



## Selective Collection Of The Organic Waste In Tourist Areas



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CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

# Training protocols for communication campaigns

Task 4.4\_2a

4.4. Elaboration training/communication contents for agents

**WP4. DEFINITION OF THE GENERAL MANAGEMENT MODEL**

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## Acronyms and Abbreviations

PP	Project Partner
FAF	Full Application Form
DtD	Door-to-Door (collection)
O.W.	Organic Waste

#### 4.4\_2a Training protocols for communication campaigns

<b>WP</b>	4. Definition of the general management model
<b>Coordinator</b>	Beneficiary
<b>Sub-Activity</b>	Preparation of training/communication materials content for the agents involved (guides, materials of environmental communication, etc.)
<b>Description of the tasks (FAF)</b>	<ol style="list-style-type: none"> <li>1. Elaboration of a guide with the compilation of the results of the definition of the generic model and the parameters of evaluation.</li> <li>2. Technical preparation of training materials with the local actors.</li> <li>3. Technical preparation of common elements of communication to be used in local communication and environmental education campaigns.</li> <li>4. Development of an easy-to-use handbook for the staff in charge of the plants.</li> <li>5. Other materials of communication if necessary.</li> </ol>
<b>Action Plan Period</b>	End 2013. Postponed according to the models implementation new calendar and needs.
<b>Name of Output</b>	4.4_2a Training protocols for communication campaigns
<b>Date of the delivery</b>	First draft: 15/10/2014, Final version: December 2014
<b>PP involved</b>	Beneficiary
<b>Description of the Output</b>	<p>Preparation of a protocol for the training of educators and informers who held communication with different target groups for the realization of the organic fraction selective collection and treatment:</p> <ol style="list-style-type: none"> <li>6. Citizenship: communication campaigns to initiate the selective collection of household bio-waste. Basic elements for the training of educators. Examples of campaigns.</li> <li>7. Singular generators: communication campaigns to start selective collection of commercial bio-waste. Small generators versus large generators. Basic elements for the training of educators. Examples of campaigns.</li> <li>8. Operators: protocol and basic elements of training for technicians and operators of collection.</li> <li>9. Management: basic elements for the technical training of the own Administration, public information services.</li> </ol>
<b>Objectives of the Output</b>	<p>-Provide all PP with information, indications and recommendations on training activities to define their own training program adapted to their model of bio-waste management.</p> <p>-Complement the Output 4.4_1 on communication materials contents and Output 4.4_2b Training protocols for composting facility management.</p>

<p><b>Remarks</b></p>	<p>This report is complemented with the 4.4-1 Protocol with 3 typologies of contents for the stakeholders' communication packs, available on the website.</p> <p>This report is complemented with Output 4.4_2b Training protocols for composting facility management.</p>
<p><b>Communication/Capitalization actions</b></p>	<p>-Available on SCOW website for all the public and for project members.</p> <p>-Distribution of the document and informative note to all the PP.</p> <p>-Distribution of the 4.4_2a Output link and informative note to associates and other entities according to the SCOW Capitalization Plan.</p>

# 1 DEFINITION OF THE TRAINING PROTOCOLS

## 1.1 Objective

The objective of this output is to provide basic guidelines for organizing campaigns of communication and provide sufficient training to educators to ensure the quality of the message given to different target audiences and the success of the separate collection of biowaste.

Collection models can be very different from one place to another, also the type of bio-waste that is collected and, of course, the target groups may have relevant socio-economic and cultural differences from one place to another. However, this document should serve to give an idea of the basic tasks to be carried out to organize a good communication campaign and the basic contents that must be given on the process of prior training of educators / mentors that will do it, depending on the target audience and campaign model chosen.

## 1.2 Contents

There are four types of protocols defined, depending on the audience you are targeting, divided into two sections:

### A. Training protocol for mentors who have made communication campaigns

1. Citizenship, in cases in which it begins or reinforces a selective collection of domestic bio-waste, such as from cooking or vegetal fraction from pruning and gardening.
2. Single generators: there are included both small generators of economic activities such as bars, small grocery stores, etc., and large producers such as supermarkets and food markets, restaurants and hotels, etc.

### B. Training protocols for specific agents related to the system of collection and public management

3. Technicians and Operators: in this case protocol defines how is the training that you need to give to the operators of the collection in order to ensure effective and high-quality service. The information is divided into two sections:
  - Execution of the service
  - Relationship with users
4. Public information services (citizen information offered by the City Council or relevant body) training, type of information they should have, update, etc.

## 2 CITIZENS

### 2.1 Objective

Ensure the proper training of educators and reporters who will be in contact with the citizens during communication campaigns.

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#### Specific objectives

- Increase the personal competencies with regard to knowledge about waste management in general, in order to give the maximum number of responses to the citizens.
- Increase the skills of educators regarding mechanisms and model of waste management of the territorial area of work.
- Establish protocols for interacting with citizens, forms of behavior, incentive and promotion of citizenship depending on campaign activities, etc.
- Establish protocols for response to potential embarrassing situations with public.

### 2.2 Basic aspects of training

#### 2.2.1 Specific training sessions

It is very important to guarantee a good and specific training of informants.

**Type of operation:** face-to-face training sessions with experts and campaign managers; duration approx. 4 hours

#### **Content:**

##### Block 1: The municipal waste management:

- Legal framework
- Territorial management model
  - Separation
  - Existing Facilities
  - Results
- Selective collection and bio-waste
  - What is bio-waste (description and exhaustive listing)

- Benefits and impacts of bio-waste according to forms of management.
- Other separations, list of material, color separation, destination, benefits.

Block 2: Waste management in the municipality:

- Model of segregation - selective collection
- Collection system (containers, door to door, etc.)
- Mobile means of collection (trucks, schedules, tours, etc.)
- Treatment Facilities
- Results of collection and recovery
- Ordinance
- Systems of public information with respect to waste (web, civic response telephone number, etc.)

Block 3: Communication Campaign

- Organization of the campaign:
  - Organization Chart
  - Formation of teams
  - Methodology and Tasks
  - Detailed calendar day by day
  - Support materials
- Key ideas. Main messages.
- Specific script with the speech to give in each phase and instrument of communication (meetings, information point, etc.)
- Basics of interaction of the informant with citizenship in accordance with the instrument of the campaign (in the face-to-face meetings, information points, visits to houses door to door, phone calls, etc.)
- Frequently asked questions made by the population with respect to waste management and appropriate responses.

Example of material used for training in a campaign in Catalonia. Annex 1.

## 2.2.2 Visits and initial field work (recognition of the territory)

**Visit to the town.** Recognition of the territory and basic facilities with educators (by zones in very large municipalities, according to the work area of the team). Route with map of containers (if this is the system) or during collection hours of DtD.

**Visit to waste treatment facilities.** If it is possible, to those related with waste management in the municipality and, especially the composting (or digestion) plant where the bio-waste of the new collection will be treated.

It is very interesting that educators make previous visits to containers or collection DtD points a few days before the start of the diffusion, in order to grasp system status of collection, blackheads, etc.

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## 2.2.3 Organization and Schedule

Depending on the magnitude of the campaign and the citizens to inform, teams are usually organized with a general coordinator and one for team (morning and / or afternoon depending on the campaign calendar) and the possibility that there are several thematic coordinators (if the campaign involves economic activities - **see section 3** - or an exhaustive monitoring of containers or there are activities in schools).

It is recommended that the coordinators start a little earlier and make a basic training, so they already know what the tasks are the day that start the rest of the team. As proposed, the first day will be training everyone and recognition of the territory. The second day visits to facilities will be carried out.

All the campaign information must be given to educators so they can learn (brochures, magnets, buckets, etc.)

Moreover, it is very useful to carry out a task calendar with day to day milestones (start day of campaign, start day of collection, etc.)

Finally, logistics must be ready. Among others:

- Workspace and storage.
- Vans (educators must have a driving license and make it very clear from the beginning the rights and duties of drivers of van) and parking spaces.
- Computers and printers.
- Cell phones, if this is the case.
- Signaling vest or other garment, if this is the case.
- Etc.

Example of a calendar. Annex 2.

## 2.2.4 Role playing games

In some cases, and depending on the prior experience of educators, can be very useful to perform specific simulations with the team of educators.

For both meetings, and for the information points or views from door to door, you can make small sessions type role playing game in which some educators play people (with different assigned roles: the collaborator, the one that only wants the bucket and leave, the one that "knows everything", the one that comes to complain about the council, etc.) and the other do the tasks that must be done in reality.

For example, in information points where materials are delivered, other "roles" are also assigned to educators: the "police" who watches people do the corresponding queue, assure they have heard the explanations of the informers before picking up the material ; the informer who gives the explanation, makes small groups and explains in maximum five minutes the basics of collecting and answers the questions if they arise; and finally informants who deliver the material and point to the database the people that have gathered it. Of course, these roles will change depending on the type of campaign and information point, is only an example that should serve as a basis for deciding in each case, the best combination.

It also works very well to make the explanations of a few meetings before making them real and simulate house to house visits, so that informers get used to conduct the information activities as efficiently as possible.

## 2.2.5 Specific activities in schools

Generally, the activities in the schools are carried out by specialized companies that are already responsible of managing the contact and the scheduling with the centers.

However, it is necessary to carry out previous presentations in school in order to ensure the success of the incorporation of activities during the year and coordinate them with the beginning of the collection. It is best to take advantage of coordination meetings with directors of school in order to be able to present the activities.





### 2.2.6 Specific activities with organizations and civic associations

Generally meetings and specific presentations are also made with entities.

Depending on the campaign budget and the level of participation that we are looking, it can be proposed informative meetings with subsequent discussion, walking tours of recognition of containers or visits to the facilities or the municipalities with bio-waste collection system already implemented. These activities can be managed by educators of the campaign.

### 2.2.7 Material available

#### Documentation

- Training material
- Calendar and contact data
- Description of the collection service
- Map of the municipality with containers, if this is the case
- Waste list and proper separation
- FAQ
- Others according the type of campaign

**Mobile means:** vans, cars, etc.

#### Campaign material:

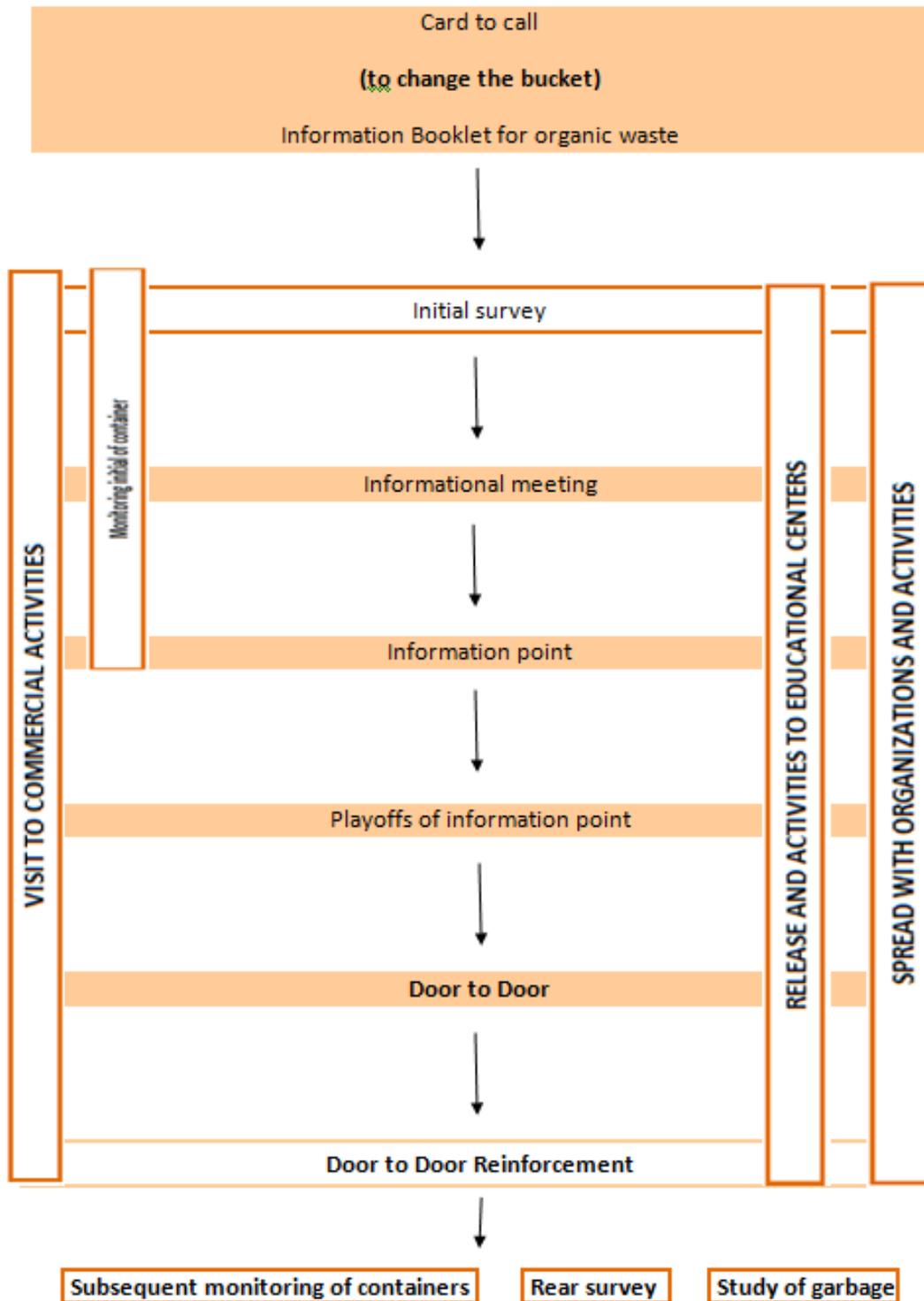
- Material educators: work office, warehouse, tents, mobile phones, computers, projector, USB, consumables (pens, paper, folders, ink printer, etc.), roll-up posters with visual support information, video, presentations...
- Material given to citizens: brochure, calendar of collection, magnet, kitchen bin, compostable bags, etc.

Increasingly, communication instruments that support new technologies (via web, smartphone.) are more used. The apps that allow to increase the interaction with the citizens are very interesting but its use is not recommended if there is no capacity to respond to all incidents entries.

Example of campaign materials Scow. Annex 3.

## 2.3 Elements of standard communication campaign

In this section, we show some examples of actual implementation of campaigns for bio-waste collection, both in terms of logistics and key elements of campaign, as well as communication materials used:



**Outline of the campaign: Campaign carried out to introduce the bio-waste collection in a municipality > 100.000 inhabitants with container collection.**



**Information meetings**



**Information points**



**Image of the campaign**

## 3 ECONOMIC ACTIVITIES

### 3.1 Objective

Ensure the proper training of educators and reporters that will be in contact with the economic activities during communication campaigns.

#### Specific objectives

- Increase personal competencies regarding knowledge about waste management in general, in order to give the maximum responses to economic activities.
- Increase the skills of educators regarding mechanisms and model of waste management of the territorial area of work.
- Establish protocols related to the economic activities, forms of behavior, incentive and promotion of the selective collection depending on the type of activity, amount of bio-waste generated, etc. .; determine the real needs of buckets in those activities that are not assimilated to household generator and help them to visualize the storage spaces.
- Establish protocols for response to potential embarrassing situations with managers of stores.

### 3.2 Basic aspects of training

#### 3.2.1 Specific Training Sessions

It is very important to guarantee a good specific training of informants. Usually training is equal to that determined for citizenship, and if the campaign has as its targets the two collectives, theoretical training and visits are made together.

**Type of activity:** face-to-face training sessions with expert campaign managers; Approx. 4 hours.

#### Content:

##### Block 1: The management of municipal waste:

- Regulatory framework
- Territorial management model
  - Separation
  - Existing Facilities
  - Results
- Selective collection and bio-waste

- What are the bio-waste (description and exhaustive listing)
- Benefits and impacts of bio-waste according to forms of management
- Other separations, list of materials, color separation, destination, profits

**Block 2: Waste management in the municipality:**

- Segregation model – selective collection
- Specific collection in singular generators. Categories: household assimilated, medium generator, large producer.
- Collection system (containers, door to door, etc.)
- Mobile means of collection (trucks, schedules, circuits, etc.)
- Treatment facilities
- Results of collection and recovery
- Ordinance
- Public information regarding waste systems (Web, phone for civic response, etc.)

**Block 3: Communication Campaign**

- Campaign Organization:
  - Organizational chart
  - Training of teams
  - Methodology and tasks
  - Detailed calendar day by day
  - Support materials
- Key ideas. Main messages.
- Specific script with the speech to give in each phase and communication tool.
- Basic aspects of treatment of the reporter with the heads of the economic activities, depending on the campaign instrument used (guild meetings or door to door) and the degree of responsibility of the speaker (owner, manager, employee, etc.).
- How to count for the needs of economic activities for the new collection and the elements for the separation: buckets (number and volume); bags or compostable liners; internal communication materials; warehouse space; internal logistics and delivery to the collection system; etc.
- FAQs made regarding waste management and appropriate responses.

### 3.2.2 Visits and initial fieldwork (recognition of the territory)

**Visit to the town.** Recognition of the territory and basic facilities with educators (by zone in the municipalities of large areas, according to the work area of the team). Tour with map of containers (if this is the system) or during time of commercial collection if there are specific collections.

**Visit to the facilities of waste treatment.** If it is possible to those related to waste management in the municipality and, especially, the composting or digestion plant, where the bio-waste of the new collection will be treated.

It is very interesting that educators have the list of economic activities and the type of management they are doing and that make previous visits to containers or collection points in shops a few days before the start of the diffusion, in order to grasp system status of collection, blackheads, etc.

### 3.2.3 Organization and Schedule

Depending on the magnitude of the campaign and activities to inform, are often organized teams including morning and afternoon to reach all types of activities (with different commercial hours).

It is recommended that the coordinators start a little earlier and that they do a basic training so they know clearly the tasks the day that the rest of the team starts. As proposed, the first day will be training everyone and the recognition of the territory. The second day you can make visits to facilities.

You must provide all the information campaign for educators so they can learn it (flyers, magnets, buckets, listed economic activities, etc.)

On the other hand, it is very useful to make a detailed task calendar with day to day milestones (beginning day of the campaign, campaign days, information points days, etc.)

Finally, you need to have ready all the logistics. Among others:

- Workspace and storage;
- Vans (you need to have educators with driving licenses and make it very clear from the beginning the rights and duties of drivers of vans) and parking spaces.
- Computers and printers.
- Cell phones, if this is the case.
- Signaling vest or other garment, if this is the case.
- Etc.

### 3.2.4 Activities with associations of merchants and guilds

It is highly recommended to perform specific meetings and presentations with the associations of merchants and guilds before starting the campaign. You can take advantage of these meetings not only to explain the new collection, but to close in a participatory way some logistics aspects of the service itself.

On the other hand, it is necessary to ask the organizations to inform their members through their own internal media, with time enough to start the campaign.

These meetings must be carried out in conjunction with the technical managers of the service and that the educators that make them have high capacities in group management and knowledge of the management of waste in the municipality.

### 3.2.5 Material available

#### Documentation

Training material

Calendar and contact data

Description of the collection service

Map of municipality with containers, if this is the case

List of waste and proper separation of the same

List of economic activities, details of location and type of activity

Form to registry the activity data and the results of the visit (approximate generation, needed materials, etc.)

FAQ

Others according to type of campaign

**Mobile Means:** vans, cars, etc.

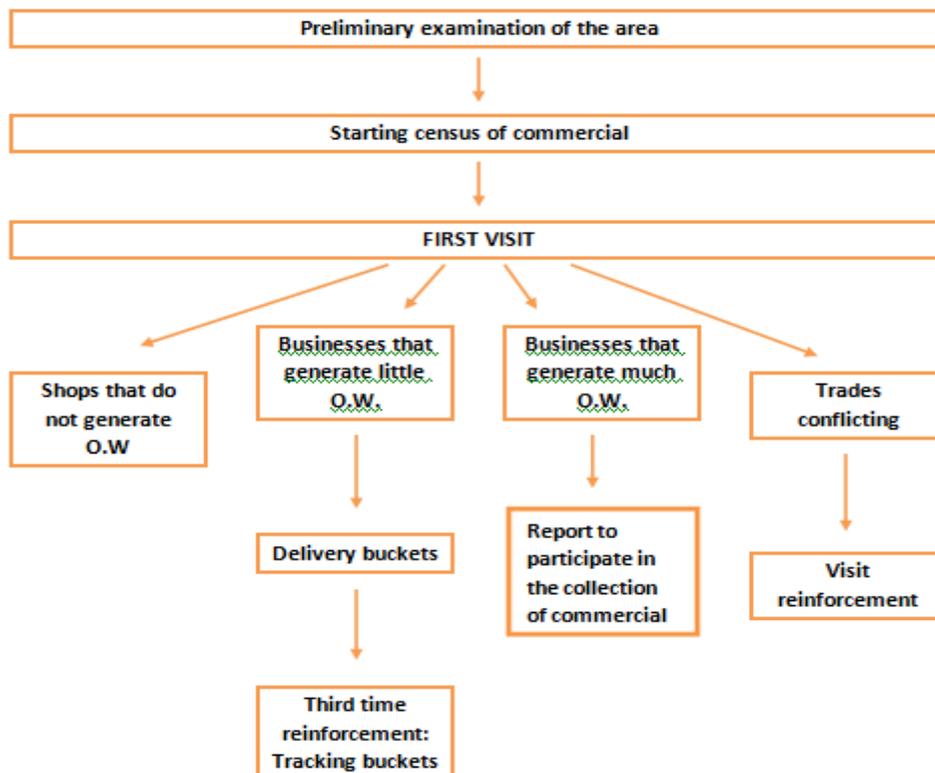
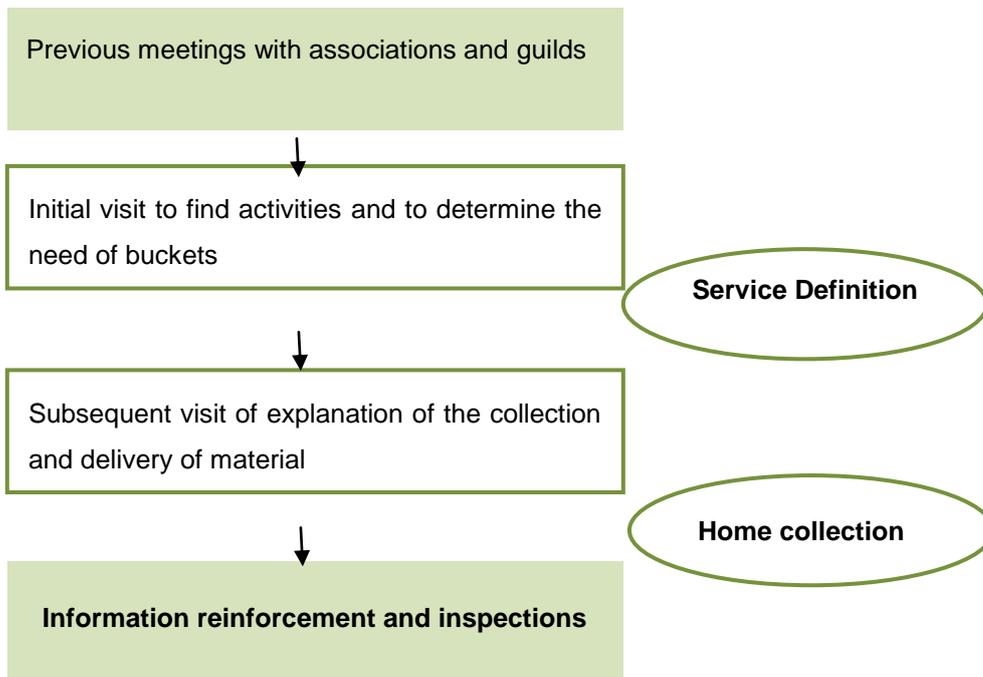
#### Campaign material:

- Material educators: work office, warehouse, mobile phones, computers, projector, USB, consumables (pens, paper, folders, ink printer, etc.)...
- Material that is given to the activities: brochure, collection calendar, magnet, buckets, compostable bags, etc.

**Example of campaign materials Scow. Annex 3.**

### 3.3 Elements of standard communication campaign

The communication campaigns addressed to the economic activities tend to be easier than with citizens. Activities to take into account:



The follow up of the first few months of the collection (and more intense the first few weeks) is very important for the success of the service. It is interesting that can be made by the educators and serves both for citizens and economic activities.

In the case of the economic activities and the DtD, tracking is more customizable, since it can detect more specifically who is the producer of the waste that is having good or bad habits.

The activities of inspection and post-start information of the collection are key to ensuring good results and answer questions that may arise with the practice.



## 4 COLLECTION OPERATORS

### 4.1 Objective

Ensure proper training of local technicians and above all of the workers who will be performing the collection in order to ensure proper functioning of the service and the selection of materials in the case of door to door collection.

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#### Specific objectives

- Increase personal competencies regarding knowledge about waste management in general, and in particular organic.
- Engage technicians and operators in the success of selective collection, meaning that they are a key part of the recycling chain.
- Establish specific protocols of work depending on the type of collection.
- Establish mechanisms of return of the success of the service useful for continuously improving the own service or carry out actions of communication with users.
- Establish protocols for response to questions from users of the service.

### 4.2 Basic aspects of training

#### 4.2.1 Theoretical sessions of training

In order to increase and update the skills of the operators of the collection and make them understand the relevance of their work throughout the value chain of recycling and reuse of resources, you can do a training session with contents similar to those described in Block 1 and 2 of section 2.2.1.

These training sessions can be used to adjust aspects of the service in a participatory manner with operators (see section 4.2.3) and explain well the mechanics of service, rules, types of incidents, etc.

#### 4.2.2 In-situ visits

The practical part and visual, in the case of operators of the collection, can be very interesting, both to see the results of their work as to get in touch with other people in similar situations and to discuss concerns and doubts directly.

We recommend two types of visits:

- Visit a composting facility and waste disposal facility.
- Visit to experience of selective collection of Biowaste with similar system of collection to the one that will be implemented. This visit can be particularly useful and, in fact, can be done in conjunction with local authorities, municipal associations, etc.

### 4.2.3 Establishment of working protocols

It is necessary to establish some work rules and protocols to ensure the correct functioning of the service. The objective is threefold:

1. Strengthen the involvement of workers in the service and ensure a good implementation of it to avoid incidents that may give a bad image and reduce the success of the selective collection.
2. Establish clear working procedures when it comes to collect the waste, empty buckets or containers, relocate the point of collection, etc.
3. Establish procedures for continuous improvement.

It is recommended to make a small participatory process. The sessions to establish these protocols can be done initially with the managers and coordinators of the service, and be shared and improved with the workers later.

The elements to consider in the protocols are the following:

#### 4.2.3.1 Definition of Terms of Service

The vast majority of rules are common to all fractions and collection types (basically container and DtD). Here are listed some examples for each type of collection.

#### A.GENERAL PICTURE

- The entire staff of the selective collection of municipal waste must be properly uniformed. Operators must wear the uniform exclusively during time of service carried out on public roads. Uniforms must be in a perfect state of cleanliness every day of service.
- Vehicles must be kept in perfect state of conservation. Every vehicle of the collection service must bring a sticker, visible enough, informing users (public and commercial establishments) about the particular service that the vehicle in question is providing at the time. Vehicles assigned to the services will fulfilled all requirements indicated in the Traffic Code in force.
- Containers must be in optimal condition of use, properly identified and must carry information about the service of selective collection.

#### B.RULES RELATING TO STAFF

- They must be responsible individuals with a sense of organization and convinced of the importance of the work in which they participate (selective collection). Their willingness is

critical, especially in the case of door to door collection circuits, in which must carry out an essential function in terms of control of the quality of the garbage provided.

- They must have self-mastery to be able to cope with total responsibility and correctness any situation that may arise in public, and to perform the tasks covered by service and by the corresponding municipal ordinances.
- They must provide an appropriate treatment (polite, friendly, cordial and efficient) to the user, that is to say, the neighbors and staff of the commercial establishments that will service. The service personnel should act as the first level of care to the public.
- They must have the necessary physical skills that are required for their job.
- They must understand correctly the official languages.

### C. RULES RELATING TO THE SERVICE

These rules will change depending on the type of service performed and the specific logistics of each municipality:

- Do not follow the itinerary planned for unjustified reasons
- Delay or unjustified advance at the beginning of the service
- Temporary stop of teams without any justified reason
- Do not perform scheduled jobs or entrusted
- No collection of material out of the selective containers
- Waste collection in a wrong day on a collection DtD or left without signaling
- Containers overwhelmed repeatedly
- Leave containers or collection points of the itinerary without collecting (depending on quantity)
- Not cleaning or poor cleaning of containers
- Poor cleaning of containers
- Defective container notified and not replaced /repaired
- Loss of leachate and liquids
- Lack of a container at its established location
- Bad placement of the containers at its location

#### 4.2.3.2 Basic Procedures of collecting

### A. QUALITY CONTROL

Selective **collection door to door**, either by direct contribution of bags on the street or either through the use of buckets, requires a certain quality control by the collection service, in order to enhance the correct contribution of materials by generators and guaranteeing thereby the highest possible quality of materials to be delivered to a recycling center.

In this sense, the task of collection service is essential to ensure the success of selective door to door and optimizing thus the subsequent costs of treatment of the various fractions collected.

For this reason, it is necessary to specify in the procedures for collecting a quality control including:

- The coincidence of the material deposited at the collection point by the generator with the corresponding fraction that has to be collected according to the established calendar.
- The absence of contaminants in the material delivered to the collection point. For the Biowaste it will be considered as a suitable material that it contains only compostable organic waste, that is to say, remains of food and vegetable debris small in size that can be collected selectively and likely to degrade biologically. In general, the bags containing these wastes are characterized by a ratio weight / volume important (which means a high material density). In the collection procedure it is necessary to include that the operators - in the time they collect the bags or empty the buckets- should do a visual recognition of the material delivered and must weigh the bag to make an assessment of the weight. If there are indications that the material is not properly selected can proceed with the opening of the bag in order to ensure that mostly contains only organic remains.
- In the event that operators detect the presence of unsuitable materials in materials delivered to the collection point, or detect the material provided does not correspond to the material provided in accordance with the established calendar, there are two possible strategies:
  1. If the truck has this option, the bags / buckets can be collected in another compartment but the incident must be recorded and the user that has made a bad use of the service must be alerted;
  2. Many municipalities choose to leave bags / buckets or materials in question uncollected in public at the point where they are found. To warn of this impropriety, operators of collection service can put a sticker on a visible point on the surface of the bags or materials in question.
- The contracted company shall inform the municipality of the daily problems detected in relation to the incorrect contributions of bags, specifying the list of portals or retail establishments that have produced these contributions and the types of mistakes. Depending on whether the system event log is more or less automated, it is necessary to explain very well how the registry is and forms and frequency of transmission to the local authority.

## **B.COLLECTION PROTOCOL**

### **Protocol for DtD collection**

The protocol of collection will vary depending on the particularities of the collection (if it is done directly in a bag or caddy). In the case of multifamily or single-family homes that make the contribution in bags directly on the street, the operators of the collection service will have to load manually the right bags into the open box of the truck with the utmost care to prevent that at the time of this operation bags can be open or broken and material can spread on public space. If this happens, the service personnel must bring the necessary tools in the

vehicle to collect the scattered dirt and put it into the truck. In the event that Biowaste is removed in caddies, the operator must remove the bag from the bin and leave it in the portal correctly. In some cases, buckets have security lids and operators are forced to leave the lid open indicating that the collection has been made.

In the case of multifamily housing and economic activities that may have buckets, it is necessary to establish the procedure to avoid as much as possible wrong collected bags and that they end in the Biowaste compartment. This can be done using the mechanical system of the truck and with a prior view of the material cleared before compaction.

### **Protocol for container collection**

The protocol of collection via containers includes the following elements:

- Only empty the container of the fraction that is being collected.
- Load them on the corresponding truck using the mechanical elements of the vehicle.
- Clean the area around the container. Must be loaded on the truck those bags of right materials that generators have left out of the container because of the inability to make use of it.
- Placement of containers that have been displaced from their original location, either by vandalism or adverse weather conditions.
- Replacement of broken or damaged containers, whether by acts of vandalism, for misuse or other reasons.

### **4.2.4 Monitoring and feedback**

It is necessary to establish a continuous training and proactive monitoring with coordinators of the service continuously, but also with the operators, since they are the ones who are in the frontline of service and have information that you must give value.

It can also be very useful to convey to the operators of the service on a regular basis the results of the collection in quantity and quality and the positive or negative feedback to operators according to their evolution.

### **4.2.5 Organization and Material**

The sessions of training and participation would be necessary to make them in advance to the beginning of the service, leaving some technical aspects to decide, so that the employees feel really involved and valued.

Subsequently, monitoring and continuous training must be performed periodically. At the beginning of the service must be almost daily, since any problem must be solved quickly. Once the service is ripe enough, the training and feedback can be done every 6 months, considering that there are already a daily transmission of incidences and, usually, other mechanisms of control and inspection of the service.

As for materials, must be supplied to the operator the documentation used for the training sessions (presentations, list of possible incidents, service standards, protocols, etc.).



## 5 ADMINISTRATION AND INFORMATION SERVICES

### 5.1 Objective

Ensure that the services of information and public attention of the municipality have enough information to respond to questions, complaints and suggestions from the public, either face to face, by telephone or electronically.

28

#### Specific objectives

- Increase information about waste management in general, and organic in particular, of public information services in order to provide adequate answers to questions and suggestions from the public.
- Provide clear and concise information on the mechanics of the new collection (separation of bio-waste, system of collection, furniture, schedules, etc.).
- Provide clear and concise information about the activities of communication with the citizens and economic activities during the implementation and execution of communication campaigns.
- Keep updated the database of services with results, incidents, etc.

### 5.2 Basic aspects of training

#### 5.2.1 Theoretical sessions of training

In order to increase and update the knowledge of the people in charge of public information services, a training session for educators can be done with contents similar to those described in sections 2.2.1 and 3.2.1. In block 3 of the communication campaign it is necessary to explain very clearly what activities will be conducted, to whom they are directed, locations and times. This information must to be passed written and in digital format by the information services to the public.

It should also include a list of FAQs with answers.

In the event that there are interested, people responsible for the information services can also assist visits in facilities or local territory.

#### 5.2.2 Data transmission protocol

It is necessary to establish a clear protocol for updating data on the communication campaign and the activities of the new collection with the services of public information in its various

forms. It should also be set up how the visible information will be updated in websites or social networks that the municipality has.

These aspects can be very different from one territory to another, so here only are named factors that must be taken into account and will be developed differently in each municipality. In any case, the interlocutors of the different services and the responsibilities of each must always be clear:

- Information phones and citizen's attention offices:
  - o Clear calendar with days, times and locations of the various activities of the campaign. Daily update in case there is any change or novelty. It is necessary to ensure a rapid transmission of any change to all operators.
  - o Start date of the collection.
  - o FAQs
- Online media:

**Web**

- o Clear calendar with days, times and locations of the various activities of the campaign. Daily update in case there is any change or novelty.
- o Start date of the collection.
- o Subsequently, updating of the data collection and main results.
- o FAQs

**WhatsApp, Twitter, Facebook, other**

- o These means can be used for recalling specific days of the most relevant actions of communication, such as "Remember, today information meeting about the new organic waste collection in district 'XXX'. Come to pick up the material necessary for doing the separation at home".
- o Reminder of the day of start of the collection.
- o Return of results: update of tons collected.
- o Resolution of questions depending on the results as they are found (for example, to encourage the use of compostable bags if it is detected that they are not used, etc.) and related information.



## 6 ANNEX 1

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# CAMPANYA DE REFORÇ DE LA RECOLLIDA SELECTIVA DE LA MATÈRIA ORGÀNICA

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Formació de l'equip d'educació ambiental

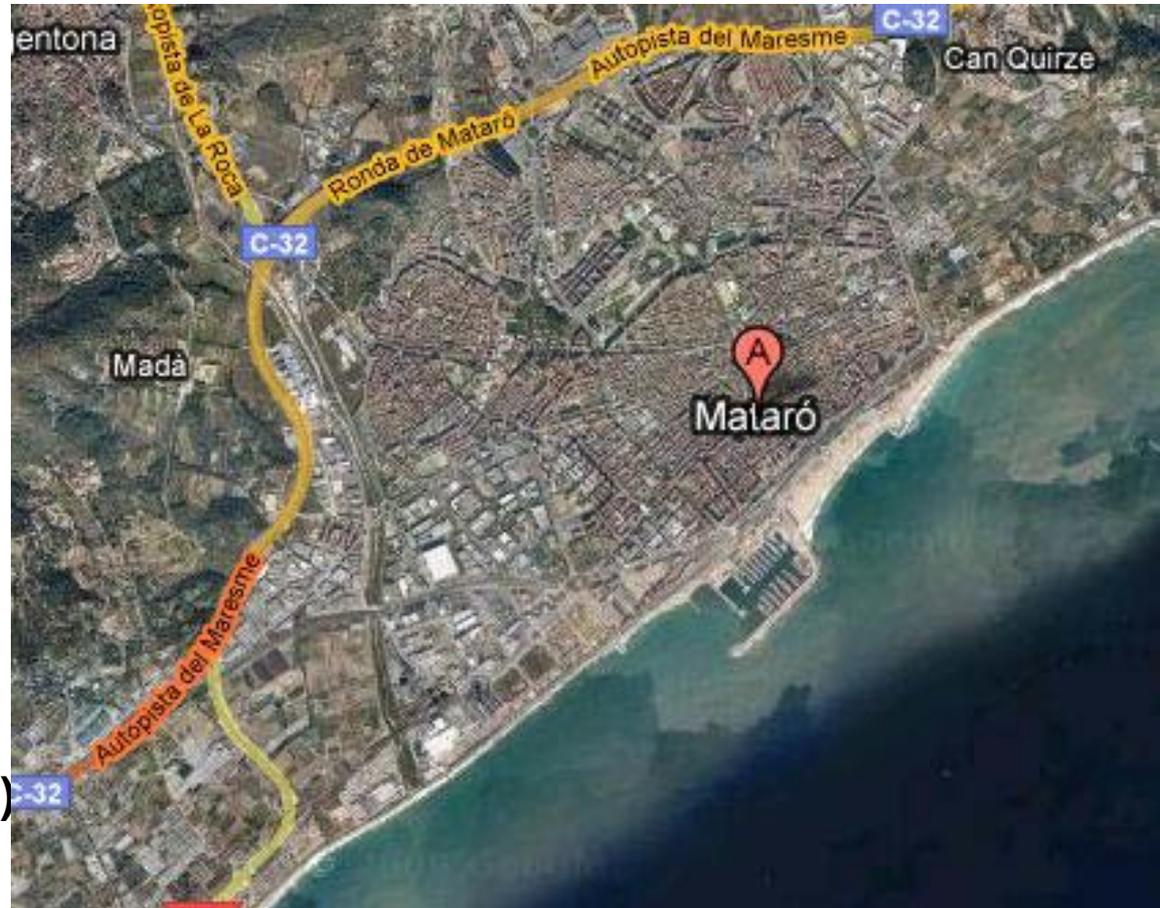
1 d'abril del 2009

**B**  
E**C**OLOGIA  
**N**

Centre Ciutadà per a la  
Minimització i el Reciclatge  
de Residus

# Informació de Mataró

- Capital de la comarca del Maresme
- 118.00 habitants
- Cada ciutadà de Mataró fa **1,6 kg** de deixalles domèstiques al dia
- Producció anual estimada de la ciutat de Mataró és de **68.912.000 kg (68'9 Tn)**



# Barris de Mataró



# Recollida selectiva

- Es duu a terme la recollida selectiva:
  - Paper i cartró
  - Vidre
  - Envasos
  - Orgànica (des del 2006)
  - Resta
- El sistema de recollida és:
  - Àrees d'aportació àrees (contenidors)
  - Àrees d'aportació soterrades.
  - Porta a porta (centre)



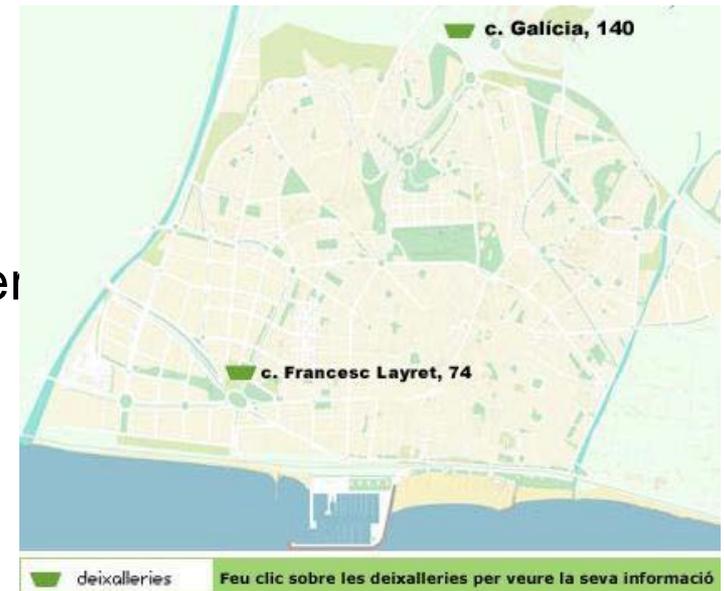
# Gestió d'altres residus

## ■ Deixalleries

- Servei gratuït
- Servei de recollida de voluminosos gratuït per part de l'Ajuntament (s'ha de trucar: 010 desde o 807117010 si es truca des de mòbil)



- C/ Francesc Llairet s/n  
(Costat de la rotonda de la Laia L'Aruquer)
- C/ Galícia, s/n  
(Costat Hospital)



# Residus que es poden dur a la deixalleria

## Residus municipals especials

- Pneumàtics
- Fluorescents i làmpades de vapor de mercuri
- Bateries
- Dissolvents Pintures i vernissos
- Piles
- Electrodomèstics que continguin substàncies perilloses
- Olis minerals usats

## Residus municipals ordinaris

- Residus recollida selectiva
- Plàstics
- Ferralla i metalls
- Tèxtils
- Olis vegetals usats
- Ampolles de cava senceres

## Residus municipals voluminosos

- Mobles i altres
- Electrodomèstics que no contenen substàncies perilloses
- Ferralla electrònica (ordinadors, petits electrodomèstics, aparells electrònics...)

## Altres residus municipals

- Fustes
- Restes de poda o jardineria
- Runes i restes de la construcció d'obres menors



# Gestió d'altres residus

## □ Establiments especialitzats

- L'Arca del Maresme, c/ Cuba 33 . Roba, voluminosos, electrodomèstics
- Ferreteries i edificis públics. Piles
- Mecànics. Olis i lubricants
- Farmàcies i centres sanitaris. Medicaments
- Empreses de tònners o informàtica. Tònners



# Gestió d'altres residus

## □ Contenedors específics



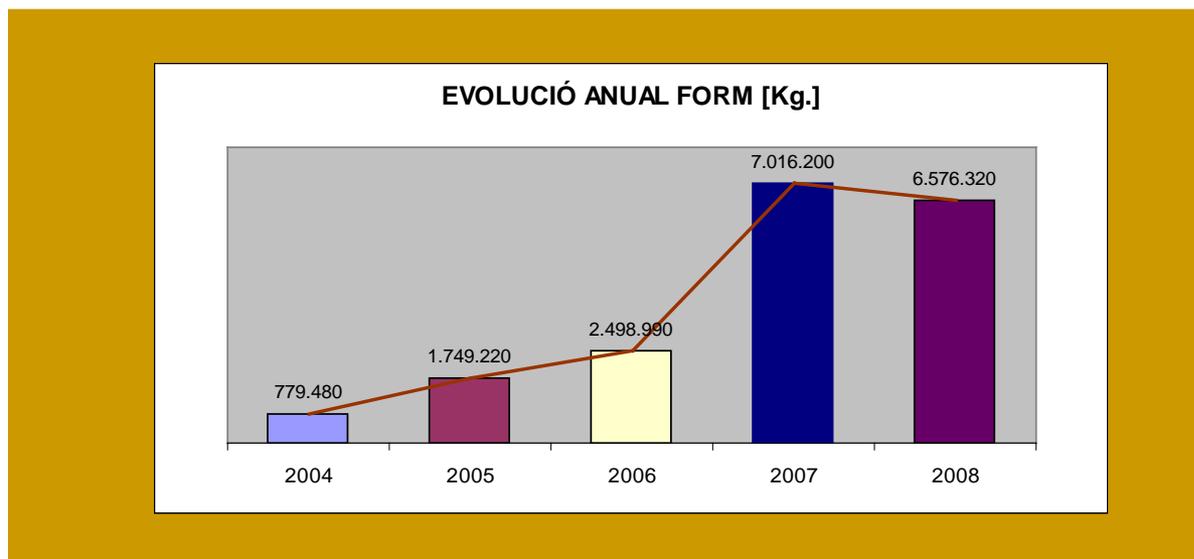
# Antecedents

- Novembre de 2001. Implantació de la recollida de MO a 3 barris (12% de la població):
  - Peramàs
  - Vista Alegre
  - Camí de la Serra
- Octubre 2006. Implantació a tot el municipi. Contenidors de 700 litres, amb sobretapa (redueix impropis).
- Actuacions de la campanya
  - Reunions informatives als barris, punts informatius i PaP
  - Obsequi: contenidor petit marró i bosses compostables
  - Activitats a les escoles
  - Associacions i entitats



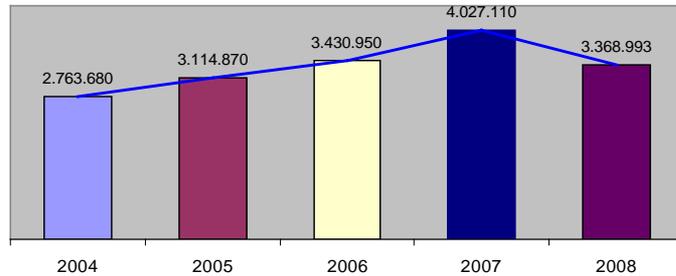
# Resultats recollida FORM

- Desde 2006 s'han recuperat més de **16.000 tones DE MATÈRIA ORGÀNICA** (uns 60 kg per habitant i any). S'han pogut obtenir **3.000 tones DE COMPOST**.
- Mataró és una de les ciutats amb un dels **NIVELLS MÉS BAIXOS D'IMPROPIES** de tot Catalunya (menys d'un 7% d'impropis en la FORM).

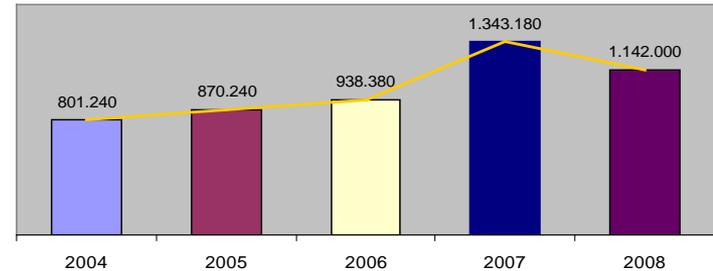


# Resultats recollida selectiva

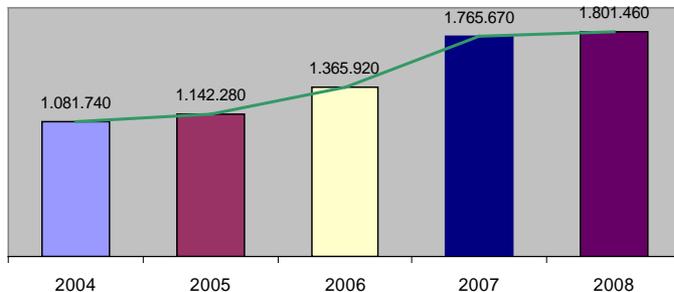
## EVOLUCIÓ ANUAL PAPER I CARTRÓ [Kg.]



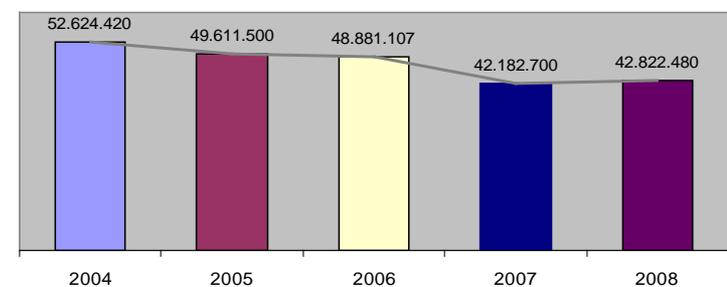
## EVOLUCIÓ ANUAL ENVASOS [Kg.]



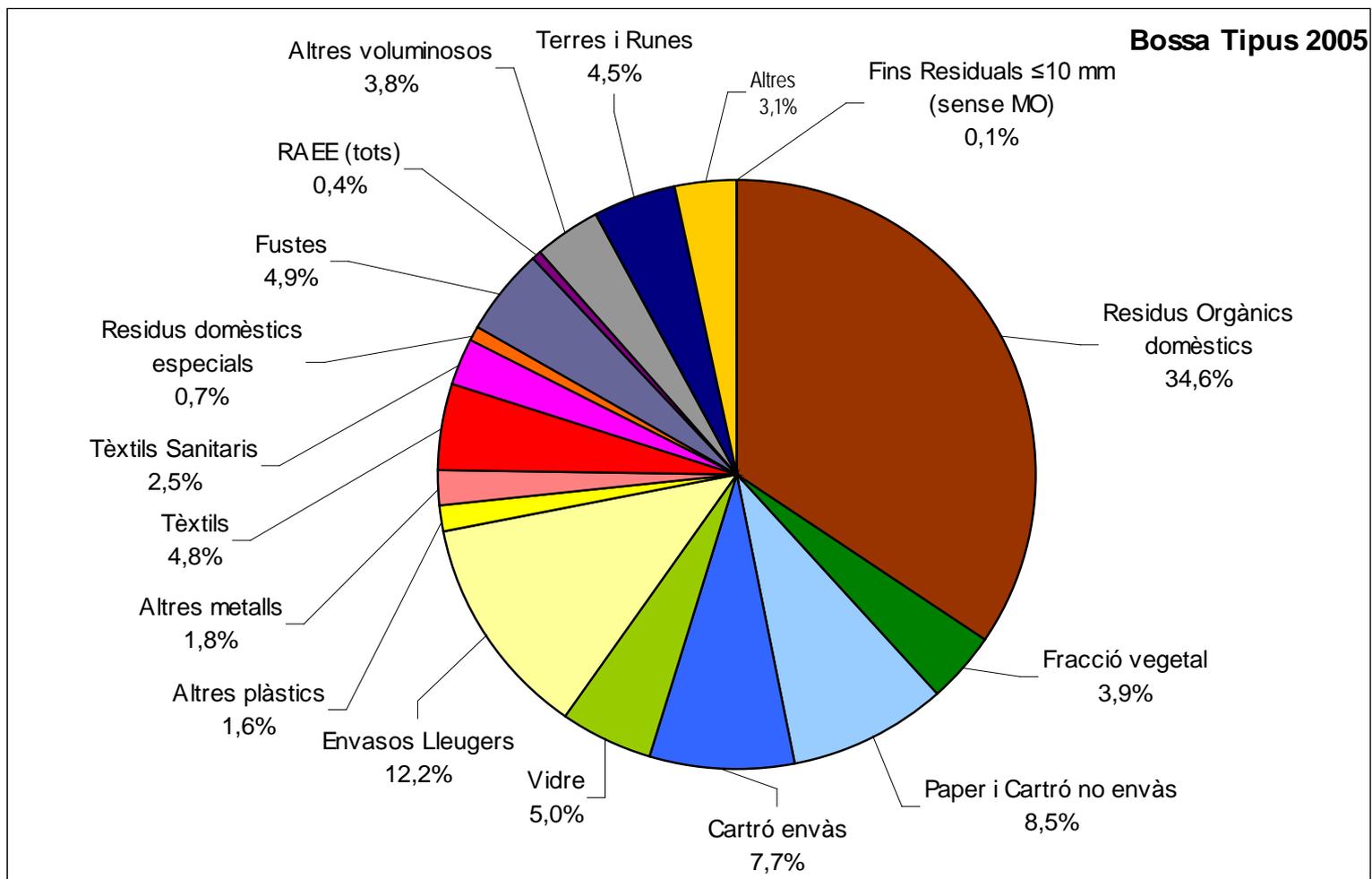
## EVOLUCIÓ ANUAL VIDRE [Kg.]



## EVOLUCIÓ ANUAL RESTA [Kg.]



# Bossa tipus Mataró



# Campanya de reforç de la FORM 2009

Dates de la campanya: 1 abril al 30 de juny

- De dimarts-divendres (16:00 - 21:00h)
- Dissabtes (10:00-15:00 o 15:00 - 20:00h) Torns

## Línies estratègiques:

- Porta a porta als barris (PaP)
- Punt d'informació itinerant (de dimarts a divendres) (PII)
- Estand exposició (divendres i dissabtes)(PIF)
  
- Visita a comerços
- Tallers a les escoles
- Jornades a entitats i associacions

# Logística campanya

- **3 Equips** diferenciats.  
Cadascun amb una coordinadora, 5 educadors, una zona de PaP i, per tant, un PII
- Distribució per barris/zones (extensió com taca d'oli)
- PaP: Visites a domicilis.
- Punts itinerants  
La ubicació del anirà variant conforme vagi avançant territorialment les visites als domicilis.  
Una persona per punt informatiu.
- Torns rotatius desmuntatge punt informatiu i furgoneta.
- Llistat d'habitatges del dia (Anàlisi del llistat- padró)
- Llistat FAQ

**Direcció de la campanya**

**Marta vila**

Coord. de la campanya

Alícia Grima

Coord. Equip 1: Alícia Grima

Coord. Equip 2: Mireia Blanch

Coord. Equip 3: Laia Blasco

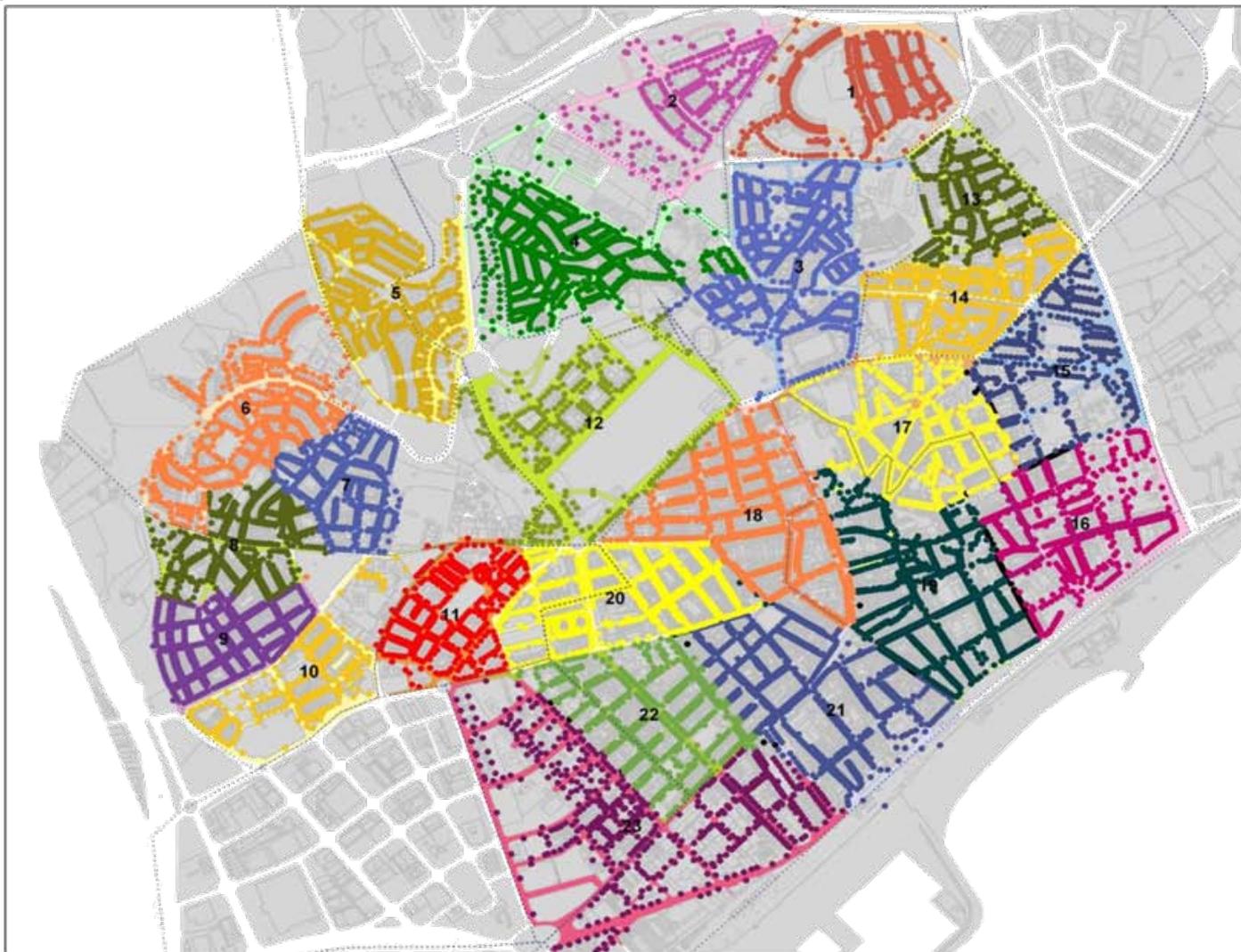
Punt d'infor. itinerant

Punt d'infor. itinerant

Punt d'infor. itinerant

Educador/a

# Mapa zones PaP



# Porta a porta (PaP)

- ❑ Informació dels resultats de la campanya 2009
- ❑ Distribució de díptic
- ❑ Tarjeta d'avís en cas d'absència
- ❑ Val per si no tenen cubell especialment en zones de nova urbanització (es recollirà al punt informatiu itinerant o al fix)
- ❑ Es convidarà a visitar el PII i l'estand d'exposició

En cas que no es trobi ningú a l'habitatge, es dipositarà un avís a la bústia o la informació donarà a un veí que hagi escoltat la intervenció i que accedeixi a transmetre-la al veí.

# Punt informatiu itinerant

## Punt de suport del Pap :

- ❑ Punt d'informació
- ❑ Recollida d'incidències,
- ❑ Distribució de la bosseta de compost (i del cubell excepcionalment)

## Disposarà de:

- Plafons informatius
- Bosseta de compost (obsequi)
- Díptics informatius
- Informació detallada de la RS a Mataró



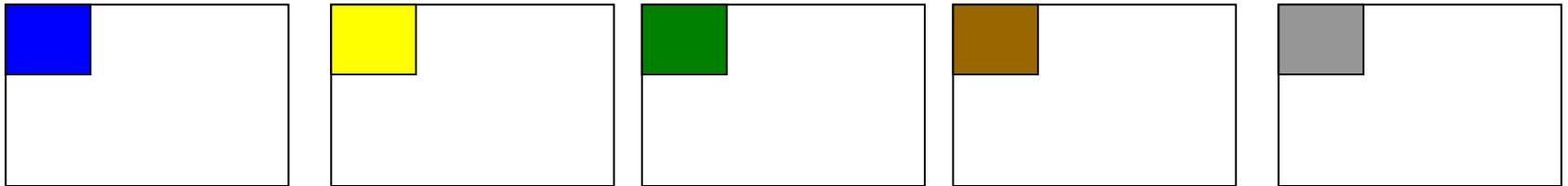
# Punt informatiu fix (Estand expositiu)

- ❑ 3 espais :
  - ❑ Cicle de la matèria orgànica
  - ❑ Altres fraccions (Recollida selectiva i deixalleria)
  - ❑ Audiovisual i jocs-tallers de RS
  
- ❑ Horari
  - ❑ Divendres de 16h a 20h
  - ❑ Dissabte de 11h a 15h i de 15h a 20h.
  - ❑ Altres: visites concertades per deixar instal·lat el PiF entre setmana a les escoles

# Dinàmica de continguts

Dinàmica Què va a on ? Què se'n fa?

Repartiment de targetes i posada en comú.



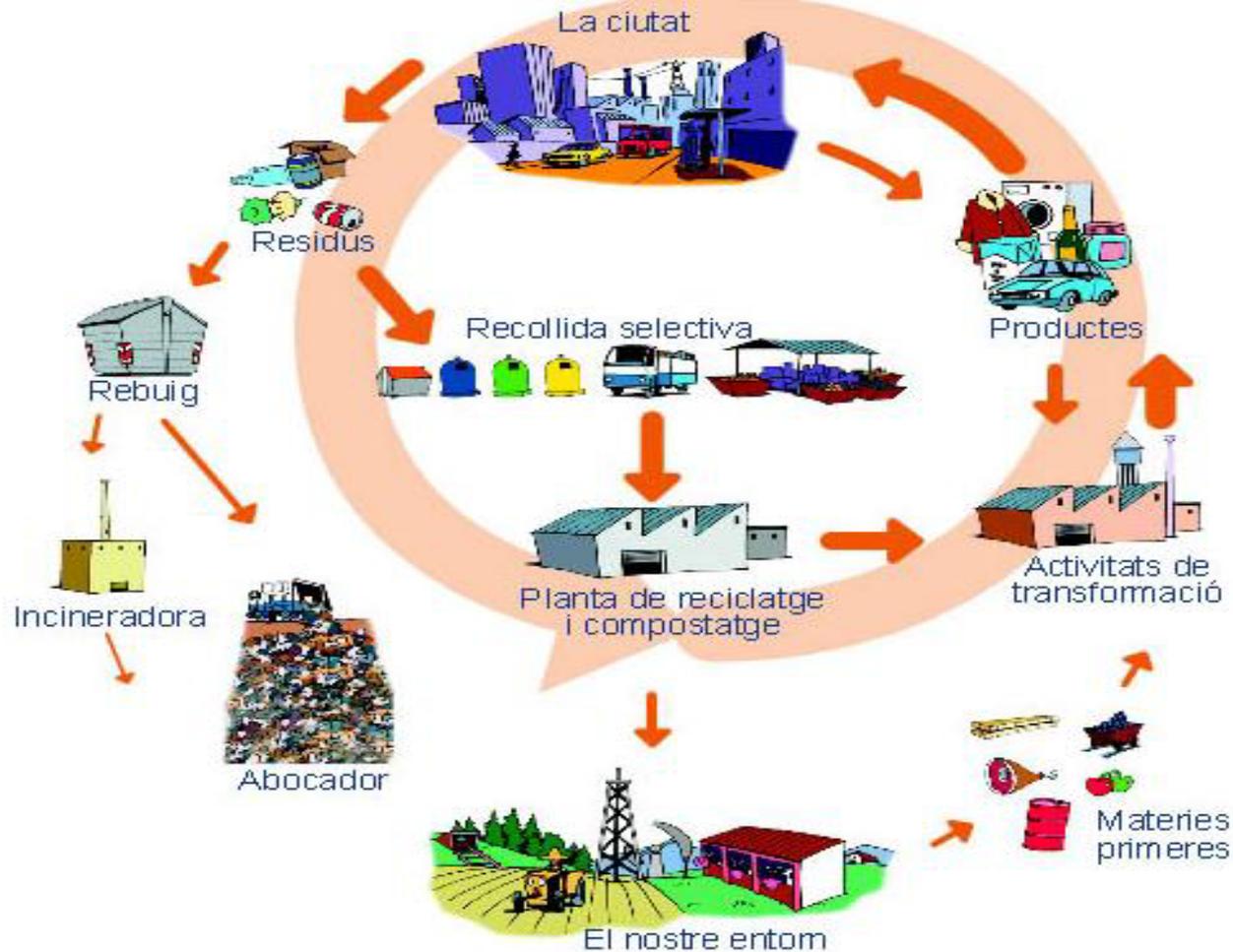
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# PAUSA

## Model actual de gestió de residus



## Model futur de gestió de residus (més sostenible)



# Cicle dels diferents Residus Municipals

- FORM (Fracció Orgànica dels Residus Municipals)
- Paper
- Envasos lleugers
- Vidre
- Rebuig
- Informació cicle d'alguns residus (oli /roba usada)

# Què podem posar al contenidor Marró?

Aquesta llista t'indica el que has de posar al cubell que et regalem:

**Sí**

**Sí pots posar al cubell de la brossa orgànica**

- Restes de fruita i verdura
- Restes de carn i peix
- Ossos
- Marro del cafè
- Restes d'infusions
- Serradures
- Closques de fruita seca i d'ous
- Restes de plantes i del jardí
- Taps de suro
- Paper de cuina brut
- Llumins

El paper i cartró, els envasos de vidre, plàstic, brics i metalls han de dipositar-se al contenidor de selectiva corresponent, el blau, verd i groc respectivament.



**No**

**No pots posar al cubell de la brossa orgànica**

- Llaunes i metalls
- Plàstics
- Brics
- Embolcalls de composició mixta
- Paper d'alumini
- Bolquers i compreses
- Pols d'escombrar
- Cendra i burilles de cigarreta
- Articles de pell
- Restes de ceràmica
- Restes de bricolatge

# FORM. Procés del compostatge

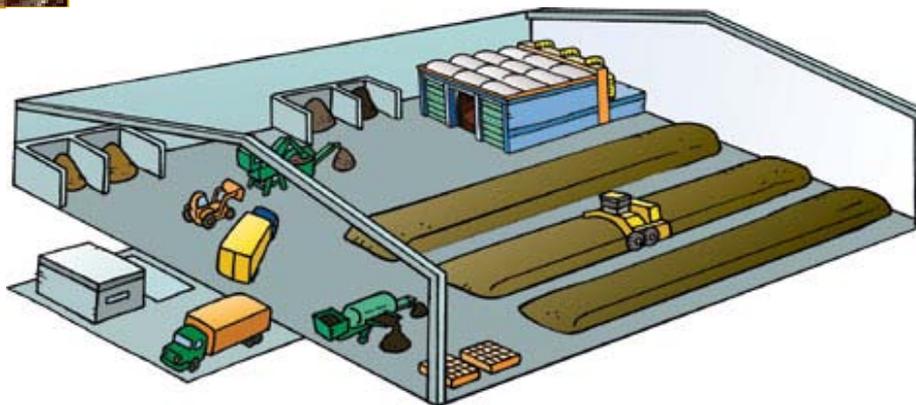
## Compostatge

“Procés de descomposició dels residus orgànics, en presència d’oxigen i sota condicions controlades del qual se n’obté compost. “

## Compost:

“Producte resultant del compostatge. Adob natural, que contribueix a la millora de la salut de les plantes, aporta nutrients i estructura al sòl i en regula la humitat i l’acidesa (pH).”

# FORM. Procés del compostatge



Planta de compostatge



# FORM. Procés del compostatge

- ❑ FORM Mataró → Ecoparc 2 de Montcada i Reixac  
(En renovació Planta de compostatge de Granollers)



# Compostatge domèstic

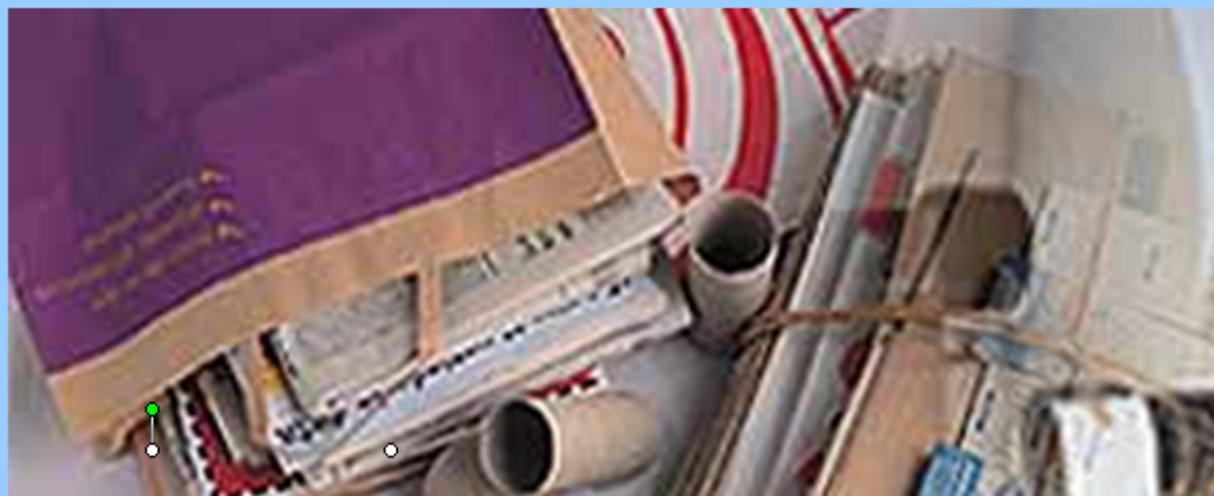
Compostadors  
extersiors



Vermi-compostadors



## Què podem posar al contenidor blau?



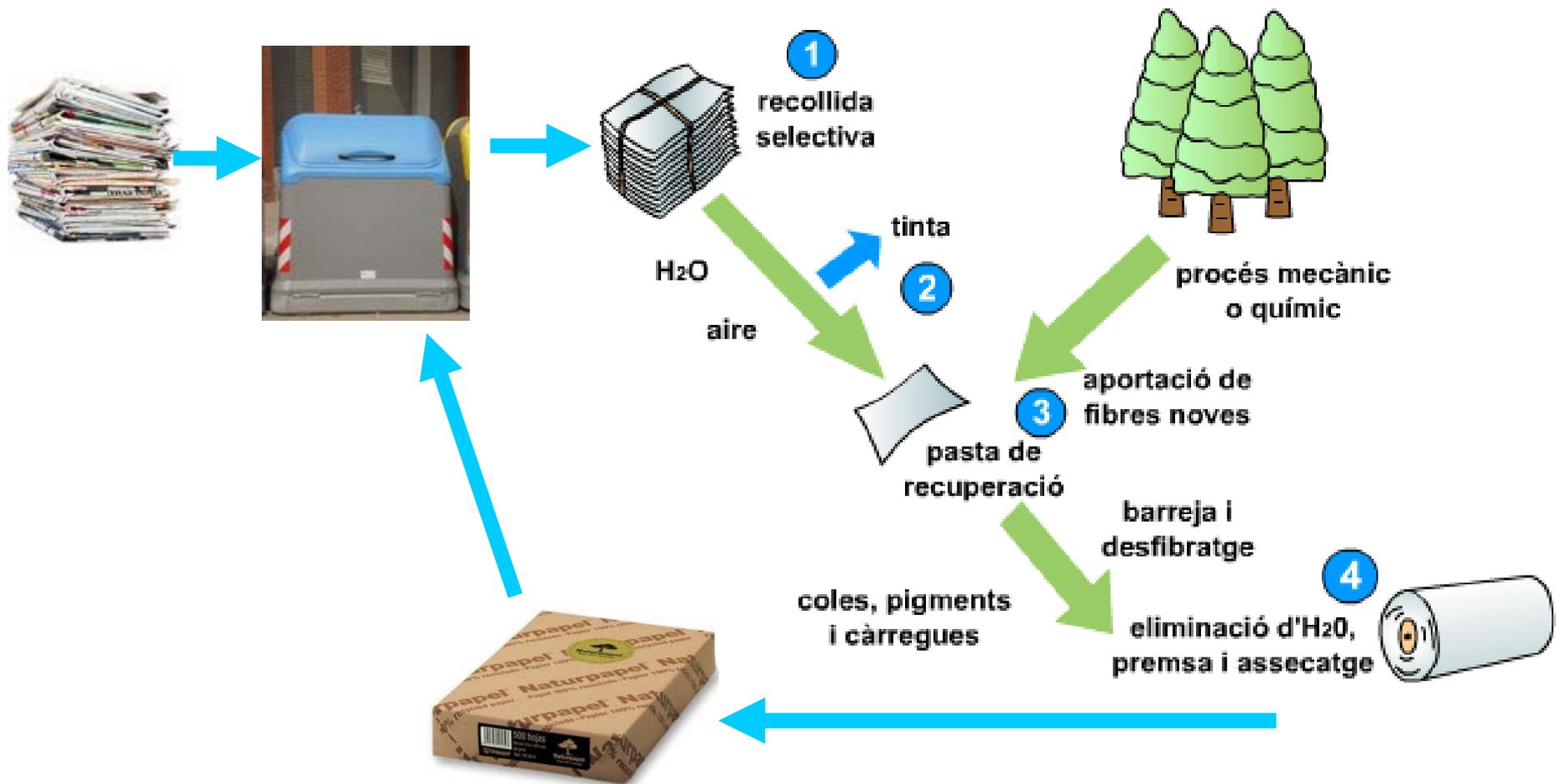
### **SÍ:**

Capses de cereals, capses de cartró de conserves, galetes i fruits secs, envasos de paper, sobres d'aliments sense embolcalls d'alumini, diaris, revistes, capses de sabates, papers d'embolicar regals i la publicitat que trobem a les bústies.

### **NO:**

Tovallons i paper de cuina usats o papers bruts. Qualsevol paper brut redueix la qualitat del paper reciclat resultant.

# Paper i cartró



## Què podem posar al contenidor groc?



**SÍ:** Envasos de refrescos i d'aigua mineral, de suavitzants i detergents, llaunes, brics, bosses de plàstic, paper transparent, taps de pots i ampolles.

**NO:** Porexpan, aerosols, pots metàlics de pintures o productes químics, pneumàtics, petits electrodomèstics i productes d'informàtica que contenen tinta.

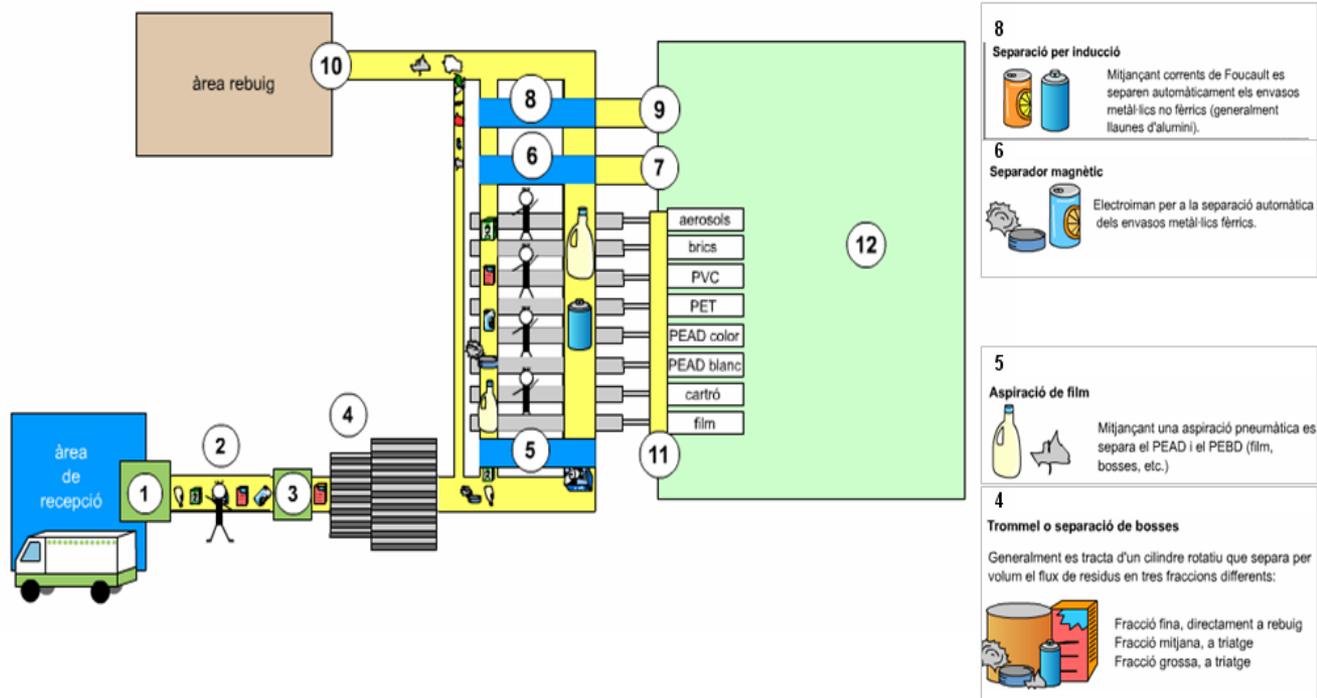
# Envasos lleugers

## Recollida selectiva d'envasos lleugers

**Envasos lleugers:** envasos de plàstic (PEHD blanc i color, PELD, PET, PP, PVC, EPS...color, llaunes de ferro i d'alumini i brics.

A través dels contenidors de color groc instal·lats a la via pública, els ciutadans poden dipositar-hi els envasos lleugers esbandits i aixafats perquè ocupin menys volum. Uns altres punts de recollida poden ser les deixalleries.

## Esquema d'una planta de triatge i el seu funcionament

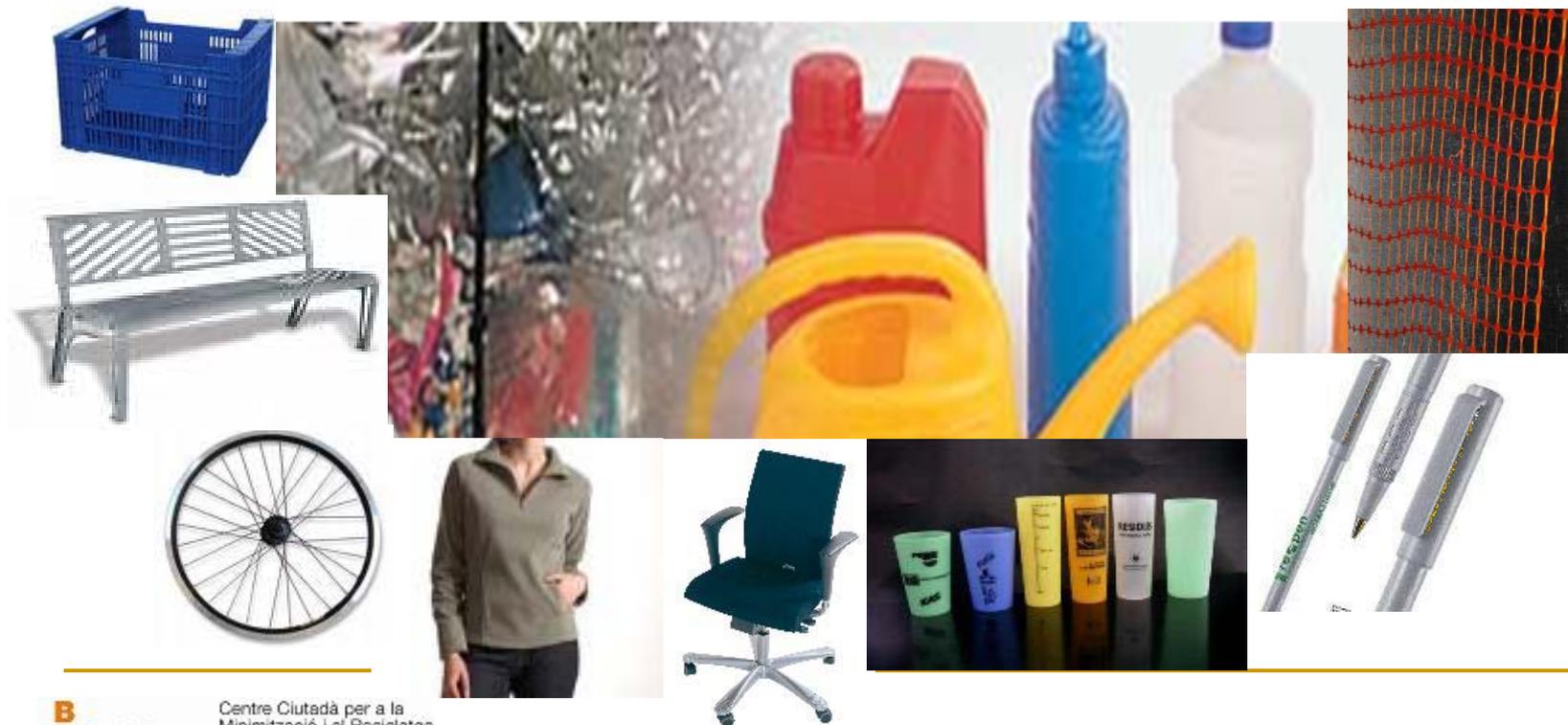


Societat de formació: Mataró

# Envasos lleugers

## Què se'n fa?

En bosses i envasos de plàstic de tota mena, carpetes, papereres, mobiliari urbà, etc. No es produeixen, però, envasos destinats a l'ús alimentari. De les llaunes metàl·liques d'alumini i de les fèrriques surten materials de construcció.



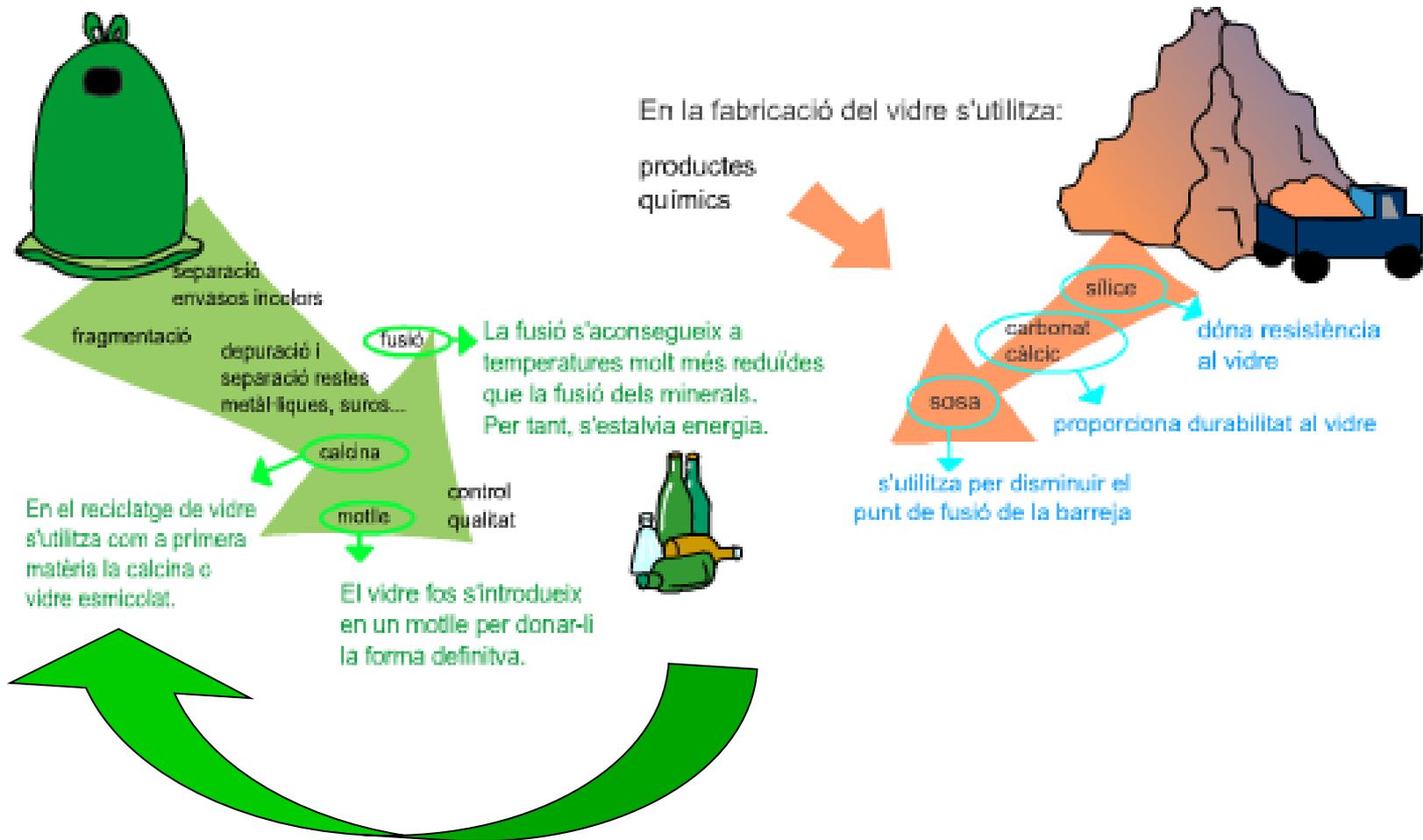
## Què podem posar al contenidor verd?



**SÍ:** Ampolles de vidre, pots de conserves, de melmelades o de salses, gots i copes de vidre.

**NO:** Els taps de les ampolles i pots, bombetes, fluorescents, ceràmica, els pots buits que hagin contingut medicaments, miralls o vidre armat.

# Vidre



## Què se'n fa?

Amb el vidre reciclat es tornen a fer ampolles, pots, gots, etc., idèntics als de vidre elaborat amb matèries verges.



# Vidre

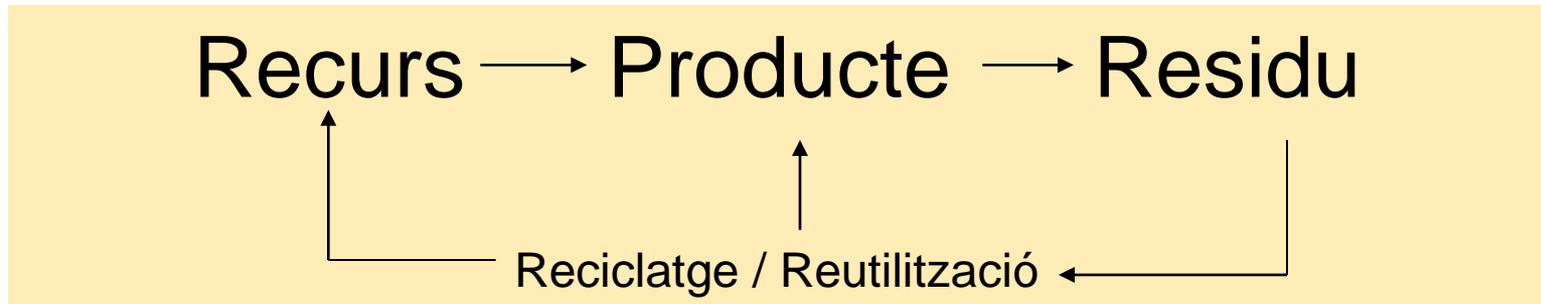
# Beneficis del reciclatge

## ❑ Reducció de :

- Contaminació atmosfèrica (emissions incineradora i abocador)
- Espai necessari als abocadors
- Necessitat d'extracció i utilització de matèries primeres. Malbaratament de recursos.
- Consum d'aigua i energia per fabricar nous productes

# Beneficis del reciclatge

- ❑ Valorització del residu (de residu a subproducte)



- ❑ Benefici social

Generació de llocs de treball, diferents tipus de recollida, cada residu és un procés diferent, genera nous productes amb necessitats diferents de comercialització, etc.

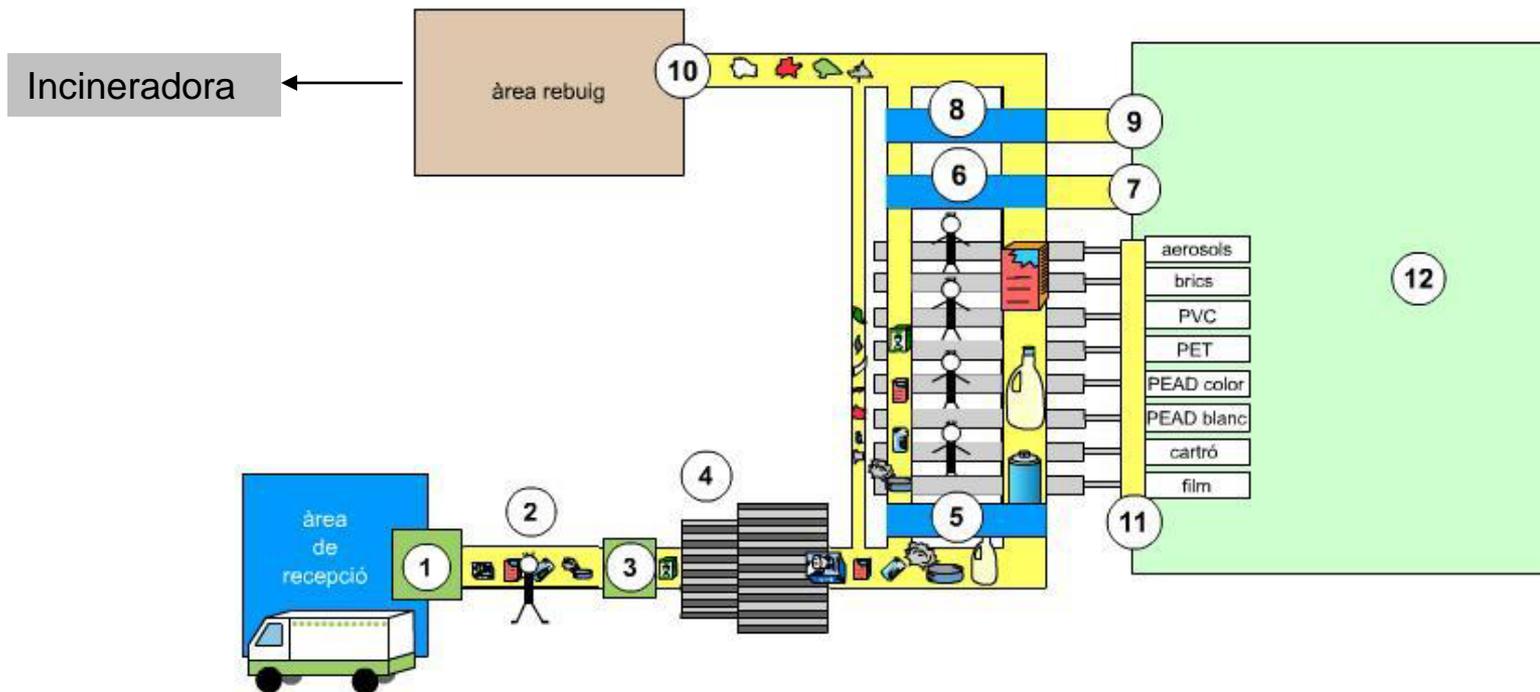
# RESTA:

## Planta de valorització de residus de Mataró:

- ❑ Línia de triatge
- ❑ Incineradora



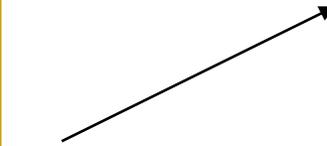
Esquema d'una planta de triatge i el seu funcionament



# Incineradora



Energia



Emissions  
atmosfèriques

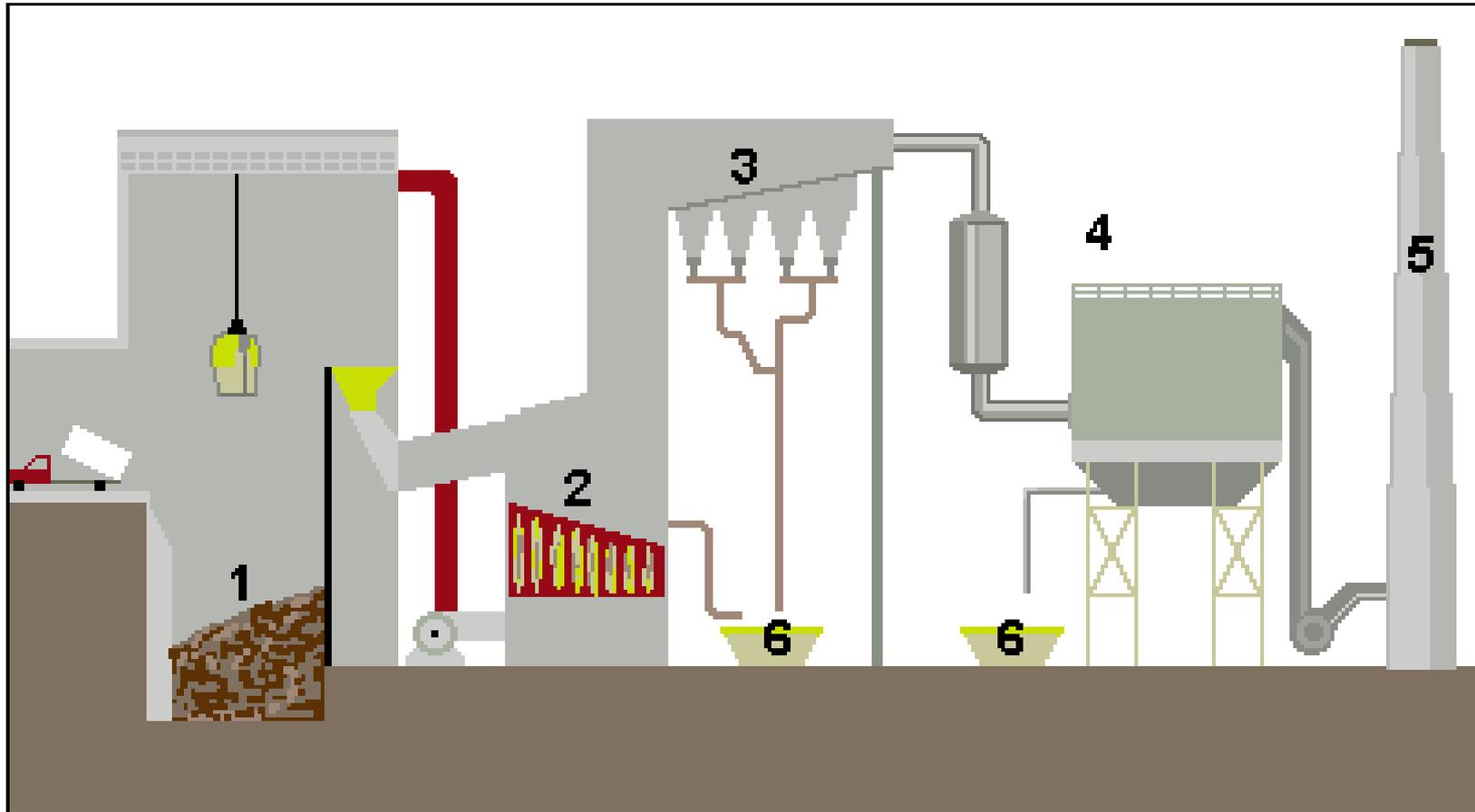


Cendres i  
ferralla

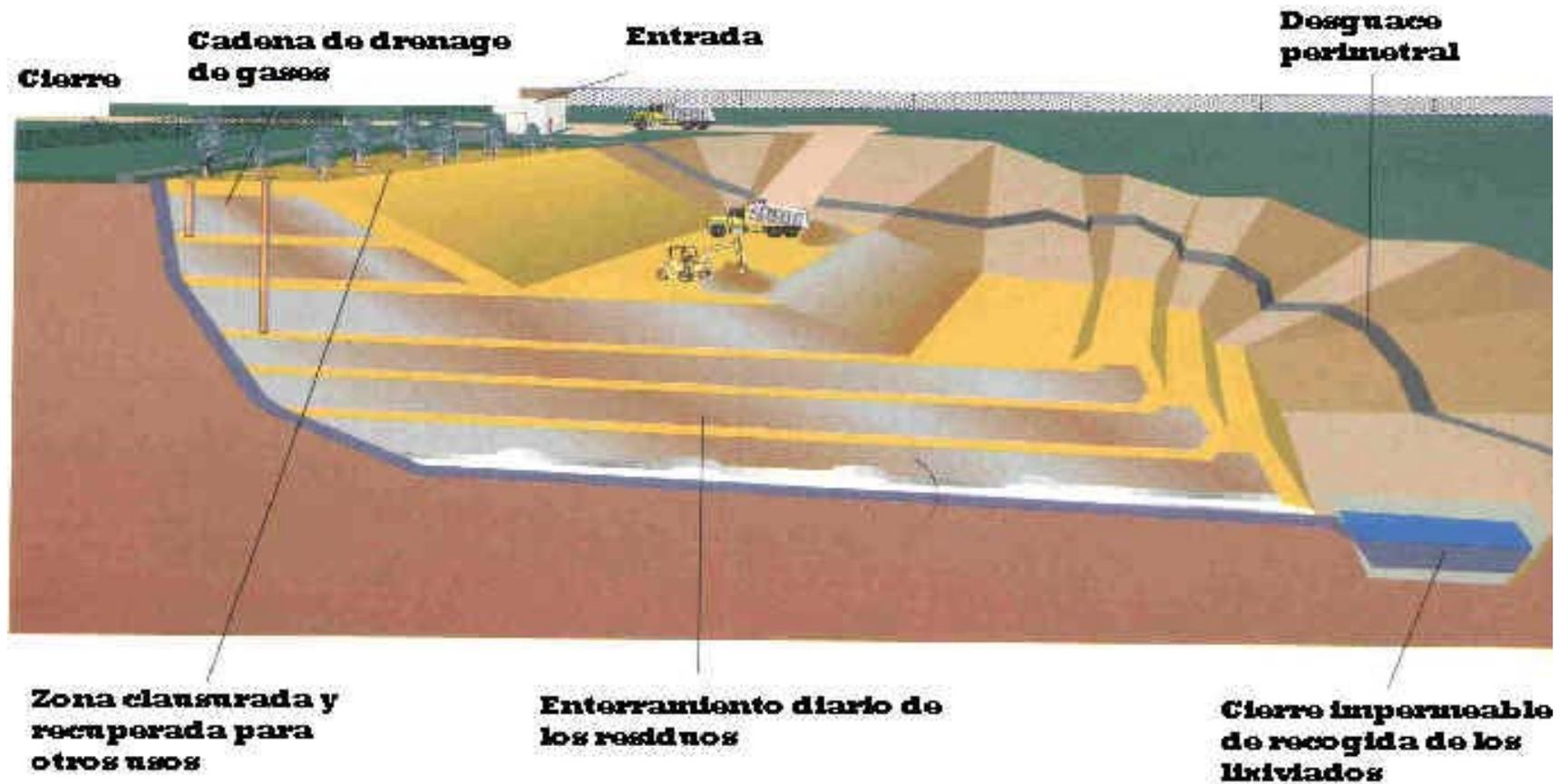


Abocador

# Incineradora



# Esquema d'un abocador



# Guió del PAP

## □ **Salutació i identificació:**

“Hola bon dia. Som educadors ambientals de l’Ajuntament de Mataró. Estem realitzant la nova campanya de recollida de la matèria orgànica. Com recorda fa tres anys ja es va instaurar la recollida de les restes de menjar al municipi.

## □ **Atenció:**

“Separa les deixalles? SI/NO” . Com va això de separar les deixalles?

- SI. Perfecte. Té algun dubte sobre quines deixalles que cal dipositar a cada contenidor? El puc ajudar?
- No. Excuses (mirar recursos comunicatius)

## □ **Informació i obsequi:**

“De moment ara li donem aquest díptic informatiu, si té algun altre dubte pot passar al punt informatiu que es troba al carrer \_\_\_\_\_ fins al dia \_\_\_\_  
També li donaran un obsequi (una bossa de compost).

- **Despedida:** “Moltes gràcies per la seva atenció. L’esperem al punt informatiu”

# Guia de comportament (casos pràctics)

- Aspecte
- Recursos comunicatius
- Recursos actitudinals
- Vocabulari

# Guia de comportament de l'educador/a

## ■ Aspecte

- ❑ Higiene i imatge neta
- ❑ Preferentment cabells recollits que no entorpeixin la visió
- ❑ Identificador visible

## ■ Recursos comunicatius

- ❑ Ús de la veu: parlar a poc a poc, utilitzar un to amable i emfatitzar paraules claus durant la conversa.
- ❑ Corporals: mirar als ulls, no creuar braços ni cames, no posar les mans a les butxaques, somriure, senyalar el material gràfic.
- ❑ Mostrar-se serè i alegre. Davant de qualsevol queixa mostrar-se receptiu i convidar a informar-ho al punt informatiu
- ❑ Sempre mantenir la bona educació. Tractar de vostè. Mai tutejar, ni fer servir apelatius “maco, maca, guapa..etc)

# Guia de comportament de l'educador/a

- ❑ No contradir a la persona si comenta aspectes negatius reals. Emfatitzar les parts positives. “ Ex.Té raó però...”, “Val la pena l'esforç inicial”. Recullir queixes i dir que es transmetran a l'Ajuntament.
- ❑ Donar exemples concrets d'altres municipis/països
- ❑ Valorar el gest de reciclar. Donar molta importància a les petites accions individuals.
- ❑ Agraïments.

# Idees a transmetre

## 1. Animar a la població més resistent als nous hàbits.

- ❑ Beneficis i Resultats: Tm recollides total, percentatge de recollida selectiva, Tm compost obtingudes, baix nivell impropis, estalvi CO<sub>2</sub>.
- ❑ “Vostè és important per el medi ambient”
- ❑ “Comenci poc a poc. Hi poc a poc, un es va acostumant.”
- ❑ “Fixi’s, cada vegada hi ha més gent que ho fa.”
- ❑ Agraïment per la participació.

## 2. *Cicle de la Matèria Orgànica “De la Terra a la Terra... passant per la cuina”:*

- ❑ Beneficis d’aprofitar les restes del menjar, només si es separen des de casa (el “Cicle” comença a casa).
- ❑ Impactes de no reciclar la MO , abocadors, lixiviats, perdua d’un la possibilitat de fer un adob per l’agricultura i els jardins.
- ❑ Reforç per reduir impropis, especialment per la bossa de plàstic.

# Idees a transmetre

## 4. Reciclar és fàcil

“Són només quatre normes en comparació del centenar que hem d’aprendre, per exemple, per poder conduir.”

## 5. Reciclar és positiu, pel medi, per la ciutat

“Reciclatge i Neteja van units: les ciutats i pobles que més reciclen són també les més netes.”

## **6. Cal tenir present que el millor residu és el que no es genera,**

# Possibles excuses

- *No tinc espai a la cuina*
- *No sé on va cada cosa...tinc dubtes i ho poso tot junt*
- *Després el servei de recollida ho barreja*
- *Em queden lluny*
- *Ho faig tot jo i ja tinc molta feina*
- *Les bosses de compostatge són molt cares*
- *La bossa de l'orgànica em goteja*
- *Si reciclem, treu llocs de treball*
- *No serveix per res*
- *Hi ha molta gent que no ho fa. Quan tothom ho faci jo ho faré*
- *Els comerços no separen i ho deixen tot a terra barrejat*
- *Jo ja pago*

# Documentació lliurada

- Mapa de Mataró
- Guia d'autobusos
- Documentació tècnica. Power point. Continguts (preguntes veïns, llistat de residus, argumentació d'excuses, guia comportament, etc)
- Exemple llistat padró, exemple de FAQ  
(Dades de contacte de coordinació i d'altres educadors)
- Identificació
- Mostra de díptic
- Mostra de targeta d'avís
- Informació bàsica en altres llengües

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# MOLTES GRÀCIES

## 7 ANNEX 2

**SEPTEMBER**

**Presentation addressed to politicians**

**Presentation addressed to entities**

**Initiation activities of expectation**

OCTOBER	MONDAY 2	TUESDAY 3	WEDNESDAY 4	THURSDAY 5	FRIDAY 6	SATURDAY 7
	Training Coordinators Team  Equip situation: CEquip, CSectorial  Preparing databases and lists	Check office material and information material  Preparing databases and lists	Preparing databases and lists  Prepare educators material  Schools visits  Organization visits	Preparing databases and lists  Prepare educators material  Schools visits  Organization visits	Preparing databases and lists  Prepare educators material  Schools visits  Organization visits	

OCTOBER	MONDAY 9	TUESDAY 10	WEDNESDAY 11	THURSDAY 12	FRIDAY 13	SATURDAY 14
	<b>Start educators</b> Training educators (morning and afternoon) Preparation materials call meetings Initial survey Prepare buckets Start Prior Follow containers	Large generators visits Schools visits Organization visits Preparation materials call meetings Initial survey Prepare buckets Prior Follow containers	Large generators visits Schools visits Organization visits Preparation materials call meetings Initial survey Prepare buckets Prior Follow containers		Large generators visits Schools visits Organization visits Preparation materials call meetings Initial survey Prepare buckets Install foot bluff Prior Follow containers	
OCTOBER	MONDAY 16	TUESDAY 17	WEDNESDAY 18	THURSDAY 19	FRIDAY 20	SATURDAY 21
	Large generators visits Visits for schools and organizations Initial survey Prepare materials call meetings Start letters mailbox delivery Install lamp prices and paste posters Prior Follow containers	Large generators visits Initial survey Prepare materials call meetings Letters mailboxes Prepare buckets Prior Follow containers	Large generators visits Prepare materials call meetings Letters mailboxes Prepare buckets Prior Follow containers	Large generators visits Letters mailboxes Meeting Simulation Prepare buckets Prior Follow containers	Large generators visits Letter mailboxes Meeting Simulation Strengthening phone (1a meeting) Prepare buckets Prior Follow containers	

OCTOBER	MONDAY 23	TUESDAY 24	WEDNESDAY 25	THURSDAY 26	FRIDAY 27	SATURDAY 28
	<p>Large generators visits</p> <p>Letter mailboxes</p> <p>Strengthening phone (1st and 2nd meeting)</p> <p>Prepare buckets</p> <p>Prior Follow containers</p>	<p>Large generators visits</p> <p>Letter mailboxes</p> <p>Strengthening phone (2nd and 3th meeting)</p> <p>Carrying buckets and other materials meeting places</p> <p><b>Neighbor's meeting 1</b></p>	<p>Large generators visits</p> <p>Strengthening phone (3th and 4rt meeting)</p> <p>Prepare buckets</p> <p><b>Neighbor's meeting 2</b></p>	<p>Large generators visits</p> <p>Strengthening phone (4rt and 5th meeting)</p> <p>Prepare buckets</p> <p><b>Neighbor's meeting 3</b></p>	<p>Large generators visits</p> <p>Prepare Data Base for Information Point</p> <p>Strengthening phone (5th meeting)</p> <p>Prepare buckets</p> <p><b>Neighbor's meeting 4</b></p> <p>Point Informative Simulation</p>	
OCTOBER/NOVEMBER	MONDAY 30	TUESDAY 31	WEDNESDAY 1	THURSDAY 2	FRIDAY 3	SATURDAY 4
	<p>Large generators visits</p> <p>Prepare Data Base for Information Point</p> <p>Install signs foot bluff Information point</p> <p><b>Neighbor's meeting 5</b></p>	<p>Large generators visits</p> <p>Prepare Data Base for Information Point</p> <p>Prepare buckets</p> <p><b>INFORMATION POINT</b> (all day)</p>		<p>Large generators visits</p> <p>Prepare Data Base for Information Point</p> <p>Prepare buckets</p> <p><b>INFORMATION POINT</b> (all day)</p>	<p>Large generators visits</p> <p>Prepare Data Base for Information Point</p> <p>Prepare buckets</p> <p><b>INFORMATION POINT</b> (all day)</p>	<p><b>INFORMATION POINT</b> (morning)</p>

NOVEMBER	MONDAY 6	TUESDAY 7	WEDNESDAY 8	THURSDAY 9	FRIDAY 10	SATURDAY 11
	Prepare Data Base for Information Point Prepare buckets <b>INFORMATION POINT</b> (all day)	Prepare Data Base for Information Point Re-engagement (IPR) Strengthening phone IPR Install posters IPR Posters blogs IPR.	Prepare Data Base for Information Point Re-engagement Strengthening phone IPR Posters blogs IPR.	Strengthening phone IPR <b>INFORMATION POINT</b> Re-engagement	Strengthening phone IPR <b>INFORMATION POINT</b> Re-engagement	Update database <b>INFORMATION POINT</b> Re-engagement
NOVEMBER	MONDAY 13	TUESDAY 14	WEDNESDAY 15	THURSDAY 16	FRIDAY 17	SATURDAY 18
		Conflicting Generators visits Install feet posters and banners of collection day Update database Prepare buckets	Install feet posters and banners of collection day Update database <b>DOOR TO DOOR</b>	Update database Prepare buckets <b>DOOR TO DOOR</b>	Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b>	

NOVEMBER	MONDAY 20	TUESDAY 21	WEDNESDAY 22	THURSDAY 23	FRIDAY 24	SATURDAY 25
	<b>START COLLECTION</b> Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b>	Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b>	Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b>	Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b>	Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b>	
NOVEMBER/ DECEMBER	MONDAY 27	TUESDAY 28	WEDNESDAY 29	THURSDAY 30	FRIDAY 1	SATURDAY 2
	Conflicting Generators visits Prepare buckets <b>DOOR TO DOOR</b> Post- monitoring containers	Conflicting Generators visits Schools and organizations After questionnaire Post- monitoring containers	Conflicting Generators visits Schools and organizations After questionnaire Post-monitoring containers	Conflicting Generators visits Schools and organizations After questionnaire Post-monitoring containers	Schools and organizations Post-questionnaire Post- monitoring containers Report Elaboration	

DECEMBER	MONDAY 4	TUESDAY 5	WEDNESDAY 6	THURSDAY 7	FRIDAY 8	SATURDAY 9
	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post- monitoring containers</p> <p>Report Elaboration</p>	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post-monitoring containers</p> <p>Report Elaboration</p>		<p>Holiday to recover SATURDAY</p>		
DECEMBER	MONDAY 11	TUESDAY 12	WEDNESDAY 13	THURSDAY 14	FRIDAY 15	SATURDAY 16
	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post- monitoring containers</p> <p>Report Elaboration</p>	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post-monitoring containers</p> <p>Report Elaboration</p>	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post-monitoring containers</p> <p>Report Elaboration</p>	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post-monitoring containers</p> <p>Report Elaboration</p>	<p>Schools and organizations</p> <p>Post-questionnaire</p> <p>Post-monitoring containers</p> <p>Report Elaboration</p>	

DECEMBER	MONDAY 18	TUESDAY 19	WEDNESDAY 20	THURSDAY 21	FRIDAY 22	SATURDAY 23
	Schools and organizations Production Report					
DECEMBER	MONDAY 25	TUESDAY 26	WEDNESDAY 27	THURSDAY 28	FRIDAY 29	SATURDAY 30
			Production Report	Production Report	Production Report	



## 8 ANNEX 3



## Selective Collection Of The Organic Waste In Tourist Areas



Project  
funded by the  
EUROPEAN UNION



# Communication materials for the SCOW project campaign

Prepared by MIGAL WP2 Leader

[www.biowaste-scow.eu](http://www.biowaste-scow.eu)



Agència  
d'Ecologia Urbana  
de Barcelona





# Selective Collection Of The Organic Waste In Tourist Areas



Project funded by the  
EUROPEAN UNION



## Branding Identity

Target Group Players / Group A – sample 1

size A-5

**Group A**  
For small waste  
producers;  
households, pubs,  
restaurants, SMEs

### How can we recycle biowaste?

Biowaste cycle

**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!

The project SCOW is implemented under the ENPI CBC Mediterranean Sea Basin Programme (www.enpi-cbcmed.eu), its total budget is 4.97 million Euros and it is financed, for an amount of 4.2 million Euros (84%), by the European Union through the European Neighbourhood and Partnership Instrument. The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries regions placed along the shores of the Mediterranean Sea.

### Greener, healthier and saves money

What can go to the organic waste bin?

**Food Waste**

- ✓ Vegetables & fruit – raw & cooked • Bones, eggs & egg shells
- All dairy products such as cheese • Used Kitchen paper towels
- Meat and fish - raw & cooked • Rice, pasta & cereals
- Tea bags & coffee grounds Garden trimmings/Leaves • Leftover food from your plates & dishes • Match sticks, toothpick • Flowers • Bread, cakes & pastries
- ✗ Glass and cans • Paper • Plastic bags • Liquids • Electronic waste

**Buy less, Separate at source and Recycle**  
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[www.biowaste-scow.eu](http://www.biowaste-scow.eu)



# Selective Collection Of The Organic Waste In Tourist Areas



Project funded by the  
EUROPEAN UNION



## Branding Identity

Target Group Flayers / Group A – sample 2

size A-5

**Group A**  
For small waste  
producers;  
households, pubs,  
restaurants, SMEs

### How can we recycle biowaste?

#### Biowaste cycle

**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!

**SCOW**  
Selective Collection  
Of The Organic Waste  
In Tourist Areas

European Union  
ENPI CBCMED  
Local Logo

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[www.biowaste-scow.eu](http://www.biowaste-scow.eu)

### Brown bin for wet waste

#### What can go to the organic waste bin?

**Food Waste**

- ✓ Vegetables & fruit – raw & cooked • Bones, eggs & egg shells • All dairy products such as cheese • Used Kitchen paper towels • Meat and fish- raw & cooked • Rice, pasta & cereals • Tea bags & coffee grounds Garden trimmings/leaves • Leftover food from your plates & dishes • Match sticks, toothpick • Flowers • Bread, cakes & pastries
- ✗ Glass and cans • Paper • Plastic bags • Liquids • Electronic waste

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**SCOW**  
Selective Collection  
Of The Organic Waste  
In Tourist Areas

European Union  
ENPI CBCMED  
Local Logo

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[www.biowaste-scow.eu](http://www.biowaste-scow.eu)



# Selective Collection Of The Organic Waste In Tourist Areas



Project funded by the  
EUROPEAN UNION



## Branding Identity

Target Group Players / Group A – sample 3

size A-5

**Group A**  
For small waste  
producers;  
Children gardens,  
schools



**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!



### Why to recycle Food?

When you throw away food you are wasting the food and the natural resource

#### What about the food we haven't eaten?

- Put it in your brown bin for wet waste at home
- Take it to the brown bin for wet waste at your neighborhood
- You can help to improve the environment of our community

**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!



[www.biowaste-scow.eu](http://www.biowaste-scow.eu)



# Selective Collection Of The Organic Waste In Tourist Areas



Project funded by the  
**EUROPEAN UNION**



**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

## Branding Identity

Target Group Flyers / Group B – sample 1

size A-5

**Group B**  
For Big waste  
producers; hotels,  
catering, industries

### How can we recycle biowaste?

#### Biowaste cycle

**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!

**SCOW**  
Selective Collection  
Of The Organic Waste  
In Tourist Areas

**EUROPEAN UNION**

**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

Local Logo

[www.biowaste-scow.eu](http://www.biowaste-scow.eu)

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### Greener, healthier and saves money

#### What can go to the organic waste bin?

**Food Waste**

- ✓ Vegetables & fruit – raw & cooked • Bones, eggs & egg shells
- All dairy products such as cheese • Used Kitchen paper towels
- Meat and fish – raw & cooked • Rice, pasta & cereals
- Tea bags & coffee grounds Garden trimmings/leaves • Leftover food from your plates & dishes • Match sticks, toothpick • Flowers • Bread, cakes & pastries

✗ Glass and cans • Paper • Plastic bags • Liquids • Electronic waste

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**SCOW**  
Selective Collection  
Of The Organic Waste  
In Tourist Areas

**EUROPEAN UNION**

**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

Local Logo

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# Selective Collection Of The Organic Waste In Tourist Areas



Project funded by the  
**EUROPEAN UNION**



## Branding Identity

Target Group Flyers / Group B – sample 2

size A-5

**Group B**  
For Big waste  
producers; hotels,  
catering, industries

### Greener, healthier and saves money

What can go to the organic waste bin?

**Food Waste**

- ✓ Vegetables & fruit – raw & cooked • Bones, eggs & egg shells
- All dairy products such as cheese • Used Kitchen paper towels
- Meat and fish - raw & cooked • Rice, pasta & cereals
- Tea bags & coffee grounds Garden trimmings/leaves • Leftover food from your plates & dishes • Match sticks, toothpick • Flowers • Bread, cakes & pastries

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### From waste to compost, From annoyance to source

**Your benefits of recycling food waste**

- ✓ Reduces the amount of waste that has to be landfilled, which helps to cut down the costs of waste disposal
- ✓ Reduces the amount of methane gas produced in landfill sites which contributes to climate change
- ✓ Helps conserve natural resources
- ✓ Serving better your community

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# Selective Collection Of The Organic Waste In Tourist Areas



Project funded by the  
**EUROPEAN UNION**



## Branding Identity

Magnets – 2 samples

size 10/15cm

Magnets  
To put on the  
fridge at home,  
at restaurant etc.

### What can go to the organic waste bin?

**YES Please**

- Vegetables & fruit – raw & cooked
- Bones & egg shells
- All dairy products such as cheese
- Used Kitchen paper towels
- Meat and fish- raw & cooked
- Tea bags & coffee grounds
- Garden trimmings/leaves
- Leftover food from your plates & dishes
- Match sticks, toothpick
- Rice, pasta & cereals
- Flowers
- Bread, cakes & pastries

**NO Please**

- Glass and cans
- Paper
- Plastic bags
- Liquids
- Electronic waste

Buy less, Separate at source and Recycle  
Conserve natural resources. We can make it happen!

www.biowaste-scow.eu

### What can go to the organic waste bin?

**YES Please**

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- Match sticks, toothpick
- Rice, pasta & cereals
- Flowers
- Bread, cakes & pastries

**NO Please**

- Glass and cans
- Paper
- Plastic bags
- Liquids
- Electronic waste

Buy less, Separate at source and Recycle  
Conserve natural resources. We can make it happen!

www.biowaste-scow.eu

www.biowaste-scow.eu



# Selective Collection Of The Organic Waste In Tourist Areas



Project  
funded by the  
EUROPEAN UNION



## Branding Identity

Stickers – 2 samples

Size A5

Stickers  
For biowaste bin

### Brown bin for wet waste

**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!

The project SCOW is implemented under the ENPI CBC Mediterranean Sea Basin Programme (www.enpicbmed.eu). Its total budget is 4.07 million Euros and it is financed, for an amount of 4.47 million Euros (80%), by the European Union through the European Neighbourhood and Partnership Instrument. The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries/regions placed along the shores of the Mediterranean Sea.



### Recycle your biowaste

- Vegetables & fruit – raw & cooked
- Bones, eggs & egg shells
- All dairy products such as cheese
- Used Kitchen paper towels
- Meat and fish- raw & cooked
- Rice, pasta & cereals
- Tea bags & coffee grounds
- Garden trimmings/leaves
- Leftover food from your plates & dishes
- Match sticks, toothpick
- Flowers
- Bread, cakes & pastries

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# Selective Collection Of The Organic Waste In Tourist Areas



Project  
funded by the  
EUROPEAN UNION



## Branding Identity

Leaflet for the general presentation of the project- 2 samples

Size A5

### General Leaflet of the SCOW project

**Get Involved!**

- Sign up for the SCOW Newsletter
- Visit and join the SCOW project website and social media networks, increasing awareness and news events, etc.
- Send us your information to be disseminated: related projects, interesting documents and news events, etc.
- Be part of the target entities of SCOW Capitalisation Plan (General or Sectorial Capitalisation) to receive SCOW Outputs and interesting information.
- Attend our Capitalisation Events (April - 2014, Thessaloniki - 2014, Dania - 2015) and Final Conference (Palermo - 2015).
- Ask the Mediterranean Citizens Network.
- Ask for advice or support on bio-waste management.

**Contact Details**

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Gemma Nohales Duarte  
gn@biowaste-scow.eu  
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**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!

**SCOW**  
Selective Collection of the  
Organic Waste in tourist areas

Low tech, low cost, high quality bio-waste management

**About The SCOW Project**

SCOW (Selective Collection of the Organic Waste in tourist areas) and associated 4 farm composting plants, is a 3-year European project (2013-2015) funded by the ENPI CBCMED Programme, aiming to develop low-tech, technically simple and high quality bio-waste collection and recycling models in territories with touristic areas and agricultural activity.

SCOW's goal is to define an innovative and sustainable bio-waste management system through effective collection and waste treatment into decentralised small-scale composting plants, located near bio-waste generation sites, and, at the same time, where the compost could be applied.

The experience would be able to be reproduced in other Mediterranean zones, reducing impacts at source, through a simple management of the bio-waste collection and treatment with the idea of self-sufficiency.



#### Benefits

- Contribution to improve general waste management, closing the cycle of the organic matter in accordance with an important task of organic carbon at soil.
- Help to improve soil structure and fertility, reducing desiccation (applying compost to soils), global warming (avoiding the entrance of biodegradable materials to landfills and capturing carbon in soil and landfilling capacity needs) reducing waste entrance.
- Creation of new economical activity, even at waste collection and treatment sectors and compost selling.

#### Partnership

- New collection schemes and decentralised small-scale composting facilities (minimum one facility per partner) will be implemented in Catalonia (Spain), Corsica (France), Genoa (Italy), Guadeloupe (France), Palestine and Malta.
- Partners:**
- Urban Ecology Agency of Barcelona (Leader Partner) // Spain
  - Development Agency Gal Genovese // Italy
  - Local Councils' Association // Malta
  - House of Water and Environment // Palestine
  - Upper Guadeloupe Regional Council // France
  - MISAL - Guadeloupe Research Institute // France
  - ONARSEC (SIREP) // France
  - Environment Park SpA // Italy
  - Azienditalia
  - ACR's (Association of Cities and Regions for Recycling and Sustainable Resource Management)
  - AFC (Waste Agency of Catalonia)
  - CIPREZZ (Rubbli Region Gila Zennour Zawi)
  - Municipality de Corcia Houari Boua
  - NEPA-Business and Cultural Development Centre

#### Outputs

- Database of Good Practices (similar management modes/facilities).
- Technical study of the key elements and management options.
- Guidelines defining the SCOW management model and monitoring protocols.
- Handbook on small-scale composting facilities management.
- Handbooks.
- Database with the result indicators of the implemented management modes.
- Edition of training materials and stakeholders' infographics.
- Mediterranean Compost Network targeted to bio-waste managers and small-scale composting plants.
- Policy recommendations on the future bio-waste regulatory framework at EU and Partners' Countries level.



www.biowaste-scow.eu



## Selective Collection Of The Organic Waste In Tourist Areas



Project  
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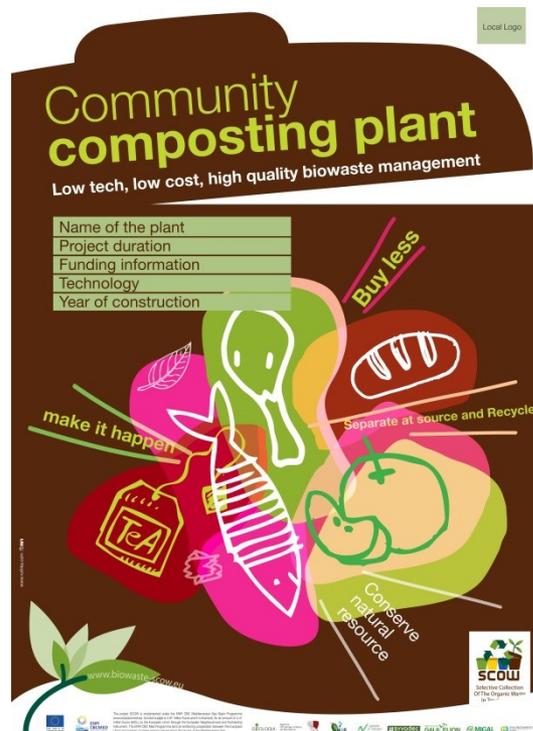


# Branding Identity

Information Posters for composting plant

Size: 120/80 cm

Poster for the  
composting plants  
To identify the  
composting plant



[www.biowaste-scow.eu](http://www.biowaste-scow.eu)



## Selective Collection Of The Organic Waste In Tourist Areas



Project  
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# Branding Identity

## New Service Leaflet

Size: A5

### “New Service”

To put in different places,  
such as doors handles,  
cars, etc.

### One Example



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# Branding Identity

## Truck

Truck  
Sticker for bio-  
waste collection  
trucks



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## Branding Identity

Roll Up

Size 200/80 cm

Roll Up  
Wall poster:  
for general  
communication  
on activities

**SCOW**  
Selective Collection of the  
Organic Waste in tourist areas

Low tech, low cost, high quality biowaste management

**About The SCOW Project**  
SCOW is a 2-year European project (2013-2015) funded by the ENPI CBCMED Programme, aiming to develop low cost, technically simple and high quality biowaste collection and recycling models in territories with tourism areas and agricultural activity.

SCOW's goal is to define an innovative and sustainable biowaste management system through effective collection and waste treatment into decentralized small scale composting plants, located near tourism generation sites, and, at the same time, where the compost could be applied.

The experience would be able to be reproduced in other Mediterranean zones, reducing impacts at source through a simple management of the biowaste collection and treatment with the idea of self-sufficiency.

**Benefits**  
Contribution to improve general waste management, closing the cycle of the organic matter in countries with an important lack of organic carbon at soil.  
Helps to improve land structure and fertility, reducing fertilization inputting contrasted to soils, giving welcoming conditions for the arrival of biodegradable materials to sprouts and capturing carbon in soil and handling capacity nearby (including waste animals).  
Creation of new economical activity, even at waste collection and treatment sectors and compost selling.

**Get Involved!**  
- Sign up for the SCOW Newsletter  
- Ask and join the SCOW project website and social media networks.  
- Send us your information to be disseminated related projects, interesting documents and news, events, etc.  
- Be part of the target entities of SCOW Capitalization Plan (EU and National Collaborators) to receive SCOW Outputs and interesting information.  
- Attend our Capitalization Events (Workshop - 2014, Thessaloniki - 2014, Djerba - 2015) and Final Conference (Barcelona - 2015).  
- Join the Mediterranean Compost Network.  
- Ask for advice or support on biowaste management.

Visit us:  
[www.biowaste-scow.eu](http://www.biowaste-scow.eu)

**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!

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## Branding Identity

A6 Sticker – I Do

Size A6

I Do

Sticker to identify  
the producer  
entity



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## Branding Identity

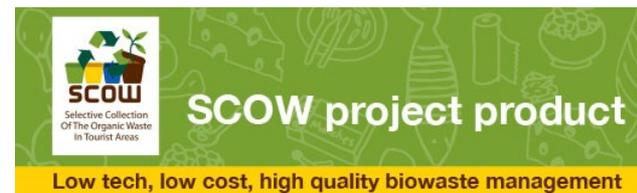
SCOW Tag – 4 samples

Size 9/4 cm

Scow Tag  
Label/sticker  
to add to  
compost  
packaging



 **Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!



 **Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!



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## Graphics that must be used in every Scow's Add

### Scow logo



Selective Collection  
of the Organic Waste  
in tourist areas

### Footer with logos



### Footer with Tag line and logos



**Buy less, Separate at source and Recycle**  
Conserve natural resources. We can make it happen!



The project SCOW is implemented under the ENPI CBC Mediterranean Sea Basin Programme ([www.enpicbomed.eu](http://www.enpicbomed.eu)). Its total budget is 4.97 million Euros and it is financed, for an amount of 4.47 million Euros (90%), by the European Union through the European Neighbourhood and Partnership Instrument. The ENPI CBC Med Programme aims at reinforcing cooperation between the European Union and partner countries regions placed along the shores of the Mediterranean Sea.

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## Branding Identity

### colors



R=253  
G=209  
B=12

C=2  
M=16  
Y=99  
k=0



R=78  
G=119  
B=51

C=72  
M=33  
Y=100  
k=19



R=84  
G=37  
B=17

C=40  
M=79  
Y=88  
k=59

### Secondary Colors



R=25  
G=92  
B=171

C=92  
M=69  
Y=1  
k=0



R=211  
G=139  
B=29

C=16  
M=49  
Y=100  
k=1



R=154  
G=122  
B=101

C=37  
M=49  
Y=60  
k=11



R=161  
G=170  
B=229

C=35  
M=29  
Y=0  
k=0



## Selective Collection Of The Organic Waste In Tourist Areas



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ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

# Branding Identity

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Fonts

Helvetica

**What can go to the  
organic waste bin?**

Aller

**What can go to the  
organic waste bin?**



[www.biowaste-scow.eu](http://www.biowaste-scow.eu)



## Selective Collection Of The Organic Waste In Tourist Areas

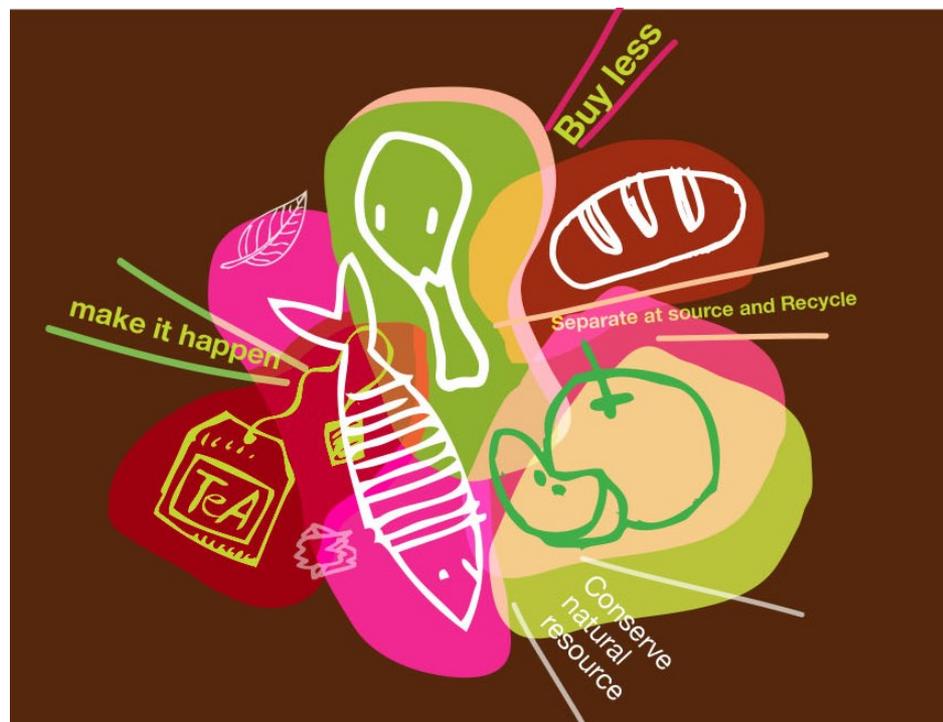


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# Branding Identity

Main image



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ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

# Branding Identity

## Icon set 1- bio cycle



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# Selective Collection Of The Organic Waste In Tourist Areas



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## Branding Identity

Icon set 2



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CBCMED  
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## Branding Identity

Use of pictures - better Future for all



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