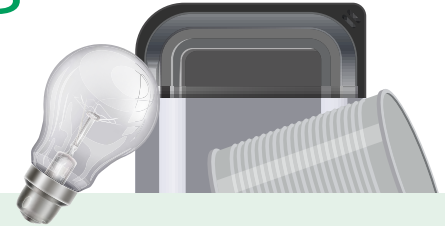


# “Kerbside collection vehicles as a social marketing campaign”

## / Wasteserv Malta



### Description of the good practice

Later on in 2019 (tentative launch - November 2019), five specialised kerbside collection vehicles will be operating across the Maltese Islands. The public will be invited to dispose of their source segregated waste to a parked vehicle which comes at a known time, place and date. The trucks will be accepting several waste streams, including polystyrene, plastic, lights bulbs and metal. Main aims of this initiative:

- To promote sustainable waste practices with respect to separation efforts.
- To make it easier for the public to dispose waste properly.
- To create education and awareness.
- To engage the public.

“The public will be invited to dispose of their source segregated waste to a parked vehicle which comes at a known time, place and date”



## Results

Wasteserv is expecting this initiative to work really. Apart from the convenience of having a mobile disposal unit, the kerbside vehicles will incentive the public to segregate their waste at source.

### Type of waste

The kerbside vehicles will be accepting:

- Cooking Oil
- Textiles
- Cardboard and paper
- Light bulbs
- Glass
- Plastic
- Metal
- Polystyrene

### Location

Maltese Islands