waste collection during the summer camp



Figure 14: Leaflets distributed during the pilot project of Mamutica

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Figure 15: Poster on separate waste collection during the educational campaigns in 2014

4 Summary results of promotional activities

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
Educational campaign	2012	40	Educational activities among children at summer camp
Pilot project Mamutica	2012	4.000	Concrete actions and education of citizen in large residential buildings
Separate waste collection - Malešnica	2014	200	Raise of awareness for waste separation among citizens
Separate collection in public facilities	2014	20	

5 Conclusion

Activities of promotion of sustainable waste management showed interaction between public awareness and practical behaviour. The most effective tools for raising public awareness appear:

- Practical participation in environmental education lessons and workshops,
- Different types of open public events.

Printed promotional materials are necessary 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.

Main problems faced during the implementation of promotional activities were a lack of interest from some target groups.

General proposals for future promotional activities for promotion sustainable waste management would be to involve as much as possible different target groups and stakeholders, such as NGO`s, decision-makers, environmental experts, etc.