

What is PAYT?

Pay-as-you-throw tariff schemes (PAYT) are based on the “**polluters-pay principle**”. They charge waste producers on the basis of the **actual amount of waste generated** and provide **incentives** for the collection of recyclable waste and the reduction of mixed waste. The effect of PAYT is to **make waste prevention, reuse and better separation at source for recycling more economically attractive, increasing the waste producer’s responsibility**.

PAYT schemes are included in the Annex IVa of the new Waste Framework Directive (Directive (EU) 2018/851), among the examples of economic instruments and other measures to provide incentives for the application of the waste hierarchy [article 4 (3)].

What is KAYT?

Know-as-you-throw (KAYT) is an innovative concept developed by the Horizon 2020 Waste4think project to **reduce municipal waste through a knowledge & persuasion-driven approach**. KAYT can be seen as **an additional instrument to PAYT, or as a simpler and easier alternative to it**.

The idea: the habits of waste producers towards separate collection can be improved **simply by informing them in a continuous and convenient way**, combining technology (messages via apps, gamification, etc.), one-to-one meetings with real informers and some economic and/or social benefits.

KAYT is highlighted in the report of the European Commission “Best Environmental Management Practice for the Waste Management Sector” (June 2018).

PROJECT PARTNERS



Lead Partner
ITALY



Comune
di Bitetto

ITALY



Ajuntament de
Sant Just Desvern

SPAIN



COMUNE DI
VARESE

ITALY



SPAIN



ITALY



Agenzia Regionale per la Prevenzione
e Protezione Ambientale del Veneto

ITALY



ITALY



DENMARK



BELGIUM



ITALY



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RETHINK WASTE

RETHINKING MUNICIPAL TARIFF SYSTEMS
TO IMPROVE URBAN WASTE GOVERNANCE

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Why

RETHINK WASTE?



The new waste legislation (directive (EU) 2018/850 and directive (EU) 2018/851) sets new targets on municipal waste:

- 65% in weight of preparing for reuse and recycling by 2035;
- maximum 10% sent to landfill by 2035.

Improving waste management at local level has a huge potential for saving resources and moving towards circular economy: in this regard, **innovative governance instruments** such as “Pay-as-you-throw” (PAYT) and “Know-as-you-throw” (KAYT) can lead to impressive results.



THE MAIN OBJECTIVE OF THE LIFE-RETHINKWASTE PROJECT IS TO PROVIDE LOCAL AUTHORITIES WITH AN INNOVATIVE “PLUG AND PLAY” GOVERNANCE MODEL BASED ON THE PAYT + KAYT APPROACH

What will RETHINKWASTE do?

- Produce a **Catalogue of recent practices in PAYT and KAYT**, through a **Mirror Group** with main EU projects/cases.

- **Test the innovative concept of KAYT side by side with the PAYT approach in 4 Pilot Areas** (3 municipalities in Italy, 1 in Spain) with different implementation schemes, **evaluate the environmental, economic and social results**, permanently **incorporate the PAYT and KAYT paradigm** within the municipal waste management regulations.

- Run **LCA (Life Cycle Analysis) and LCC (Life-Cycle Cost Analysis)** that will help Pilot Areas to **assess the environmental footprint** of the new waste regulations including PAYT-KAYT.

- Provide about **230 municipalities in the EU with customizable waste governance strategies, service schemes and business plans** (through DSS + PAYT empowerment toolkit + focused training/coaching). We want to **trigger a change in mindset among policy-makers and civil bureaucracy**, which will in turn spark a shift from traditional tariff systems (fixed cost*user) to a variable one (PAYT), combined with a pioneering informative and persuasion approach (KAYT).

The Pilot Areas

The project will implement PAYT-KAYT modular tests in:



ETRA
(Municipality of Bassano del Grappa)

43,412 inhabitants | Veneto, ITALY



Municipality of Bitetto

11,923 inhabitants | Puglia, ITALY



Municipality of Varese

80,645 inhabitants | Lombardia, ITALY



Municipality of Sant Just Desvern

17,494 inhabitants | Catalonia, SPAIN



Expected results:

- yearly quantity of unsorted waste produced
- + quality of the waste sorted
- + tariff spread between the virtuous citizens and the underperforming ones → **more fairness** in service tariff and **more citizens' engagement** to environmental challenges.