

# pre-waste



## Results of the Transferability Study for the Implementation of the “LET’S DO IT WITH FERDA” Good Practice in the Ilfov County

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Communication and education Workshop



# WASTE PREVENTION IN ROMANIA

- **The National Waste Management Strategy and Plan** → the basic instruments that ensure the implementation of the EU waste management policy in Romania.
- The National Waste Management Plan and Strategy cover all the types of waste (municipal and production) and establish four groups of objectives:
  - overall strategic objectives for waste management;
  - strategic objectives for specific waste streams (agricultural waste, waste from the production of heat and electricity, incineration and co-incineration, construction and demolition waste, waste from treatment plants, biodegradable waste, packaging waste, used tires, end of life vehicles (ELV), waste electrical and electronic equipment (DEEE));
  - overall strategic objectives for the management of hazardous waste;
  - strategic objectives for specific hazardous waste streams.



## WASTE PREVENTION IN ROMANIA (2) – SOP ENVIRONMENT

- The overall objective of **Sectorial Operational Program ENVIRONMENT** → to "protect and improve the environment and quality of life in Romania, focusing in particular on observing the environmental acquis".
- A specific goal → the "development of sustainable waste management systems by improving waste management and reducing the number of historically contaminated sites" in at least 30 counties by 2015.

# THE ILFOV COUNTY

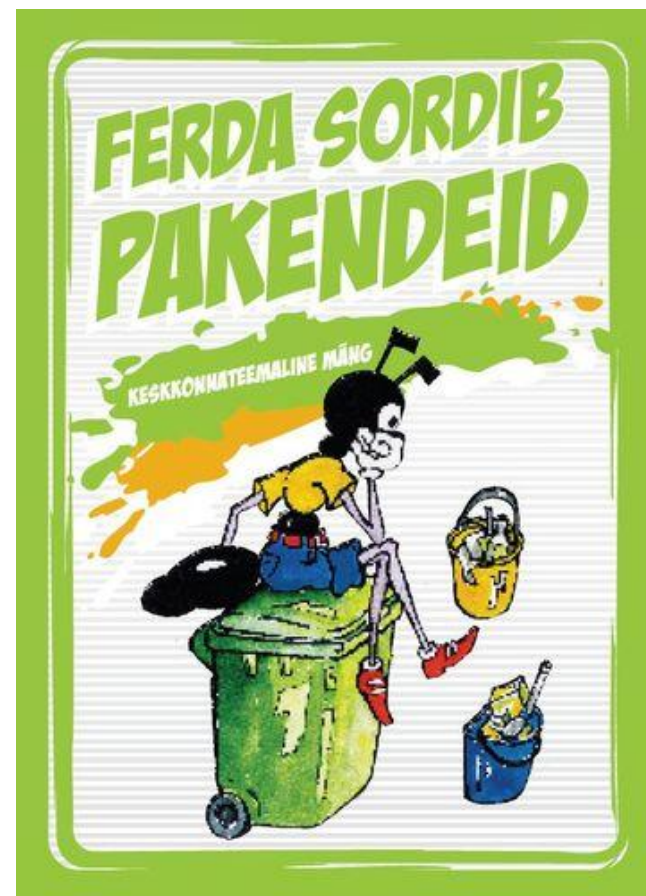
- The Ilfov county → situated in the South-Eastern part of the country, all around Bucharest
- It comprises:
  - 8 cities - Bragadiru, Buftea Chitila, Măgurele, Otopeni, Pantelimon, Popești Leordeni, Voluntari;
  - 32 communes – 1st December, Afumați, Balotești, Berceni, Brănești, Cernica, Chiajna Ciolpani, Ciorogârla, Clinceni, Copăcenii, Corbeanca, Cornetu, Dăraști-Ilfov, Dascălu, Dobroiești, Domnești, Dragomirești-Vale, Găneasa, Glina, Grădiștea, Gruiu, Jilava, Moara Vlăsiei, Mogoșoaia, Nuci, Periș, Petrăchioaia, Snagov, Stefăneștii de Jos, Tunari, Vidra.
- On July 1, 2008 the Ilfov county had a population of 304,045 inhabitants, out of which 175,198 people lived in rural areas and 128,847 people in urban areas

# WASTE MANAGEMENT IN THE ILFOV COUNTY

- The main objectives in the field of waste management for the Ilfov county are the following:
  - Collection of household waste from the entire population of the county;
  - Implementation of separate collection of recyclable waste in urban and in rural areas;
  - Creating a larger degree of recovery of municipal waste and ensuring that the performance targets for packaging waste are met;
  - Reduce the amount of biodegradable waste from landfills by composting and through other methods of treatment in order to achieve the legislative targets;
  - Proper management of specific waste streams (hazardous municipal waste, bulky waste, waste electrical and electronic equipment, sludge from urban wastewater treatment plants);
  - Collection and recovery of the useful potential from construction and demolition waste;

# THE LET'S DO IT WITH FERDA GP

- Educational program → implemented in Estonia since 2010
- Main objective → diffusing the awareness raising program for children with ages between 5 and 15 years (target audience: 500 students annually)



## THE LET'S DO IT WITH FERDA GP (2)

- **Types of resources involved** → financial resources, human resources and equipment
  - **Financial resources:** initial pilot action - 2110 euro, in 2010 an additional € 21,090 were obtained for printing educational materials
  - **Human resources:** 15 experts from the Environmental Commission
  - **The equipment :** "*Race to Reduce*" game, brochures entitled "*Ferda reduces waste* ", printed in Estonian and Russian, mascots and hand puppets.
  - **Communication tools:** press releases and information published on the authority's website
  - **The assessment of the project's results** → indicators related to participation

# ADAPTATION OF THE GP

- Target group: children enrolled in primary schools in the Ilfov county
- New mascot: the Fix-It Jinn – made from washable fabric that can be colored with washable markers, and then washed and reused.
- Replacing the board game with a coloring book and a book with games.
- Two types of fliers: a leaflet with details about the Pre-waste project and a leaflet with tips for waste prevention





# PROPOSED INDICATORS

- Result indicators – indicators related to participation
  - Active participation (participation of schools and number of students)
- Resource indicators → facilitate a future cost-benefit analysis
  - Financial indicators for direct costs
  - Staff costs
  - The cost for developing and producing promotional and informational materials
  - The costs that arise from the use of communication tools
- The indicator for prevented waste quantities cannot be calculated because in the case of educational programs, the effects on waste streams are not direct or immediate

# ESTIMATED COSTS FOR THE IMPLEMENTATION OF THE PILOT ACTION

Activities	Estimated costs (euro)
Mascot (500 pieces)	2000
Creation of the logo	500
Printing the Pre-waste flyers (500 pieces)	500
Printing the coloring books (500 pieces)	800
Printing the books with games (500 pieces)	600
Washable coloring sets (500 pieces)	1200
Hiring actors (2 actors)	800
Renting costumes (2 costumes)	500
<b>TOTAL</b>	<b>6900</b>

# CONCLUSIONS

- The adaptation of the "*Let's Do It with Ferda*" good practice to the socio-economic conditions in Ilfov county is necessary, as well as the adaptation according to Romanian waste prevention policies and procedures.
- The target group identified as most suitable for the transfer and adaptation of the good practice are the pupils enrolled in public primary schools in the Ilfov county.
- It is important to create a mascot for the implementation of pilot actions that will represent the principles of Pre-waste project.

# Thank you for your attention!

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