About MIWA

- Inter-municipality Midden-Waasland
  - 5 cities (around Sint-Niklaas)
  - +/- 156.000 inhabitants/65.000 households
  - in charge of the collection of household waste

- 100% public hold company : shareholder- vs stakeholdermanagement
  - Who ? the civilians
  - ‘value’ has not only a financial status, but also :
    - reputation
    - customer awareness and -satisfaction
    - ‘proof of delivery’
    - environmental figures = key
Diftar: introduction of PAYT...
About diftar

DIFTAR = differentiated tariff : PAYT

Every household gets a bin (July 2019)
- 3 sizes (40, 120, 240 L)
- Chip with indentification (name, address)
- When emptying the container :
  - Emptying (logistic fee)
  - Weight (kgs) (treatment fee)
- 2 times/year : billing campaign

Nothing new ! Proven concept
How to create (additional) value?

‘Building community’ & ‘connectivity’
MIWA My Waste

 setEmail icon

Mobile application (app) – Android/iOS

Gives real-time insight in ‘waste consumption’ and billing

Additional channel to communicate with the public (general and/or specific information)

More, faster, easier: ‘mobile first’-approach

Platform with a lot of possibilities...
MIWA My Waste

- Check your situation by ‘one click’
- Proof of delivery:
  - Emptied my bin?
  - Weight of waste?
  - How much do I pay?
  - Benchmark: other households?
- Historical information about waste figures
MIWA My Waste

Gamification as ‘lever’

Save ‘points’:

- The less waste, the more...

Raise your ‘level’ and gain stars

- If you sort well

- As a volunteer

...
MIWA My Waste

‘cash’ your points:

- Get access to workshops, competitions
- Access to ‘marketplaces’
- Services and goods with discount
- Preferred partners
MIWA My Waste

- Waste collection calendar
- Interactive map with collection points
- ‘My collection facility’ as default
- Sorting guide
- Ask directly your questions
- Newsfeed
- Notifications
- Pay-button
MIWA My Waste

- 54,000 invitations (by personalized letter)
- Two-step authorization (GDPR-proof)
- + 18,000 registered and frequent users

= huge success!

PAYT becomes KAYT
Project partners

- MIWA: purchaser/owner idea
- The Studio: digital innovation/blockchain
- Inovim: datamanagement
Thanks for your attention!

Any questions?

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