



Budapest

Evolution of local authorities' partnerships for sustainable urban development in the Mediterranean region

Mahdia, 17th October 2008

**AWARENESS RAISING CAMPAIGNS ON
SELECTIVE WASTE COLLECTION
EXPERIENCES FROM BUDAPEST**

Speaker: Annamária Batári

Municipality of Budapest
Hungary



Budapest





Budapest

- Geographical situation and territory:

Budapest is

- the capital and admin-commercial-educational center of Hungary (EU member since 1st May 2004)
- total area: 525 km²

- Population of Budapest:

- 1 700 000 inhabitants / 17% of the total population of Hungary (ca. 10 000 000 inhabitants) live here

Waste management in Budapest



Budapest



Waste management in Budapest





Budapest

- Municipal public service for waste handling in Budapest
 - Delivered by FKF Zrt with 9 associate contractors
 - Covering 525 km² territory
 - Waste is collected from 845 000 households and approx. 20 000 business organizations

Waste management in Budapest



Budapest



- Services related to the Integrated Waste Management System and waste handling:
 - Collection, treatment and disposal of household and bulky waste
 - Energetic (thermic) utilization by incineration
 - Transport and disposal of construction debris in landfills
 - Collection of green garden waste, recovery by composting
 - Selective collection of packaging waste and certain hazardous waste fractions
 - Supply and cleaning of waste containers
 - Complex organisation and administration

Waste management in Budapest





Budapest



Selective Waste Collection in Budapest



Waste management in Budapest





Budapest



- 4 ways of selective waste collection from the inhabitants (included in the public services)
 - **Dry cell batteries** in schools and public institutions (over 1000 addresses)
 - **Packaging materials, electrical and electronic waste**, can be delivered to public waste collection yards
 - Selective collection of **green waste**
 - Collection of **packaging waste from public places** by operating a network of selective waste collection islands.

Waste management in Budapest





Budapest



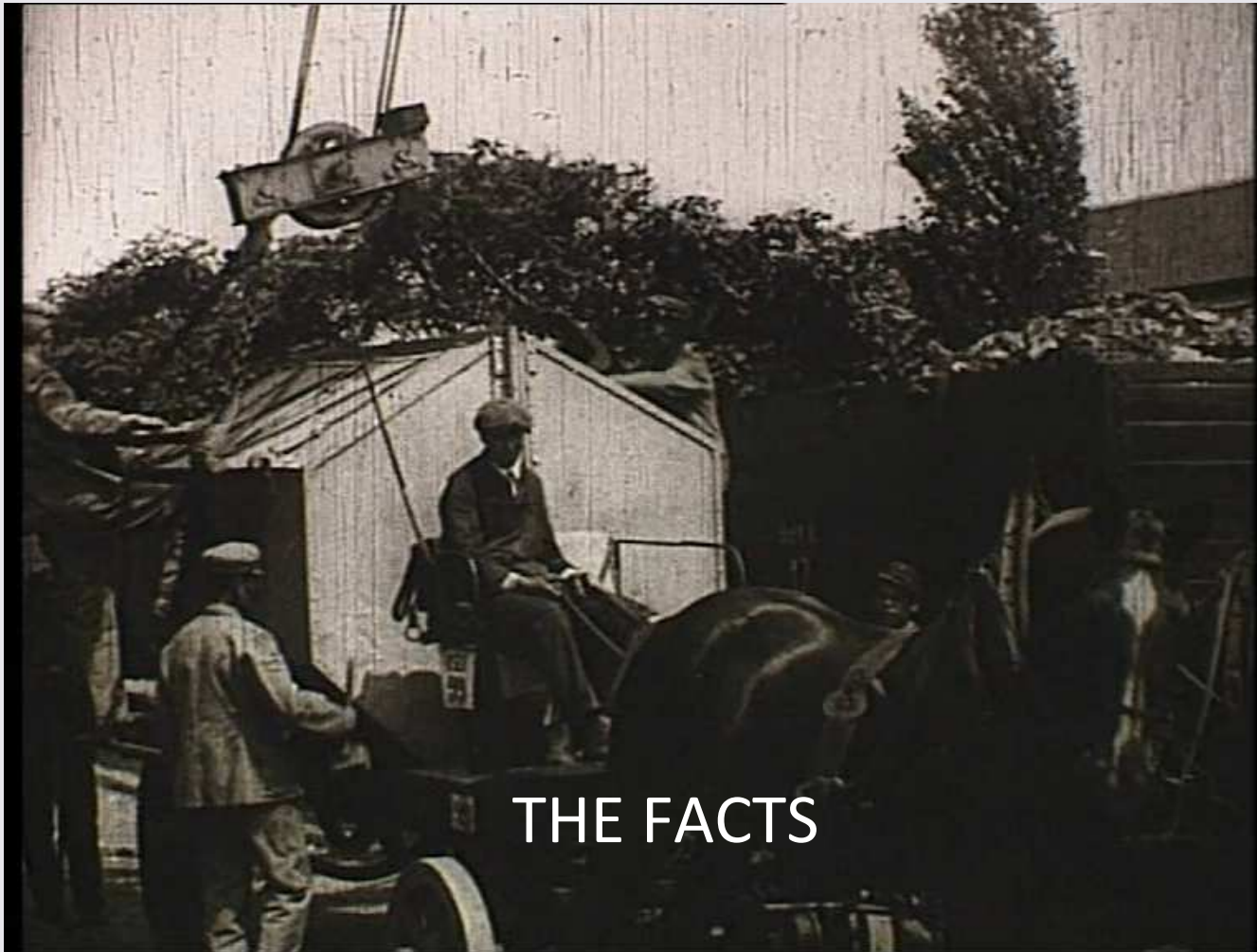
- Selective waste collection islands (started in December 2003)
 - At present located at **703 pcs** places for the use of 1,1 million inhabitants in Budapest (**5 x 1,5m³** containers/island)
 - Budapest will have **1100 pcs** selective waste collection islands in total **by the end of 2009**
 - Additional **14 waste yards** free of charge !
 - Type of materials collected:
 - Mixed paper
 - Pet-bottles
 - White glass
 - Coloured glass
 - Metal drink cans

Waste management in Budapest





Budapest



THE FACTS

Waste management in Budapest





Budapest

Selective collection - main operation indicators

- Quantity of household wastes treated by FKF Zrt.:
≈ 450 000 t / year 2007
 - Collection from selective islands: **≈ 17 600t/year**
 - Collection from waste yards: **≈ 810t /year**

Objective: increase the rate of selective collection
(comply with the EU environmental requirements)

→ Extension and operation of the selective
waste collection network (300 m radius)

→ ***Awareness raising campaigns and
education to promote selective waste collection***

Waste management in Budapest



Budapest



Selective waste collection – Promotion and animation of the inhabitants

Objectives:

- make selective collection become a solid trend
- fight popular fallacies and disbeliefs related to selective waste collection
- **Increase the quantity of selective waste collected**

Waste management in Budapest





Budapest



Selective waste collection – Promotion and animation of the inhabitants TOOLS OF COMMUNICATION

- Information of the inhabitants (flyers, brochures, newsletters, internet)
- Education
- Awareness raising campaigns

Waste management in Budapest





Budapest

Selective waste collection – Promotion I. Information for the inhabitants

**Szelektíven
Budapesten**

A hulladék érték!

Selective Collection in Budapest – information brochure and newsletter

Waste management in Budapest



Budapest

Selective waste collection – Promotion I. Information for the inhabitants

- **Selective Collection in Budapest – guide for the citizens**
 - Printed on recycled paper and issued in cooperation with:
 - FKF Zrt. company (municipal public service provider)
 - The Municipality of Budapest
 - ÖKO-Pannon Kht. (national coordination of domestic collection and recovery of packaging waste)
 - Aims: increase efficiency of selective collections, stimulation and exact information of all users and households
- Newsletters
- Staircase posters in housing blocks

Waste management in Budapest



Budapest

Selective waste collection – Promotion II. EDUCATIONAL PROGRAMMES





Budapest



Selective waste collection – Promotion II. EDUCATIONAL PROGRAMMES

Aims:

- Develop and strengthen environmental consciousness and perception, make selective collection become a reflex at young age already
- Introduce the basics, benefits and process of selective waste collection and recovery to children and adults
- Free of charge supply of education materials and demonstration tools for children and students aged 4-14 years, as well as for their teachers

Waste management in Budapest





Budapest

Selective waste collection – Promotion III.

Awareness raising campaigns

- ***RECYCLING WEEK***

- aims to direct the inhabitants' attention to the increasing importance of selective waste collection and recovery

- annual campaign, the first event was organised in 2004

- organisation of special games, challenges and lectures related to different waste fractions to attract young and old for the cause of selective waste collection

- campaign extended to **RECYCLING MONTH** in 2007 !

Waste management in Budapest



Budapest

Selective waste collection – Promotion III. Awareness raising campaigns

RECYCLING TRUCK



Waste management in Budapest



Budapest



Selective waste collection – Promotion III. Awareness raising campaigns

- ***RECYCLING TRUCK – road show /15-17 September 2008/***
 - interactive exhibition about the waste recycling circle and the sense of selective collection (funny tools and games)
 - simple modeling of packaging waste recycling, how wastes are treated and transformed into shopping articles again
 - magic box, *map game and manual paper-making to gain new information about waste recovery (Palace of Miracles)*
 - *mini sorting plant, magnetic separator and line up games to introduce the process and the secondary raw materials*

Waste management in Budapest





Budapest

Selective waste collection – Promotion III.

Awareness raising campaigns

SELECTIVE FASHION CAMPAIGN



- 5 famous Hungarian celebrities representing different fields and generations (newswriter, dance coreographer, swimmer, reporter and fashion model) declaring WASTE as VALUE
- first session organised in 2007, part of the recycling month programmes in summer 2008

Waste management in Budapest



Budapest



Selective waste collection – Promotion III. Awareness raising campaigns

SELECTIVE FASHION CAMPAIGN 2008

5 celebs in special clothes created from recycled waste



Ladies' and kids' fashion:

- dresses from recycled paper, tetra pack and polystyrene
- shoes from plastic bags
- jewels&acc.: metal tin covers
- diaper: tetrapack silver layer

.....comfortable armchairs: from conserve jars ☺.....

Men's fashion:

- shirt and trousers from plastic garbage bag and packaging
- designer vest from PET caps
- sandals from PET bottle
- accessories: metal can covers





Budapest



**DON'T WASTE WASTE,
IT'S A VALUABLE
RESOURCE!**

Thank you for your attention!

bataria@budapest.hu

