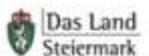# WASTE DISPATCHER

Ilfov, Romania

August 2014

Content table

1. GENERAL INFORMATION ON THE GOOD PRACTICE (GP)

1.1 General information

Region	Ilfov
Country	Romania
Short name of the good practice	Waste Dispatcher. Network application on waste reporting
Geographical level of implementation (country, region, municipality…)	Intercommunal group – different districts in Romania (Ilfov, Hunedoara, Dolj, Iasi, Cluj, Ialomita, Buzau, Calarasi, Constanta)
Target group	Private organizations, NGOs, schools, public institutions – organizations that generate waste, packaging companies, waste collectors
Date of implementation/duration	2013 – ongoing
Waste stream (and subcategory)	Mixed household waste Packaging waste (paper, cardboard, plastic, glass, metal) Hazardous waste (mineral oils, detergents, etc.) WEEE Batteries Toners and printers
Legal framework	L.211/2011
Main local instruments involved	Source collection on demand
Scale (pilot/partially roll out /roll out)	Roll out
Initiator/coordinator	Ecoteca Association
Demography	
Population	364 241 inhabitants
Number of households	116 325 households
Area (km²)	1 583
Population density (number of inhabitants/km²)	226
General waste data (Not necessarily related to the GP but to give some background information. Data about the GP should be included under 3.1)	
Year of the following waste data	2012
Sum of all waste streams excl. residual & bulky waste (kg/inhabitant/year) (Use indicator 1 or 2 from the R4R Online Tool)	315.5
Residual waste (including sorting residues) (kg/inhabitant/year) (Use indicator 8 or 9 from the R4R Online Tool)	74.0
Total waste (add up the previous two)	389.5

Sum of all waste streams excl. residual & bulky waste to DREC (kg/inhabitant/year) (Use indicator 3 of the R4R Online Tool)	19.48 – even if the collection rates increased during the last years, we still have to work at increasing recycling rates

1.2 Context

Romania is occupying one of the last places in UE28 regarding waste management. In 2012 the European rate in recycling was 42% of waste. Romania has recycled only 1% of the generated waste (though selective collection and recycling are made in an organized way since 2005), while countries like Germany, Austria or Belgium have recycled more than half of the generated waste. The recycling target for Romania is of 50% (to be reached by 2015). Not complying with this target means penalties of hundreds of thousands euros per day. These penalties mean that the budgetary expenses raise a lot, money that will be recovered by individual penalties and higher taxes.

The Ministry of Environment and Climate Change seeks to generate a legal framework as to apply penalties for all lack of performances in the system – for waste generators, waste operators, local public authorities, etc.

All organizations in Romania – public and private, no matter the degree of development and the quantity of generated waste – have to manage their waste, as it is stated by the law. The penalties applied for each organization when caught overpass 100.000 RON – around 22.000 Euros.

According to the law, any waste generator in Romania has to:

1. name a responsible on waste management, who has to be trained accordingly;

2. classify the waste he produces, no matter the quantities, according with the legal framework, that can be found in the Waste Nomenclature

3. collect at least 4 waste categories (mandatory for all organizations): paper, plastic, glass and metal

4. be sure he has a contract with an authorized waste collector for each of the waste categories he generates

5. generate a monthly scoring / ranking (even if it's 0) and post an annual report to the Environment Protection Agency he is affiliated to.

1.3 Short description

This good practice focuses on monitoring in real time the waste management performances.

Managing waste is not a simple practice, more so, since one might have to administrate data for several locations (warehouses, stores, supply chain, offices, etc.).

To solve this problem, Ecoteca Association has elaborated the first fully automatic platform to report waste in Romania. Throughout this application, waste generators, packaging companies and collectors have the possibility to monitor in real time their waste performances.

This application can be accessed on www.raportaredeseuri.ro.

It's enough to register on www.raportaredeseuri.ro, a process that only takes 1 minute, and to keep all information regarding the waste quantities delivered to collectors, split on categories as they are delivered. This application doesn't need any special software and supplementary IT resources.

By managing in real time the data related to waste, an organization can:

✓ monitor the selective collection of waste;

✓ compare the quantities collected in different location so that measures to improve the selective collection of waste and recycling can be taken;

✓ automate the legal reports to be delivered to the environmental authorities;

✓ communicate to local communities the selective collection of waste performances (quantities evolutions, best collectors, worst collectors, etc.).

Although the reports generated by this application are those required by law (L.211/2011, HG 1061/2008, L.132/2010, HG 856/2005), to use this application is not mandatory. It's supposed to be just a technical support for the organizations that need to correctly administrate their waste and generate the required reports, as by the law. We monitored that most organizations have difficulties in doing this, especially those who have several locations that generate waste – the data centralization becomes difficult.

To have access to this service an organization has to pay a monthly fee and to register under one of the following categories: waste generator, waste collector or waste consultant.

1.4 Objective

The main objective of this good practice is to provide an online application to help monitoring in real time the waste management performances. The idea is to cover the entire administrative and economic sector throughout Romania, so that to have a clear picture on waste management at national level and decrease imposed penalties generated from not respecting the law.

Nevertheless, the data are confidential, only the contracting parties having access to the data introduced in the system.

Several objectives are targeted:

✓ The increase of recovery and recycling;

✓ A better service for organizations;

✓ An increased awareness of the population regarding selective collection and its positive impact on both environment and economy.

Sursa: http://www.raportaredeseuri.ro/managementuldeseurilor/principii

1.5 Method used to identify the good practice

This good practice was chosen by analysing the **evolution** of companies that subscribed on the platform. It brings an innovative solution of monitoring waste management.

1.6 External factors

This good practice was enforced to overcome challenges linked to the monitoring of waste quantities collected and recycled. Even if the law makes the monitoring of this data mandatory, there is no obligation for the organizations to subscribe on the platform. So the success of this practice is directly linked to Ecoteca's ability to convince the organizations of the relevancy of the programme. More than that, the evolution of waste management at large can get to a positive input from the society.

2. IMPLEMENTATION

2.1 Preparation phase

One of the main challenges for the implementation of Waste Dispatcher was the lack of civic responsibility of the organizations. Even if the law makes it mandatory to monitor the waste quantities produced and recycled, the legislative gaps that make it difficult to monitor what companies declare go to lack of interest of the organizations to subscribe on the platform. Better said, even if the law applies penalties, the lack of control entities that verify the quantities declared by the companies lead to abuse sometimes.

Therefore, it was clear that only an aggressive communication of the service can guarantee its success. Therefore, the steps that were taken into consideration were related to:

- ✓ Identifying the partner who is better able to implement the idea – after an open competition, the company selected was Bergson International SRL;

- ✓ Building up the platform;

- ✓ promoting the platform both though online campaigns, and by addressing directly to the organizations targeted (direct marketing).

The costs related with the implementation of the project are not high and mainly covered the creation of the application. Communication represented an important part of the cost for this project.

2.2 Technical implementation

The main steps in implementing this tool in an organization are:

- ✓ Evaluating the fulfilling of the past legal obligations of the organization on environmental issues;

- ✓ Identifying the waste streams generated by the organization and the type of collectors needed;

- ✓ Evaluating the collection infrastructure in the area;

- ✓ Realizing the strategy on waste management and the steps of measures to be taken;

- ✓ Implementing the waste management system (training the employees and launching the waste reporting application within the organization);

✓ Periodically monitoring the waste management system;

✓ Keeping the statistics with the waste generated from the organization's day to day activity (monthly statistics of waste, both generated and delivered for recycling or land filling; annual statistics of waste, both generated and delivered for recycling or land filling).

The allocated resources, both human and financial, are established with each organization, taking into account the economic sector, the no. of employees, the amplitude of events, etc.

More than that, the application is offered for free for NGOs, schools and city halls, in with the purpose to motivate these organizations to increase waste collection and recycling, better said, to have a more effective waste management.
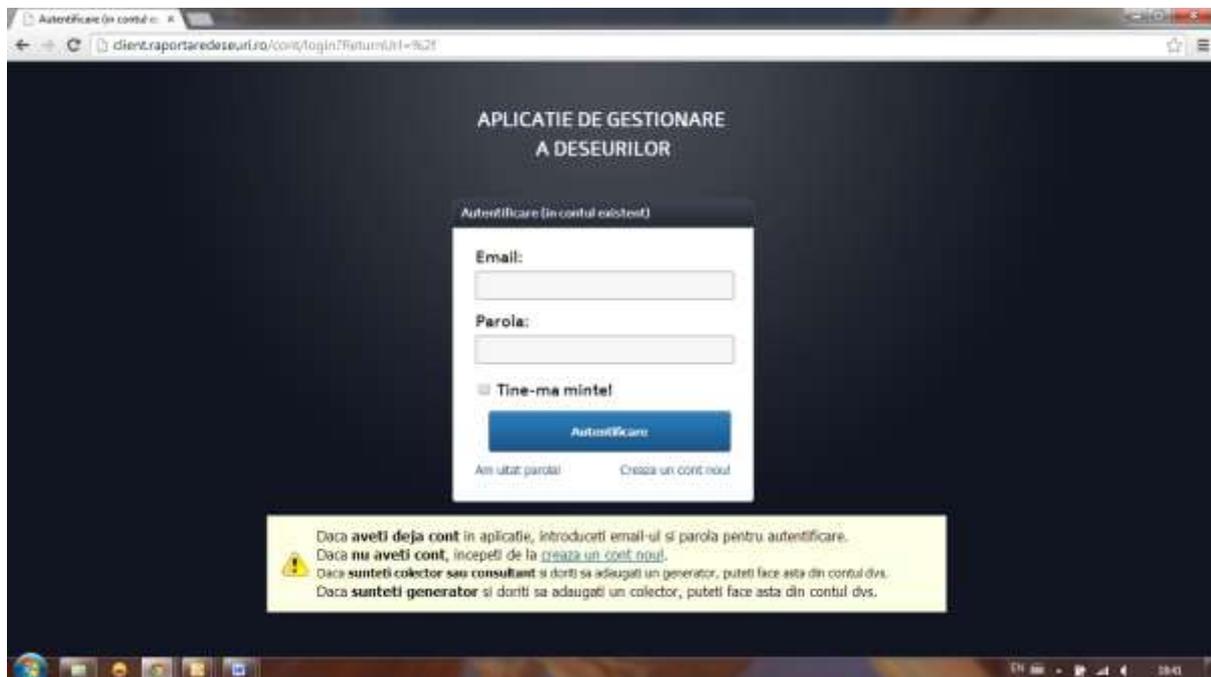
As far as I understand, this GP is also on the assistance provided by the association in parallel with the implementation of the tool. If I am correct, this assistance goes beyond the sole use of the tool but also provides guidance for waste management and recycling. This should be explained in the first part of the fact-sheet.

By the way, it could also be interesting to explain what data are required, what kind of indicators are monitored, and show some examples of the tool's outputs (reports, charts...)

2.3 Communicative implementation

To improve the promotion of the service, Ecoteca established partnerships with other relevant players on the environmental market in Romania – exchange of online banners, PR materials in specialised media, membership in CRCA (Resources Centre for Active Citizenship), etc.

At direct marketing level, Ecoteca put together a kit of materials that were spread throughout the targeted organizations. The kit contained materials about the importance of selective collection and recycling, the legislation in Romania on waste management, the mandatory reports and the penalties imposed for not respecting the law.

2.4 Organisations

Ecoteca is an NGO specialised in environmental issues, with many projects implemented throughout the years. It is interested in educating the civil society on environmental issues and increasing the percentage of correct behaviour regarding the environment. Ecoteca's mission is to bring Romania at the higher level in Europe in what concerns the waste management.

The values Ecoteca believes in:

✓ Responsibility, integrity, transparency;

✓ Innovating for progress;

✓ Partnership, confidentiality.

2.5 Key success factors

The key element of this strategy is to promote the system towards organizations so that they use it instead of stressing to make these reports internally or, worse than that, not making them at all. Therefore, two main instruments are of high importance:

✓ Communication materials: clear and adapted communication materials have been produced to sum up the main information regarding the Waste Dispatcher, with both practical information and benefits of the system;

✓ Coordination with local authorities: communication materials are also provided to local authorities and municipalities, so that they can promote the system using their traditional communication methods (municipal bulletins, dedicated brochures, etc.).

Other elements have a major importance, such as communication on the online platform and the quality of the service.

2.6 Resources

This system did not require a specific investment. The start-up costs were related only with building up the web platform, so a partnership was signed with Bergson International SRL. Since the platform was built through this partnership, there weren't any costs for Ecoteca. The internal costs of the partner are confidential.

The communication effort was higher, but even here were identified some partners that helped reducing the costs, in terms of sponsoring the advertising of the project.

3. RESULTS

3.1 Monitoring of the progress of the GP

In only one year, the Waste Dispatcher is used by over 100 organizations (schools, companies, city halls, NGOs, collecting companies).

The feedback from the users is encouraging, since they feel a real progress in raising the selective collection of waste quantities and an improvement in their waste management since using this service.

While the quantities sent to DREC via the traditional collection system appear to be stable over time, quantities of waste sorted and sent to DREC are increasing by 20% in average since using this service.

3.2 Other results

Besides the better management of waste and the increase of recycled quantities, other positive outcomes can be noted.

The system allows some savings linked with the reduction of kerbside collection for mixed bulky waste and the reduction of illegal dumping.

A very positive feedback from users has been received.

4. LESSONS LEARNED

4.1 Negative effects

The system works well and seems to satisfy the local needs.

4.2 Challenges

In general, organisations have little interest in improving their waste management. Many times even the environment legislation is not known – such as responsibilities and obligations. But the situations changes immediately when they receive penalties from the environmental authorities.

Generally, this is the cross point when the organizations start to show interest in waste management issues and how to improve their practices

Therefore, we notices that a better involvement of the environmental authorities is required to make this system fully functional and to reduce the waste management faults.

REGIONS**FOR**RECYCLING