

Regional Best Practices in Waste Treatment and Recycling

ENPI CBC Mediterranean Sea Basin
Programme 2007-2013



CONTENT

1. Introduction and Framework of the Best Practices Guide	5
1.1. GMI Project Description	7
1.2. Objectives of the GMI project	7
1.3. Objectives of this best Practices Guide	7
1.4. Projects partners	9
2. Best Practices	13
2.1. Pilot project, waste management	16
2.1.1 Waste management project: to bring the school to a level of exemplarity	16
2.1.2 Communicating for the Environment action: waste reduction “Loceri verso rifiuti zero 2013-2015”	19
2.1.3 On-farm co-composting method	23
2.1.4 Papivore Malin project: paper selection and collection in schools	27
2.1.5 “Bouchons Roulants” initiative: educate public about sorting and recycling trash, (Wheelchair)	30
2.1.6 Environmental management System (airports): evaluation of the applicable legal requirements on environmental issues	33
2.1.7 A representative sample of a Selective waste sorting at home in Tunisia	36
2.1.8 Cairo Municipal Solid Waste Management Project	39
2.1.9 National Solid Waste Management Programme (NSWMP)	41
2.1.10 Water and Waste Management AUC	43
2.1.11 “No More Landfill, Zero Waste”	45
2.2. Educational Awareness Raising Projects	47
2.2.1 YOUTH day actions: Preventing and managing waste: a challenge to the future	47
2.2.2 PINKARO project: educational school campaign	50
2.2.3 “Io non lo Rifiuto. Io lo Riciclo”: promoting the local economy and implementing environmental education in schools	53
2.2.4 Green School Campaign: Educational trainings	56
2.2.5 Awareness Creation Program: communication about the selective waste management	59
2.2.6 Mobile recycling centres for schools: educational attraction	62
2.3. Resources – Materials for Implementation	65
2.3.1 Trackoe, the tool for urban services: tablet application	65
2.3.2 HandeBook on agro-food Green Packaging: provide information about innovative “key actions”	68
3. Conclusion	71

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This introduction presents an overview of the project, outlines the objective of the guide for best practices, and lists the 12 partner organisations involved.

1.1

GMI PROJECT DESCRIPTION

The GMI project aims to develop a cross-border, incentive based, recycling system to promote environmentally sustainable practices at a grass root level – mainly schools and universities – using a state of the art technology platform, supported by an awareness and communication program.

1.2

OBJECTIVES OF THE GMI PROJECT

Specifically, the objectives of GMI are:

-  To develop an integrated and environmentally sound waste management system, ensuring treatment and recycling, through exploitation of innovative technologies
-  A sustainable method for waste treatment and recycling.

1.3

OBJECTIVES OF THE BEST PRACTICES GUIDE

How this guide for best practices can help?

In order to develop a guide for best practices and to facilitate action for the integration of sustainability, existing practices must be taken into account and attention given to the needs of each territory.

After the identification of existing waste management and recycling practices in the partner countries; and after gathering country related information in coordination with all project partners, PP6 – ASCAME, has created a guide for best practices for innovative waste management and recycling programs, at the Mediterranean Basin Level.

The diversification of actors and stakeholders engaged in the pursuit of sustainable development is increasingly important. Consequently, there is a need to continue and to support their effective participation.

For this reason, active participation is encouraged in processes that contribute to a better waste management plan and sustainable development at all levels.

Therefore, one of the objectives of this guide for best practices is to assist stakeholders in regards the awareness and the promotion of good waste management practices. This assistance is provided in a number of ways, particularly through providing information and advice.

Showing how to promote and sensitize the public with regards to:

 Waste management

 Demonstrate a range of tools that can be used in many different types of learning activities for:

- Students and faculty staff
- local trainers and consultants

 Providing access to guidelines for stakeholders

 Further information on Regional best practices in the Mediterranean

This guide for best practices shows how to:

 Identify partner schools and universities, and how to mobilise stakeholders

 Awareness raising among students in schools and universities on the advantages and positive environmental impacts of recycling and reverse vending machines.

 Community awareness, media and business mobilisation.

This guide for best practices shows examples of:

 An integrative creation program educating youth about the importance of recycling and the environment.

 The encouragement of the educational sector to be more involved and concerned about the Environmental Services & Sustainability.

 The development of a cross-border network, creating synergies and promoting cross-border cooperation.

In relation to the dissemination materials, this guide for best practices is designed and produced as base material for waste management practitioners to consult and use as reference in order to market the proposed technological solutions to potential customers who may be interested in these technologies.

1.4

PROJECTS PARTNERS

The project GMI counts 12 partner organisations:

Applicant: Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon



The Chamber of Commerce Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML) is a non-profit private organization working for the public benefit.

Website: www.ccib.org.lb

Partner 1: Regional Association of the Municipalities of Sardinia



The regional association of the Municipalities of Sardinia is called ANCI SARDEGNA. It is a voluntary and independent association of private law of single or associated municipalities.

Website: www.ancitel.sardegna.it

Partner 2: Averda Servus



Founded in the sixties by Maysarah Sukkar under Sukkar Engineering, Averda is the largest environmental solutions provider in the GCC and MENA region, specializing in integrated waste and resource management.

Website: www.averda.com

Partner 3: Chamber of Commerce & Industry Marseille Provence



CCI Marseille Provence is 4 centuries, and in tune with the concerns of its customers, merchants and entrepreneurs of the country. It is both of proposals, implementation and training services company.

Website: www.ccimp.com

Partner 4: Confederation of Egyptian European Business Associations (CEEBA)



CEEBA, the Confederation of Egyptian European Business Associations was established to create one powerful national pan European network to advocate on behalf of Egyptian Business for market access to the EU and to promote EU Egyptian Trade and Investment.

Website: www.ceeba.org

Partner 5: CSPI – Chamber of Commerce of Cagliari



The Centre Promotional Services for Companies was founded in 1987 as a Special Agency of the Chamber of Commerce of Cagliari.

Its objective is to promote and support the development of enterprises in southern Sardinia, in all economic sectors through a strategy of penetration and integration into national and international markets.

Website: www.csimprese.it

Partner 6: Association of Mediterranean Chambers of Commerce & industry (ASCAME)



The Association of the Mediterranean Chambers of Commerce and Industry – ASCAME – was founded on 1st of October 1982, as an initiative of the Barcelona Chamber of Commerce in conjunction with its counterparts from different Mediterranean countries.

Website: www.ascame.org

Partner 7: Association of Enterprises for Environmental Conservation



The AEEC is a CEO-led organization of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment. Together with its members, the council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action.

Partner 8: Barcelona Chamber of Commerce



Cambra de Comerç
de Barcelona

The Chamber is a representative institution, independent, democratic and efficient, ensuring the promotion of economic and business activity and sustainable development of the territory.

Website: **www.cambrabcn.org**

Partner 9: Foundation for Development Innovation and Technology (FUNDITEC)



Foundation for Development and Technological Innovation (FUNDITEC) is a non-for-profit-foundation that works as a leader, coordinator, advisor and an expert source of information for project involving technology, Innovation and Science.

Website: **www.funditec.org**

Partner 10: Chamber of Commerce of Tunis



The CCI of Tunis has always brought support to enterprises. The main tasks of the CCIT are fixed around 4 principal axes: The training, the information, the assistance of the enterprises and the promotion on the national and international levels.

Website: **www.ccitunis.org.tn**

Partner 11: Atria



Atria is the leading environmental solution-provider in the commercial private sector in Lebanon. Atria began operating since 1997 and provides both off the shelf and bespoke waste management solutions. The company functions in 5 different areas, private waste management, haulage, water treatment, document and inventory destruction, and recycling services.

Website: **www.atria.com.lb**

2. Best Practices



This guide presents the best practices identified by the project partners. Each good practice comprises a short summary and some practical examples from the regions of the different partners.

This section of the guide is the result of the contributions of all project partners identifying quality and stand-out initiatives in their territories. The format of each good practice identified permits the reader to take in the key information and to easily identify the strong and weak points of each practice as well as the key barriers faced, while all project partners point out how synergies can be created with the ongoing GMI project in terms of how to capitalise on the results of each initiative.

This guide must therefore be seen as:

 Orientations for professional trainers, associations/organisations, schools etc.

 Formal and non-formal education strategies to promote waste management and sustainability.

In this regard, and in the interest of differentiating between the different types of initiatives that are undertaken in the promotion of waste treatment and recycling, this guide has divided the initiative into 3 specific types of practice:

1. Pilot Project/Waste Management
2. Educational/Awareness Raising
3. Resources/Materials for Implementation

The break down into these specific areas does not intend to neglect ongoing initiatives that include activities of various categories simultaneously, but simply refers to the most important field activity of the highlighted best practice.

2.1

PILOT PROJECT, WASTE MANAGEMENT

A “pilot project” is a project which implements innovative actions, offers new solutions for regional and local challenges. It also focuses on the exchange of innovative experiences in order to highlight and to transfer the acquired experience.

A pilot project allows an organisation to anticipate the risk of new ideas and to identify them in order to manage them before substantial resources are committed.

2.1.1

WASTE MANAGEMENT PROJECT: TO BRING THE SCHOOL TO A LEVEL OF EXEMPLARITY

Responsible

KEDGE Business School

Location of the practice

Marseille/ Bordeaux, France

Program description

Waste Management Initiative



Summary: Project idea

KEDGE BS is actively engaged in promoting sustainability in higher education and in limiting its negative externalities. After finding itself in a situation of below standard treatment of its waste, the School launched a participative stakeholder “waste management” project that has brought the school to a level of exemplarity on this topic.

Application Area:

Education, Environment, etc.

Inspiring Practices: Stakeholder approach to waste management

The inspiring practice demonstrated by KEDGE BS's waste management approach its participative nature. Both a strategic choice and a grassroots initiative, the School made the decision to “go green” and implicated all of its stakeholders in the initiative. Co-piloting projects with students and logistics services, creating student jobs, working with adapted companies and handicap employers – this project goes beyond the triple bottom line.

Shared by/ Shared good practices

KEDGE BS officially committed itself to sustainability when it signed the Global Compact in 2005. Two years later a CSR Department was created within the school. From the beginning, the CSR Department chose to adopt a systemic and viral approach and this led to the creation of the “CSR Officer” network. Within every department, service and student association, there are “CSR Officers” that serve as links between the School's sustainability strategy and their activities.

This approach generated a large number of projects, actions and success stories. However, in 2011, the School's environmental management remained unsatisfactory, particularly its waste management. Over the years a series of student initiatives had popped up, but nothing was formalized.

Step 1: Consultation

During sustainability week in 2011, the CSR Department organized a meeting with the concerned stakeholders (students, staff, logistics, contractors, restaurant, etc.). During this meeting, the participants finalized a benchmark and inventory of each type of waste and its management, and then defined areas of progress.

Step 2: Co-Creation

Together with a Student Association (Unis-Terre), a project was drafted that would bring recycling services to the School. Working with the Logistics Department, a new waste management policy was adopted and implemented.

-  New waste sorting bins were purchased and deployed throughout the school (Paper, cans, bottles, plastic). A recycling station, for specific waste (batteries, ink cartridges, electronics, lightbulbs, etc.) was created. Cardboard, metal, and other types of waste are equally recycled or repurposed.
-  Student Jobs were created to ensure the proper handling and recycling of the various types of waste. This was essential, as the cleaning service did not have recycling in its contract and does not have a “culture” of recycling.
-  “Enterprise d’insertion” were contracted to recuperate the recyclable waste and to produce reports.
-  Awareness raising activities are organized by students and the CSR Department (competitions, signs, games).

Step 3: Evaluate and Improve

The School has five campuses in France and abroad. What was prototyped in Marseille or Bordeaux cannot always be reproduced. This is why it is important to work with local staff and stakeholders and find solutions for specific situations. Evolutions in the initiative

-  The Executive Education campus (Marseille) installed interactive recycling machines
-  The Bordeaux campus started testing bio-waste/organic waste management system and other recycling services
-  Each campus is studied and action plans are put in place.

Involvement GMI

This practice can be used as an example for other educational campuses or training centers to develop a waste management approach.

Stakeholders

This entire project and initiative was built around and by its stakeholders, but in particularly our internal stakeholders:

-  Students: benchmark, project conceptualization, jobs and awareness raising activities
-  Staff: CSR Officers, CSR Department, Logistics Department – deploying and managing the new waste treatment options. Awareness raising activities
-  Contractors: working with foodservices and waste treatment companies
-  Alumni: consulted in the purchasing/contracting for waste services
-  Peers: consultation during elaboration and sharing experiences and practices

Problems to be solved (Current situation):

Now that adapted waste management services exist, the next step is working on behavioural change. French students can be “bad recyclers” – thus the need to focus on awareness raising and creating new more “green habits”. Keeping in mind that fact that every year new students are enrolling, so awareness raising efforts need to be long-term. There is no “quick win”. In addition, the cleaning services, which traditionally do not recycle, need to be trained and motivated to do so.

Project aims/ impact:

-  Responsibly manage the school’s waste and limit negative externalities
-  Raise awareness on waste issues
-  Accompany and promote new habits and behavioural change

Expected barriers:

Change is not easy and impacting behaviours and practices takes time and every year it starts over with new students as they join.

Sustainable aspects:

Creation of a more sustainable culture within the school and training future managers that will understand the importance and impact of good waste management.

2.1.2

COMMUNICATING FOR THE ENVIRONMENT: WASTE REDUCTION “LOCERI VERSO RIFIUTI ZERO 2013-2015”

Responsible

Municipality of Loceri

Location of the practice

Ogliastra province – Sardinia, Italy

Program description

Integrated Environmental Management System



Summary: Project idea

The project aims to activate two new services for waste reduction:

The first involves the launch of a call for tenders for the supply of water and the installation of a plant (the “house of water”) in the Town Hall Square of Loceri, to promote the consumption of public water. In the second phase, however, the cleaning of the clothes used by the elderly in need of assistance, through the purchase of 2 washing machines and an ecological and saving energy tumble dryer, for the start of a public/municipal laundry. The Partnership will arrange for the collection of clothes, their washing, the refund, with the ability to support a program of job placement for disadvantaged people.

This project is about the dissemination and education for sustainable culture (action “Communicating for the Environment”) via the web page “Loceri 2013-2015 to Zero Waste” and the newsletter.

Two new services for the reduction of waste: municipal Laundry; installation and opening of a public fountain in one of the premises of the Municipality of Loceri (Action, “Water: a common good”) for the provision of public drinking water, eco-friendly and certified and promoting the use of reusable glass containers.

Application Area:

Environment, Paper Recycling and Public water

Inspiring Practices:

The project idea originated from the participation to the Environment Competition 2012 launched by “Fondazione con il Sud” – non-profit organization active since 7 years – and aimed at presenting projects that contribute in creative and innovative ways to reduce waste going to landfills, including through the launch of new services and activities, territories and provinces which in previous years were distinguished for their virtuoso approach to recycling and other systems for the recovery of materials.

Initiatives to reduce the impact of waste, to those environmental awareness, promotion of recycling of all waste, there are many examples of good practice put in place by the projects supported by the Foundation, promoted by associations and organizations in the world’s third and voluntary sector in the South. The Foundation, through the Notice “Towards Zero Waste”, called the third sector and volunteering in the southern provinces most virtuous in terms of waste production to propose, networking with public and private institutions, innovative and sustainable projects in time capable of breaking down the environmental impact of waste. In fact, in Italy, 15 million tons of municipal waste each year end up in landfills, placing our country in the last places in Europe for environmental sensitivity, in terms of, for example, as a percentage of production, collection, recycling and reuse of waste.

At the end of the proposals evaluation, 16 “exemplary projects” were identified, funded with a total of more than 2 million Euros, which will be launched in eight provinces in southern Italy: Power, Cosenza, Avellino, Benevento, Foggia, Lecce, Nuoro and Enna.

The projects involve a total of about 90 organizations, 50% of which are represented by non-profit organizations (associations, cooperatives, consortia, etc.) 30% by public entities (schools, parks, municipalities, etc.) And 20% by enterprises, hitting one of the Notice goals, or stimulate partnerships heterogeneous open to individuals and local governments, as a fundamental condition for achieving a change in the practices and policies of the territories involved.

Shared by/ Shared good practices:

The project is developed in Loceri, Ogliastro Province. The project in brief:
18 months of development:

 new facilities for waste reduction

 Setting up and managing a Laundry Company (action, “let us take care”)

 Installation and inauguration of a public fountain in one of the premises of the Municipality of Loceri (Action, “Water: a common good”) for the provision of public water naturizzata, eco-friendly and certified and promoting the use of reusable glass containers

 1 web page and newsletter dedicated

 Dissemination and education for sustainable culture (action “Communicating for the Environment”) via the web page “Loceri to Zero Waste 2013-2015” and the eponymous newsletter.

4 actors involved:

 **Cooperativa Geriatrica Sociale Serena:** Active in the territory of Lanusei and involved since 1985 in the provision of social services and nursing services for the elderly and dependent, socio-educational and educational assistance;

 **Municipality of Loceri,** which has distinguished itself in recent years to the commitment of the municipal administration in the organization and awareness raising of waste collection;

 **Union of Municipalities of Ogliastra,** Local government formed in 2007, includes the municipalities of Arzana, Barisardo, Elini, Ilbono, Lanusei and Loceri and has as its fundamental objective the coordination of program policies and local development by improving the quality of services provided to citizens;

 **Fondazione Sesco per l’Ambiente Onlus,** Non-profit organization founded in Cagliari in 2011, is active in the region for the dissemination of culture eco-friendly, energy saving, recycling and reuse of resources through initiatives and educational and recreational and educational projects in schools and local governments.

Involvement GMI

The GMI can utilize the experience of “Loceri verso rifiuti zero 2013-2015” as a reference for the implementation of waste reduction policies in public centers, and to promote an eco-friendly communication strategy in terms of reduction of waste.

Stakeholders

The main stakeholder groups for this project would be:

 Public bodies (city halls, local and regional governments, etc.)

 Environmental organizations

 NGOs

 Environmental Activist Associations.

 Waste management companies.

Dissemination means to spread widely. Impact is the effect that the activity carried out and its results have on people, practices, organizations and systems. Dissemination and exploitation of results plans can help to maximize the effect of the activities being developed so that they will im-

pact on the immediate participants and partners for years to come. Benefits to other stakeholders should also be considered in order to make a bigger difference and get the most from the project. Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period.

1 web page and newsletter dedicated to the popularization and education sustainable culture (action “Communicating for the Environment”) via the web page “Loceri to Zero Waste 2013-2015” and the newsletter. In order to reach the target group and at the same time communicate with the stakeholders involved in the project communication strategy includes: a web page and newsletter dedicated to the popularization and education sustainable culture (action “Communicating for the Environment”) via the web page “Loceri to Zero Waste 2013-2015” and the newsletter.

Problems to be solved (Current situation):

Reduction of waste; lack of services to people; lack of employment opportunities.

Project aims/ impact:

Overall objective is to reduce waste upstream of waste collection.

The project is divided into three strategic core, each of which has the following objectives:

-  educate the population on the reuse of glass bottles for drinking water supply necessary to the life of every day, thus realizing a significant savings on the purchase of plastic bottle, both in environmental and economic terms;

-  enrich personal services to population;

Dissemination and education on the value of a culture of sustainability.

Expected barriers:

-  Possible obstacle identified is the slowness of the people to change their habits to these new environmental practices

Sustainable aspects:

One of the strategic aims of the project is represented by a series of activities promoting environmental issues and dissemination of the results achieved through this initiative.

The actions proposed by the project are configured as highly sustainable if it is considered that all actions were planned trying to contain the maximum use of new resources, and enable new services, which also have their return from the economic point of view in order to ensure the continuation. Not only that, in the case of actions such as “**Water: a common good**” and “**Let us take care**”, those actions are designed to reduce waste upstream, therefore, to promote the non-waste production. The interim results of the project demonstrate a positive trend and in line with the provisions in the planning stage.

2.1.3

ON-FARM CO-COMPOSTING METHOD

Responsible body:

Chambre d'agriculture des Bouches-du-Rhône

Location of the practice:

Department of the Bouches-du-Rhône, France

Programme description:

A methodology for the performance of on-farm co-composting allowing for the management and disposal of organic household waste from local authorities through the participation of the agricultural sector.

This best practice is a methodology aimed at organising the organic waste disposal chain of local authorities and the agricultural sector with the aim of recycling waste by returning it to the ground, and enriching the soil in the process.



Idea behind the project:

On-farm co-composting is a method used to locally manage organic waste from a local authority (waste from grass cutting, pruning or the upkeep of parks and gardens, canteen waste, etc.) by a group of farmers, composting it along with their own waste derived from farming (crop waste, straw, etc.).

The compost is rich in organic materials, making it possible to regenerate farming soil and to improve agricultural output.

This project seeks to help local authorities and farmers to organise themselves on a local basis to manage and process organic waste.

Scope:

Local authorities (district and urban areas), canteens, the food industry and the agricultural profession.

Origin of the project:

Long used in the organic farming sector, composting has been expanded significantly in France, especially with co-composting. For the local authorities this involves assigning the management of the organic waste to a group of farmers who then mix it with their livestock effluent or plant-based waste.

As a sustainable solution and one which fits in well with other green waste recycling solutions, co-composting offers numerous advantages.

Article 204 of law no. 2010-788 of July 12, 2010 covering national commitments for the environment (the so-called Grenelle 2 law), codified in article L. 541-21-1 of the French environmental code, states that persons producing or possessing a major quantity of waste comprised mainly of organic waste are required to sort this at the source with a view to having it organically recycled.

With the increase in landfill and incineration costs and the increasing volumes of green waste, finding suitable recycling solutions has today become a priority for the local authorities.

The partnership between the local authority and farmers allows for the local processing of green waste (less transport) in a manner which is fair (with payment for the farmer), sustainable (with guaranteed outlets on the farms) and which offers mutual benefits for both the local authority and the farmers.



Shared Best Practices:

Co-composting offers numerous advantages:

For farmers:

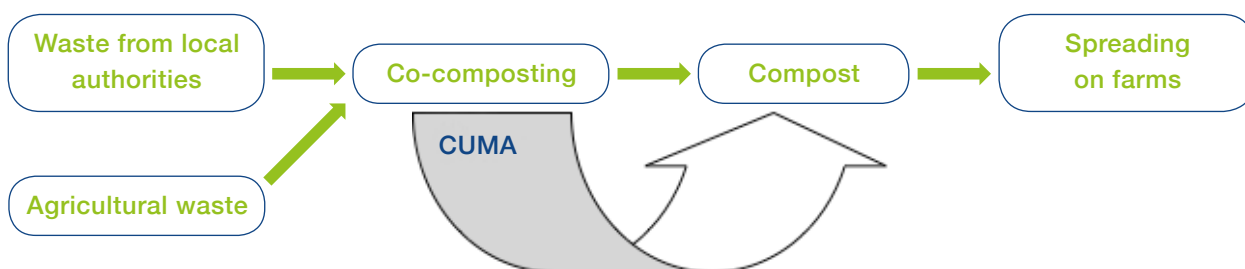
-  Improved manure management (especially if this manure is largely unstructured and humid and the farm is located in grazing lands in which the possibilities for spreading are reduced);
-  The composted manure can be spread on grasslands (whereas manure can pose problems for pastured animals) or near homes;
-  Additional income earned while performing a useful service for the local authority.

For local authorities:

-  Only limited transportation, making it possible to reduce environmental costs and impacts;
-  Processing waste locally which is in line with the key principles of sustainable development;
-  A local development project involving local farmers.

To introduce a processing chain of this kind, different stages are involved:

- 🌱 Identifying sources of waste from local authorities and farmers
- 🌱 Identifying composting requirements for farmers (quantity and location)
- 🌱 Collecting organic waste from the local authorities
- 🌱 Storing the waste and checking its quality
- 🌱 Creating a *Coopérative d'Utilisation de Machinisme Agricole* (a cooperative for the use of agricultural mechanization resources or CUMA), which has the task of grinding the waste, mixing the organic waste with the agricultural waste, and handling the maturation of the compost
- 🌱 Storing the compost
- 🌱 Using the compost on farmland



There are numerous aspects to the use of composting:

- 🌱 **Societal:** It provides an opportunity for dialogue with the local authorities. Agriculture plays a positive role for the community by contributing to the recycling of the local authority's waste.
- 🌱 **Agronomic:** It involves a change in agronomic practices. The compost is excellent for improving soil, which is beneficial when it comes to protecting and improving the structure of the soils on which it is used.
- 🌱 **Financial:** Remuneration can be provided for the “composter-recycler” activity. The farmer is actively involved in the recycling of local authorities' organic waste. As such, he should receive payment from the local authority for the service he provides by composting and/or spreading.
- 🌱 **Regulatory:** Co-compost is a “stabilised” product with a significantly reduced pathogen load. Its nitrogen content is lower and consequently the compost can more easily be used on land covered by the application of the Nitrate Directive.
- 🌱 **Technical:** This concerns both the management of odours during the composting phase and a simplification of the spreading phase.

Value to the GMI project:

This methodology can be applied in the Mediterranean countries of the GMI project to implement clean household waste processing management chains based on a partnership between local authorities and the agricultural profession.

Participants:

Local authorities,

 Farmers

 The ADEME (French environment and energy management agency)

 Agricultural associations

 Agricultural colleges.

Obstacles to be overcome:

 The need to find financing

 Identification of sources of local authority waste

 Identifying farmers' composting requirements

 Establishing long-term relationships between local authorities and the farming sector

Project objectives:

This project seeks to help local authorities and farmers set up a co-composting waste processing chain:

 Making local authorities and farmers aware of the possibility to carry out co-composting

 Promoting closer links between local authorities and the agricultural sector

 Encouraging the creation of new professional environmental structures

 Disseminating and generating expertise on the subject of co-composting

 Launching partnerships with the agricultural sector in the Mediterranean to promote dialogue concerning co-composting practices, processes and techniques.

Barriers to be overcome:

 Financing requirements

 Involvement of local authorities and farmers

 Working as part of a partnership, which is no easy matter

Sustainable aspects:

This best practice offers a response to what is unfortunately a permanent societal demand, i.e.:

 The production of ever larger quantities of organic waste by local authorities

- 🌱 Regulations which are gradually phasing out the disposal of this type of waste through landfill
- 🌱 The obligations placed on local authorities to recycle this waste
- 🌱 The organic improvement requirements of farmland

This methodology provides a model which can be applied to all local authorities meeting two fundamental conditions:

- 🌱 Possession of organic waste (plant-based or household waste)
- 🌱 Nearby agricultural land and farmers interested in participating.

2.1.4

PAPIVORE MALIN PROJECT: PAPER SELECTION AND COLLECTION IN SCHOOLS

Responsible:

T.E.R.R.E. Liban

Location of the practice:

Beirut, Lebanon

Program description:

Papivore Malin / Re Paper



Summary: Project idea

The first campaign launched by T.E.R.R.E. Liban (an independent Lebanese non-governmental organization founded in 1995 devoted to the creation and implementation of environmental education within Lebanon and has been a leader in the promotion of environmental solutions for sustainable development) in 1995, was “Papivore Malin” project; at that time the organization was the pioneer in educating people on sorting at source mainly with paper selection and collection in schools.

The organization started spreading the 3Rs messages, and the importance of recycling paper through educational information that was posted on a brown box made of recycled cardboard and distributed at schools.

Application Area:

Environment, Paper Recycling, youth, schools, awareness.

Inspiring Practices:

T.E.R.R.E. Liban has implemented projects funded by GEF/UNDP-SGP, the Swiss Embassy, the European Union, UNICEF, the Swiss Agency for Development and Cooperation (SDC), the embassy of the Kingdom of the Netherlands and many other donors from the Lebanese private sector and continues to be inspired to making Lebanon more environmentally friendly.

Shared by/ Shared good practices:

The syndicate of paper recycling factories in Lebanon supported the campaign and helped the organization in the collection process. A few years later, the number of participants and customers that joined the cycle expanded.

After 11 years of education on sorting at source, the association expanded the concept of Papivore Malin and launched in 2006 the N.I.S.R. Campaign which aims to:

-  Spread environmental concepts to all citizens separate from any political or religious concepts
-  Help and preserve the Lebanese natural heritage and its precious environmental biodiversity.
-  Protect the natural resources and change people's behaviours and habits through environmental education.

Involvement GMI

The GMI can utilize the Papivore Malin's experiences as a reference. GMI could reward students with recycled gifts made from plastics as part of the redemption scheme or other recycled material (paper). GMI could also use the same approach in terms of focusing on the long term goal, which is encouraging students to segregate at source and recycle, hence through environmental education.

Stakeholders

The main stakeholder groups for this project would be:

-  Ministry of Environment
-  Ministry of Interior and Municipalities
-  Recycling companies
-  Private and Public Schools

 Universities & Academic Institutions

 Hotels

 Banks and Insurances

Project aims/ impact:

During the academic year 2007-2008, UNICEF funded the implementation of the first phase of the campaign in all primary and intermediary public schools in Lebanon, and in partnership between T.E.R.R.E. Liban and IRD (International Relief and Development).

This phase targeted 300,000 students and 30 training sessions were given for 946 civic education teachers in public schools and in turn they taught their students on the importance of waste selection.

At a later stage, public schools received 15,000 paper boxes for paper waste collection, 4,520 bins, 80 composting bins in rural schools in addition to posters and educational material.

End of project achievements:

 1,139 schools have adopted the 3Rs doctrine: reduce, reuse and recycle.

 300,000 students were environmentally aware and engaged.

 915 municipalities showed their willingness to cooperate with the program.

 Tons of paper waste were recycled and thousands of trees saved.

 Organic waste was turned into fertilizer in rural areas.

 Non-organic waste was sent or sold to the nearest recycling factory within every region.

Expected barriers:

The project faced some difficulties in the past when the recycling factories weren't able to collect paper from customers on a routine basis which caused a decline in the project. However and because of the organization's strong will in preserving the environment, this problem was tackled immediately.

T.E.R.R.E. Liban is unable to cover the project expenses on its own, public participation and the revenue gained from selling paper waste to recycling companies will help.

Sustainable aspects:

T.E.R.R.E. Liban plans on circulating all over the Lebanese territory to collect papers, Copy books, A4 office papers, bloc notes, agendas and note pads are being produced from local recycled paper collected. These are then sold, as buying these products will support the ecological projects and campaigns of T.E.R.R.E. Liban.

They plan on making sorting at source a “popular habit” in Lebanon, whereby all residents will use the same exact color-coded sorting method: the green bin for organic waste, the red bin for non-organic waste and the white bin for paper and paper products.

2.1.5

“BOUCHONS ROULANTS” INITIATIVE: EDUCATE PUBLIC ABOUT SORTING AND RECYCLING TRASH, (WHEELCHAIR)

Responsible:

Arcenciel

Location of the practice:

Beirut, Lebanon

Program description:

Bouchons roulants



Summary: Project idea

The initiative “bouchons roulants” launched in 2009 by arcenciel continues to stimulate the public and educate children and adults about sorting and recycling trash. Every 500,000 bottle caps collected and turned in provides arcenciel with the bestowment of a wheelchair.

Application Area:

Education, Environment, Recycling, Charity, plastic, bottle caps

Inspiring Practices:

Arcenciel is a non-profit, apolitical and non-confessional association that was established during the civil war, in 1984-1985, during times when various communities were at war with each other. During this time, the population witnessed serious displacements of people regrouping with their respective communities. At that time **arcenciel** decided to work differently by creating a structure that permitted to serve all without discrimination, thus opposing the common logic of segregation.

In fact, this is the reason why the name **arcenciel** was chosen, because it regroups and represents all colors, and appears equally to all. Similarly, the name was chosen from the phrase in the Genesis: “The bow will be in the clouds, and I will look at it and remember the everlasting covenant between God and all the living creatures.”

Arcenciel thus works with and for all people with difficulties, without discrimination of age, gender, religion, culture, race or nationality.

On November 18, 1995, the organization was recognized as a public utility by the presidential decree N. 7541. **arcenciel** currently operates in more than 10 centres dispersed on all the Lebanese territory and through 7 programs: accessibility and mobility, employment, social, youth, health, environment and agriculture.

Shared by/ Shared good practices:

Arcenciel’s mission is to participate in the sustainable development of society by supporting fragile communities and integrating marginalized individuals. Therefore, arcenciel put in place a work system which extracts its strength out of its workers weakness; peer-counseling. For example, a mechanical engineer who sets about to make a wheelchair, no matter how skilled he is, cannot know the real needs of a disabled person as a paraplegic person would. He would need to refer to disabled persons in order to achieve a satisfying result

Apolitical, non-confessional and independent, arcenciel’s action plan is based on the following principals:

-  Equality
-  Respect
-  Hospitality
-  Team spirit
-  Professionalism
-  Transparency.

Involvement GMI

-  Implementation of a Charity program as part of the GMI plan
-  Being transparent throughout the entire project to gain trust of participants
-  Implementation of Awareness sessions
-  Reducing pollution by recycling

Stakeholders

The main stakeholder groups for this project would be:

-  Public and Private bodies,
-  Environmental organizations
-  Educational organizations
-  Charities.

The communication of information plays a vital role within the project. Effective communication supports the development of positive relationships with the stakeholder community and can also be employed to influence attitudes and behaviors outside the project.

Problems to be solved (Current situation):

The increase in waste generated by at least one million more people within three years has important consequences in terms of resource management. The need for action is therefore incredibly essential: environmental resources are being exploited putting the ecosystem in an exponentially increasing vulnerable state. Environmental resources are being depleted not only in Lebanon, but all around the world as people have been taking advantage of due to their lack of awareness. Previous studies have shown that educating children at a young age about environmental issues has helped spread awareness among the society, which is the initial phase of environmental protection and sustainability.

Project aims/ impact:

This project's objectives are:

-  Increase public awareness on waste segregation
-  Reduce pollution through recycling, and thus protecting the environment,
-  Raise awareness on persons with disability and their dire needs for wheelchairs,
-  Help provide funding for wheelchairs and promote local recycling plants.

The principal idea behind the «bouchons roulants» project involves inciting the general Lebanese public to sort out and collect plastic bottle caps and turn them in to **arcenciel** which in turn, sells them to the recycling factory.

Every 500,000 caps collected and sold endows **arcenciel** with a wheelchair or other equivalent social service.

This project has resulted in very satisfying results, influencing a large number of individuals, families, schools, enterprises and public administrators.

Expected barriers:

Barriers that arcenciel may face:

-  Scavengers often are a threat as they collect the bottles and sell them to recycling companies
-  The type of bottle caps being collected can be a barrier:

Bottle caps to collect:

-  Clean bottle caps
-  Caps from consumables, such as bottles or plastic containers without the actual container itself (water, milk, soda, mayonnaise ketchup, yoghurt, coco powder, instant coffee...)
-  Caps from household products, such as cleaning detergents, laundry soap, cloth softener, bleach etc... with the exception of vaporizers which contain metal springs.

Bottle caps not to collect:

-  Dirty bottle caps
-  Caps soiled by hazardous chemical substances (medicines, detergents, disinfectants)
-  Caps from oil bottles or containers (such as engine oil and cooking oil etc...).

Sustainable aspects:

At arcenciel, people with all kinds of difficulties at all levels of the institutional hierarchy can be found. These persons are more apt to understand the needs of people who have the same problems (who would best understand the needs of a person in a wheelchair and intervene in the fabrication of these wheelchairs than a person who is in a wheelchair himself). This is arcenciel's way of being opposed to the intellectual elite who pretend to be able to make decisions on behalf of the persons with difficulty, when they just guess what such people experience on a daily basis. Moreover, arcenciel ensures that the sources of both its public and private funds are in accordance with its ethic and are used fairly and responsibly. These principles are at the heart of its mission and in all its programs.

2.1.6

ENVIRONMENTAL MANAGEMENT SYSTEM (AIRPORTS): EVALUATION OF THE APPLICABLE LEGAL REQUIREMENTS ON ENVIRONMENTAL ISSUES

Responsible:

Airport of El Part

Location of the practice:

Catalonia – Barcelona

Program description:

Environmental management System



Summary: Project idea

The program is based around the implementation of environmental management system at the airports and allows to evaluate the applicable legal requirements on environmental issues, setting goals and targets for improving environmental management, the environmental control of all operations and activities, monitoring and measuring the environmental performance of the organization, implementing corrective and preventive actions, and ultimately the implementation of environmental policy in order to comply with the necessary requirements of ISO14001:2004.

Application Area:

Transport, Environment, Energy Saving.

Inspiring Practices:

The inspiring practice behind this proposal is the Environmental practices applied by the Airport of EI Part - AENA AEROPUERTOS S.A and intended as an essential tool to establish a commitment that responds to social and environmental demands and guarantee the sustainable development of air transportation through respecting and protecting the environment as a basic objective of activities management in the airport and the Implementation of environmental management systems that allow to identify new environmental challenges and targets.

Shared by/ Shared good practices:

The initiative is based on the implementation of environmental management system in the airport as an indivisible part of the airport's general management.

The Environment Department carries out exhaustive controls and monitoring of all the waste generated, from its origin and storage to its removal and assignment to an authorized waste manager for its treatment.

Airport activity generates a significant amount of waste, for the most part waste similar to municipal waste, but also some hazardous waste. All of this should be dealt with pursuant to prevailing legislation, with transporters and managers authorized by the local authorities.

The Environment Department maintains a collection of infrastructure and services designed to obtain optimum recycling indices: points of selective collection in areas close to the generation (passenger terminal, commercial zone, offices, warehouses and airside and landside roads), storage and

classification centres for waste disposable as municipal waste in the logistics plant, a temporary hazardous and non-hazardous waste transfer plant (open to all the companies that work in the airport) and daily monitoring (in situ) of the separation practices in the commercial and catering zones. The environmental management system is based on the following priorities:

-  Reduce waste generation in the activities of Airport.
-  Reduce generation of banal waste (remaining fraction) in all the airport's facilities, particularly that due to the commercial activity.

Control and monitor all types of waste generated in all the airport's activities (control of contractors and concession holders) to ensure the correct separation, collection and external management of all the waste.

Involvement GMI

The GMI can utilize the experience of El Part airport as a reference for the implementation of waste management systems in work and social centres, and to establish an environmental department allows to control and evaluate the environmental performance.

Stakeholders

The main stakeholder groups for this project would be:

-  Public bodies (city halls, local and regional governments, etc.)
-  Environmental organizations
-  Air transportation agencies
-  Environmental Activist Associations
-  Waste management companies

It is essential that an effective communication effort is adopted by all key stakeholders of the project. A fluent communication flow will set the basis for the effective dissemination and impact of the project both among internal and external agents. Failure to communicate effectively will lead to delays in collaborative action, reducing the quality of shared information and hindering the development of the project.

Problems to be solved (Current situation):

There are different applicable methods into selective collection, each municipality or region has the liberty to choose which is adequate to its needs. The games should be designed regarding the method of selective waste collection applied in the region.

Project aims/ impact:

The implementation of an environmental management system at airports aims to:

-  Respect and protect the environment as a basic objective of activities management
-  Making the air transportation development compatible with the conservation of environment
-  Have all information and resources necessities to set and achieve environmental objectives
-  Prevent the contamination associated to airport's activities
-  Promote the reutilization, recycling and the correct management of waste generated in the airport
-  Share the environmental policies with all employees, contractors of the airport
-  Adequate the environmental policies according to new objectives of the organization and adopt it to the new necessities.

Expected barriers:

-  The needs to change the infrastructure of the airports in order to adopt the necessities of the environmental management system.
-  Having the necessary normative that controls the contractors.

Sustainable aspects:

The improvement of selective collection of fractions and containers (municipal waste) and raise the environmental awareness of the personnel.

The main target of this program is making compatible the air transportation development with the conservation of environment and ensuring the sustainable development.

2.1.7

A REPRESENTATIVE SAMPLE OF A SELECTIVE WASTE SORTING AT HOME IN TUNISIA:

Responsible:

TunisiaRecycling (Tunisie Recyclage NGO)

Location of the practice:

Northern suburbs of Tunis.

Program description:

Selective sorting at home



Summary: Project idea

“Tunisie Recyclage” is a non-governmental organization (nearly 70 volunteer hours per week) in the northern suburb of Tunis, which aims to end the garbage overflowing, and by tackling the problem at its source by getting directly in households all that is recyclable. The team is composed of volunteer members.

With an annual participation of 20 Euros per year for homes and 200 Euros per year for companies, this association collects everything that is recyclable from your home or business, resulting in less garbage, cleaner streets, job creation and a healthier environment.

What this program offers to all residents of the northern suburbs of Tunis, is the initiation of selective sorting at home.

It works as follows:

-  Must contact by communicating the Name and First Name, full address, phone number and email
-  Must separate recyclable waste from other by putting them in different bags
-  Must re-contact once the full bags and TunisiaRecycling team go retrieve them
-  Recycling Tunisia will look after sub-sorting and recycling of waste
-  Different kind of bags are filled according to different kind of waste, with blue bags provided for plastics & aluminium (water bottles of course, but also bottles of bleach, laundry bags and packaging boxes and trays), green bags provided for paper and cardboard (newspapers, magazines, old books, cereal packaging etc.), while glass is also be collected, whole or broken.

Application Area:

Sorting waste, Environment, social volunteering work.

Inspiring Practices:

The practice sprang from a small test of awareness on the part of some members of Tunisia in summer 2012; the aim was to see if people would be interested to sort their waste at home.

There was such a warm welcome and encouragement from everyone that a few months later, Tunisia Recycling was born.

Tunisia Recycling specializes in the collection of recyclable waste at home, coffee...; Tunisia Clean in everything is cleaning ... in the whole country!

Shared by/Shared good practices:

The population's habits must change. Instead of throwing everything in the same bin, a little effort will now have to be made based on the list of bags or cartons with different colours implemented.

Recovering everything that is recyclable, resulting in:

-  Less waste
-  Cleaner streets
-  Job creation
-  Healthier environment

Involvement GMI

GMI can apply a coordinated approach to families at home:

-  Awareness campaigns (direct contact or on-line)
-  Organizing events together.
-  Possibility to involve GMI/schools in this programme and adding their addresses to Weekly tour collect board.

Stakeholders

The main stakeholder groups associated and affected by this project have been:

-  Private residents
-  Cafés
-  Administrations/offices
-  Private companies
-  General public

Problems to be solved (Current situation):

The problems to be solved by the initiative relate globally to:

-  No direct incentives on waste producers (households, businesses) to reduce their waste generation, to separate their wastes or to recycle.
-  Lack of regulation for reinforcement
-  Lack of technical standards
-  Collection organization (zoning, poor transportation yield)

-  Recyclers (too many, poor recycling yield, poor added value, no advanced know-how)
-  Lack of financial means

Project aims/ impact:

Recovering everything that is recyclable, resulting in:

-  Reduced amounts of waste
-  Cleaner streets
-  Jobs created
-  Healthier environment

Expected barriers:

-  The service provided couldn't be free because it requests a 20 Euros fee per year for households and 200 for private companies and by the other side, this payment won't help such program to benefit from the help of government organization
-  The collection of other recyclable waste by private companies needs to be increased

Sustainable aspects:

Aside from the overall sustainability related to the reduction in waste, issues such as the following could also be highlighted:

-  To sort waste at home needs implication of all family members (old and young)
-  Establish the habit of paying a little money for environmental protection
-  Become familiar with the different types of waste and sort them before disposal

2.1.8

CAIRO MUNICIPAL SOLID WASTE MANAGEMENT PROJECT

Responsible:

Cairo Governorate

Location of the practice:

Cairo

Program description:

Solid waste management

Summary: Project idea

The idea of the project is to support the following:

-  MSWM infrastructure investments (of strategic nature), such as collection, transport, intermediate processing and sanitary disposal
-  improve the situation of MSWM in the upcoming years by strengthening the institution
-  develop skills and technology

US\$150 are the costs that will be financed through a loan (guaranteed by the Ministry of Finance) of the IBRD to Cairo Governorate.

Application Area:

Solid waste management, public administration, water, sanitation and flood protection.

Inspiring Practices: Stakeholder approach to waste management

The waste management situation is very critical in Egypt, therefore, the World Bank invests for improvement. The problem is that there are different stakeholders who are responsible for the municipal waste management (MWM) but they don't communicate with each other sufficiently in order to solve the problem.

Shared by/ Shared good practices:

Cairo Governorate in coordination with the World bank

Involvement GMI

The project can be used by GMI as Egypt is not the only country with an issue with MWM. Maybe by having a good example, the process and whole project will be less time consuming and costly.

Stakeholders

Government, NGOs, companies involved in MWM, citizens, World Bank

Problems to be solved (Current situation):

The municipal waste management is not working. Therefore, a more effective way to organize the collection of waste has to be identified.

Project aims/ impact:

Improve the MWM in the governments of Cairo.

Expected barriers:

-  the currently not working waste management system
-  the existing knowledge
-  communication between citizens and government
-  Environmental and Social Impact Assessment

Sustainable aspects:

Sustainable improvement of waste management in Cairo.

2.1.9

NATIONAL SOLID WASTE MANAGEMENT PROGRAMME (NSWMP)

Responsible:

Integrated Solid Waste Management Sector (ISWMS)

Location of the practice:

Cairo initially, later Egypt

Program description: Solid

waste management



Summary: Project idea

The National Solid Waste Management Programme is conducted for Egypt, starting from the capital Cairo and is meant to improve the waste management of the country, especially by improving the communication between the government and the actively involved parts of the waste system.

Through technical solutions and a long lasting financial plan of the government approved waste-management strategies will be realized in the governorates, while regional knowledge and abilities will be improved, e.g. workshops, talking about financial evaluation of investments approval in the waste sector or the extended producer responsibility.

On a national level, the institutional, strategic and legal systems will be developed further in order to improve the whole waste management.

Application Area:

Waste management, Environment, communication between stakeholders

Inspiring Practices: Stakeholder approach to waste management

The government has a big interest in solving the waste management problem as this causes very dirty cities and landscapes, illnesses and reduces the life quality.

Shared by/ Shared good practices:

It is advisable to do the communication between the government and the private waste management sector through a mediator, in the case of the project the GIZ. Like this the communication is calmer and solutions can be found more easily as there is a neutral party involved.

In the first practical actions of the program, the government bought vehicles for the garbage collector and implemented a working plan which insures a 24/7 waste collection service in Kolta, a District in Assuit City. This encouraged the garbage collectors to buy vehicles on their own, which shows the adaption process.

Involvement GMI

GMI can transfer this project onto other countries, where the problem of the waste management lies in to government and the communication between government and private institutions too. The strategies, communication channels and solutions found in Egypt could be adapted to systems in other countries.

Stakeholders

Ministry of Environment (Integrated Solid Waste Management Sector), public, private waste management sectors, universities, civil society, German Federal Ministry for Economic Cooperation and Development (BMZ), KfW Development Bank, GIZ

Problems to be solved (Current situation):

There are many stakeholders in the waste management of Egypt, therefore, the communication still has to be improved.

All formal and informal waste management stakeholders have to be taken into account and respected equally.

A solution for the project to run self-financed has to be found.

Project aims/ impact:

Government and non-governmental stakeholder have the ability to create and maintain a working and cost-covering waste management system on every organizational level (local, governorate, national).

Expected barriers:

Financial resources have to be found (within the country). This is especially important as the government needs to stem the cost of the waste management on its own.

Sustainable aspects:

New jobs will be created through the improvement of the waste management sector. Through them the information of efficient use of resources will be spread. Moreover, there is an annual forum implemented and an internet forum under development.

2.1.10

WATER AND WASTE MANAGEMENT AUC

Responsible:

American University in Cairo

Location of the practice:

New Cairo

Program description:

Water and Waste Management Research Project



Summary: Project idea

Students from the American University in Cairo supported the Desert Development Centre (DDC) from the same university in questions regarding the water and waste management in the New Cairo settlement.

They checked in and outdoor activities with regard to the water and waste management in order to improve, as the American University in Cairo lies in a deserted area and wants to be a role model in terms of sustainability.

Application Area:

University, research offices, Water use

Inspiring Practices: Stakeholder approach to waste management

The DDC is responsible for the landscape of the campus. This does not only include the planting but also the care of 8,000 trees, around 27,000 shrubs and ground covers, and the operation of a complex drip irrigation system.

The AUC students want to increase their sustainability and learn by working with the employees of the DDC.

Shared by/ Shared good practices:

The idea of combining the knowledge of a research centre and the activity and ability of spreading of students is a wonderful fusion of strength in the area of environmental care.

The action does not need a lot of time for preparation and is very flexible intensity of the workshop (time and content). This cannot only be done for universities but also for any natural science course of schools or even with any people interested through a leisure time event.

Involvement GMI

GMI can use the model of combining different institutions in order to match knowledge and curiosity.

Stakeholders

Education institution, research institution, society

Problems to be solved (Current situation):

Reaching the people interested in water and waste management is a little complicated, especially as such activity is normally an extra curriculum activity which is not included in the normal schooling time.

Project aims/ impact:

Making people aware of where the environmental behaviour can be improved.

Expected barriers:

The initial research phase will present some challenges in compiling the required data, but no major barriers are expected.

Sustainable aspects:

The students from AUC learnt a lot from the DDV, whereby this new knowledge will be spread and used in upcoming situations and different contexts.

2.1.11

“NO MORE LANDFILL, ZERO WASTE”

Responsible:

The Enhancement of Integrated Services and Waste Recycling

Location of the practice:

El Gouna

Program description:

Waste Treatment and Recycling

Summary: Project idea

The No More Landfill, Zero Waste project in El Gouna is financed through the Enhancement of Integrated Services and Waste Recycling in the city of El Gouna at the Red Sea. The project makes sure that all the garbage from hotels is collected fast and then recycled properly. This means that there is the right equipment for the different recycling processes.

Application Area:

Recycling process, society, refinancing of Recycling process

Inspiring Practices: Stakeholder approach to waste management

The garbage collectors have the right equipment and education to reuse the materials they collect during the day and reuse themselves so that they can sell the produced products (plastic bags, hangers...).

The aim of ERTEKAA is a Zero Waste world and therefore the project leads into the right direction.

Shared by/ Shared good practices:

The very high recycling quote is should be the goal of any recycling product. By manufacturing useful things in a sustainable and social way the produced items contribute to the society and bring money to co-finance the garbage collection.

Involvement GMI

The project can be a role model to other tourist places where garbage is a problem. The outstanding recycling quote can be copied by any project that has to do with recycling, as there is only 5% of all garbage which cannot be used or recycled anymore!

Stakeholders

Garbage collector, hotels and society in the city, consumers of the recycled products, ERTEKAA

Problems to be solved (Current situation):

Selective waste recycling of tonnes of garbage produced in touristic destination, while studying new models for financing recycling in urban areas.

Project aims/ impact:

No more landfill, zero waste, good recycling for a clean El Gouna.

Expected barriers:

This project works well in a small area but taking it to a wider area might cause problems because there is too much garbage to be recycled and more recycling places have to be financed and run.

Sustainable aspects:

Collecting and recycling garbage for the place to be cleaner and with this contribute to a sustainable world.

2.2

EDUCATIONAL AWARENESS RAISING PROJECTS

These projects allow to initiate or to strengthen education and awareness for citizens regarding waste management.

Education and awareness of waste management means that the project primary objective is to help citizens to understand, analyse and to criticize their environment by being more aware of the issues of waste management in the Mediterranean.

2.2.1

YOUTH DAY ACTIONS: PREVENTING AND MANAGING WASTE: A CHALLENGE TO THE FUTURE

Responsible:

The *Cité des Métiers* for Marseilles and the PACA region

Location of the Practice:

Marseilles - France

Programme description:

The methodology to be implemented to organize a fun event aimed at raising awareness among young people and informing them regarding sustainable practices.



This good practice is a methodology aimed at organizing a one-day event that will bring together young people and local companies or institutions to enable them to benefit from advice and feedback from the professional world.

This methodology is based on the organization of coordinated events and workshops for young people, to raise their awareness concerning workplace environments.

Within the scope of the Green MED Initiative (GMI) project, this good practice may be used to organize informative awareness-raising events for young people in matters of waste recycling and sustainable development.

Employment resource centre

Provence-Alpes-Côte d’Azur: an administrative region in the south-east of France

The idea behind the project:

A methodology designed to help companies and other local economic actors dealing with young people to organize a fun and informative awareness-raising day aimed at passing on know-how.

Scope:

Companies, any teaching organization dealing with young people (primary schools, secondary schools, technical secondary schools, training centres...).

Origin of the project:

For several years now the Cité des Métiers for Marseilles and the PACA region has been organizing “YOUTH day” actions. Since the framework agreement was signed in 2004 between the French Minister of National Education and the Chairman of the Movement of French Entrepreneurs (ME-DEF), “School & Business Week” has been created to improve mutual knowledge between the world of education and the corporate world.

Shared good practices:

This theme day aims to raise the awareness of young people and inform them of the know-how that is specific to economic actors. An operational and promotional plan of the event is set up to achieve the objectives that have been set (see “Project Objectives”).

At least 2 preparatory steering committees are necessary (more than 3 months in advance) to target content that meets the expectations of the young people in question (previously identified within the scope of group visits and daily exchanges), the partners to be included in the project (chosen according to the themes that will be discussed) and their actions during the event:

PRIOR TO THE EVENT:

Financing must be found: state, region, federation...

According to the type of public concerned, a project referent will be appointed, top-down scheduling will be drawn up by the Cité des Métiers and the partners, the theme of games and a schedule of events will be defined based on partner engineering, a communication tool with which to promote the event will be created: visual media (posters, flyers...), leaflets devoted to the theme in question will be created by the communication department, to be distributed to young people at the end of the event, a satisfaction questionnaire for the young people and partners concerned will be created (standard template available, to be processed using SPHINX software), local partners and partner companies will be mobilized through existing relationships with partner networks taking part in the event.

DURING THE EVENT:

Signage for conferences and company stands will be installed by the Cité des Métiers communication department, “role play” conferences will be organized, and include interventions by young people, partners and Cité des Métiers workers, coordinated events and workshops will be set up by partners.

AFTER THE EVENT:

Within 48 hours, e-mails thanking participants for attending will be sent out, a summary review of the operation will be drawn up.

Contribution to the GMI project:

This methodology can be applied in Mediterranean countries concerned by the GMI project for the purpose of raising the awareness of young people and informing them of issues related to recycling clean household waste and sustainable development.

Stakeholders:

Companies, local economic actors dealing with young people, young people attending training courses, training centre managers, teachers and project leaders.

Obstacles to be dealt with:

Finding the necessary funds, keeping to the top-down schedule, ensuring the cohesion of the event through different forms of action.

Project objectives:

Organizing this theme day meets the following objectives:

The event helps young people gain an understanding of the economic and social fabric as well as the everyday life in the business world, it facilitates dialogue between young people and companies, it promotes a spirit of entrepreneurship, and makes it easier for young people to gain access to training or employment.

Barriers to be broken down:

The need for appropriate financing is generally a key concern, and ensuring young people and stakeholders fully participate.

Sustainable aspects:

This good practice is an event-organizing methodology that aims to put young people in contact with local economic actors, to help them gain a better understanding of the business world and meet local economic actors around current issues.

This methodology is a model that can be applied to all activity sectors.

2.2.2

PINKARO PROJECT: EDUCATIONAL SCHOOL CAMPAIGN

Responsible:

Municipality of San Vito

Location of the practice:

San Vito, Sardinia, Italy

Program description:

Educational School Campaign



Summary: Project idea

Pinkaro is an educational school campaign which aims to increase the awareness of young generations and whole population about the importance of safeguarding the environment. In particular, the project aims to encourage young generations to understand the importance of environmental issues like water, air, soil, waste management, energy, etc. The Pinkaro project, carried out in collaboration with Applidea (a private Sardinian company), was actively involved with schools as education was one of the main aspects of the project, in detail the project aims to disseminate useful information in order to broadcast a conscious attitude towards the environment from young generations and to encourage them to start applying everyday basic practices that can help the environment.

The campaign Pinkaro was conducted in collaboration with the Directorate General of Information Systems of the Ministry of Education, under the patronage of the Presidency of the Council of Ministers, the Ministries of Education, Environment, Protection of land and sea, Development economic, Transport, and finally APAT, ENEA and ANCI.

Application Area:

Education, Environment, Recycling, Awareness, youth, trainings, schools

Inspiring Practices:

The inspiring practice behind this proposal was increasing the awareness of young generations, teachers and families on the importance of safeguarding the environment through the dissemination of information and via educational means.

Shared by/ Shared good practices:

The involvement of schools was carried out through the distribution of different tools for students and teachers. In detail, the tools developed under the project are:

-  **Comic book** for children printed on recycled paper;
-  **Cd Rom** which contains games and quizzes relating to seven thematic environmental areas: water, air, soil, waste management, energy, energy saving, awareness;
-  Teacher manual
-  **Environmental activities with schools** such as workshops carried out by experienced trainers in training and education
-  **Web site** where all schools have published the works done and the activities carried out
-  Contest with prizes and final event.

The project has involved 10 classes (lower and middle schools), 151 students and 10 teachers who have actively contributed to the implementation of the project.

During the first workshop students have received some information about the environmental issues, on the second one student have built an object with waste materials. The works has been published on the web site www.comportamentoconsapevole.it, where students, teachers and families have voted (15.000 votes) for the best work of the contest.

Involvement GMI

GMI can apply a similar approach to schools:

-  Awareness campaigns
-  Involvement of the students and teachers in the project activities
-  Implementing recycling activities through games or contest with prizes.

Stakeholders

Main stakeholder groups for this project:

-  Schools
-  Local authorities (municipalities, provinces and region)
-  Educational organizations
-  Environmental organizations and association.

Problems to be solved (Current situation):

Nowadays, it is necessary to increase the awareness of the entire population about environmental issues as the resources at our disposal are becoming more limited. The approach with schools is essential in order to explain to a young generation how they can change their lifestyle in response to future sustainability and resource scarcity challenges.

Project aims / impact:

This educational school campaign aims to:

-  Increase the awareness of youth to encourage young generations to understand the importance of environmental issues (water, air, soil, waste management, energy, energy saving, awareness) through environmental activities, games, quizzes and a contest with prizes
-  Encouraging the sustainability of this initiative through the teacher manual
-  Encouraging students and the whole community to change every day practices in response to future sustainability and resources savings.

Expected barriers:

Lack of interest from students and families on environmental issues and low participation in the activities of the project.

Sustainable aspects:

Several tools have been developed to ensure that the project's results can be used beyond the end of it, in particular the creation of the comic book, cd rom and web site will encourage and ensure that students and families become more aware about environmental safeguarding and how every-day practices may change in response to future sustainability and resources saving.

On the other hand the creation of a teacher's manual will ensure that teachers will continue to raise awareness among future students about the importance of the safeguarding of the environment.

2.2.3

“IO NON LO RIFIUTO. IO LO RICICLO”: PROMOTING THE LOCAL ECONOMY AND IMPLEMENTING ENVIRONMENTAL EDUCATION IN SCHOOLS

Responsible:

Effegreen

Location of the practice:

Montserrato, Sardinia (and know many other municipalities)

Program description:

Educational Campaign /Waste Reduction Campaign



Summary: Project idea

Io non lo rifiuto, io lo riciclo is an innovative idea that allows citizens to make a collection of quality and disseminate the culture of sustainability, decreasing costs for public administrations, by promoting the local economy and implementing environmental education in schools.

The project was launched by the Effegreen, a private company in Sardinia, and now is preparing to conquer the whole island: the Municipality of Montserrato in fact arises as a pioneer in the creation of this particular collection system rewarding, paving the way for many other 40 municipalities in the process to approve participation in the initiative.

Application Area:

Environment, quality, waste reduction, citizens health protection

Inspiring Practices:

The inspiring practice behind this proposal was to increase the awareness of saving on waste collection with a consequent and significant environmental benefit, due to the lower number of waste to be dispersed and abandoned in the city. In addition, along with this project, the concept of disposal is revolutionizing through assigning a value and turning it into a resource instead of waste, in fact, will also contribute to the promotion of local production activities.

Shared by/ Shared good practices:

Thanks to Eurven compaction of waste systems (PET, aluminum or paper), a virtuous cycle of collection involving all local actors was created: for each contribution, citizens will receive a bonus redeemable in stores participating in the project, which will thus promote their brand and retain new customers.

At the same time it will allow the municipality to increase its percentage of recycling, reducing the costs of storage and transport due to compaction system and save tons of CO₂ emission to the environment. The innovation of the project is also unique in that it combines economic development of the territory in which it is implemented with a careful work of environmental education, carried out by the company in collaboration with various partners. This means that on the one hand it will educate citizens on the other hand, they are taught good sustainable practices in schools, involving in this process of profound change in all age groups. In addition, the territory itself will benefit in a tangible way, thanks to the efforts of Effegreen to contribute to the planting of new trees and green areas in the regions in which it operates.

Membership brings added value to the government for economic, civic and social reasons;

Membership brings added value to the companies, so they can promote their brand and retain new customers;

Membership brings added value to citizens as they are given the opportunity to collect points or vouchers and to spend them in commercial activities in the area.

Involvement GMI:

GMI represents a complementary system of education and awareness in schools:

-  Awareness campaigns
-  Involvement of companies
-  Implementing recycling activities

Stakeholders:

Main stakeholder groups for this project:

-  Environmental organizations/associations
-  Schools
-  Local authorities
-  Educational organizations
-  Private companies

Problems to be solved (Current situation):

The project fits in pursuit of greater conservation of resources and the environment. Nowadays it is more and more needed for an integrated approach to environmental protection.

Waste reduction is a fundamental aspect to take into consideration and be addressed in an integrated level, involving all citizens, schools, public authorities and private companies at the same time.

Project aims/ impact:

This project aims to:

-  increase the percentage of recycling;
-  reduce the costs of storage and transport due to compaction system;
-  save tons of CO₂ from emission to the environment;
-  Promoting a collection of quality;
-  disseminate the culture of sustainability among citizens;
-  decreased costs for public administrations;
-  Promotion of the local economy.

The attention of the citizens towards recycling will also bring a tangible benefit to the economic activities involved in the project, thanks to the collaboration with the Confcommercio and Confesercenti of the province of Cagliari, will allow for a discount on the membership fee.

Expected barriers:

Lack of interest from citizens and public administrations on environmental issues, low participation in the activities of the project, poor use of compacting machines

Sustainable aspects:

With this project, Sardinia region is poised to become one of the most virtuous in terms of collection and recycling of materials, joining – through a single project involving businesses – public bodies and citizens, in order to provide greater protection of resources and environment. The initiative has slowly won over many areas of the island and more and more local players are joining it in order to disseminate the culture of sustainability and increase the benefits for whole population.

2.2.4

GREEN SCHOOL CAMPAIGN: EDUCATIONAL TRAININGS

Responsible:

G (Lebanese NGO)

Location of the practice:

Beirut, Lebanon

Program description:

Green School Campaign



Summary: Project idea

G's "Green Schools Campaign" began in partnership with US Forests Services in 2011, Lebanon Reforestation Initiative and US AID, with an aim of "greening" schools. The campaigns initial target was 20,000 students at the elementary level, between the ages of 5 and 11. Children of these ages were chosen to take part of the campaign, as they are most receptive and are able to influence their families and friends, and set a good example for future generations. G targeted schools in the more rural areas of Lebanon including those located in Bshari, Rashaya and vicinity, and Qlaya and vicinity. The school communities participated in the Green School Initiative through activity-oriented projects and games, classroom lectures and presentations focusing on different environmental themes including waste and recycling.

Application Area:

Education, Activities, Awareness, Environment, Trainings, Schools.

Inspiring Practices:

The inspiring practice behind this proposal was USAID's reforestation mission and spreading awareness to the younger generation in addition to the 350.org campaigns

Shared by/ Shared good practices:

The Green School Campaign provides methods for greening of schools through toolkits provided for administrators and teachers as well as educational material for students with the aim of guaranteeing the incorporation and sustainability of this initiative within the school program.

-  Teachers Manual
-  Environmental activities (waste segregation, human chain, plating of trees)
-  Awareness campaigns
-  Presentations
-  Story – telling
-  Environmental Education
-  Audits (waste water energy)

The above activities aim to encourage young children to understand the importance of environmental issues (air pollution, water, waste, and others..) and will also help them start applying basic practices that can protect the environment (switching off the lights, turning off tap water, recycling, etc...)

Involvement GMI

GMI can apply a similar approach to schools:

-  Awareness campaigns
-  Environmental Education
-  Implementing recycling activities (segregation at source, interactive presentations etc.).

Stakeholders

Main stakeholder groups for this project:

-  Environmental organizations
-  Schools
-  Banks and other private companies

It is essential to ensure a constant communication between all the stakeholders involved in the project, from the organisers to the administrators and teachers of the schools participating in the actions, to the students who attend as well as their parents.

Problems to be solved (Current situation):

The need for action is essential: environmental resources are being exploited putting the ecosystem in an exponentially increasing vulnerable state. Environmental resources are being depleted not only in Lebanon, but all around the world as people have been taking advantage due to their lack of awareness. Previous studies have shown that educating children at a young age about environmental issues has helped spread awareness among the society, which is the initial phase of environmental protection and sustainability.

Project aims/ impact:

The Green School Campaign aims to:

-  Promote awareness among youth through environmental activities, active presentations, audits and surveys, and more
-  Encourage schools to incorporate basic environmental education in the curriculum
-  Encourage students to start integrating good environmental practices in their lifestyle.

Expected barriers:

Collaborating with schools as the lack of awareness can be a barrier for the project to excel and can hinder the project's goals.

Sustainable aspects:

The creation of a teachers manual and a final report will encourage and ensure that:

-  Students and teachers will become more aware about environmental issues and ways to promote sustainability
-  Students and teachers will learn new simple practices that will help environmental protection
-  Teachers will apply what they have learned in the Teachers' Manual as part of environmental education.

2.2.5

AWARENESS CREATION PROGRAM: COMMUNICATION ABOUT THE SELECTIVE WASTE MANAGEMENT

Responsible:

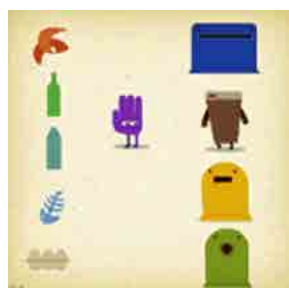
Waste Agency of Catalonia

Location of the practice:

Catalonia – Barcelona

Program description:

Awareness Creation Program



Summary: Project idea

The main interest of the transfer is the adaptation and modification of the methodology applied by local and regional authorities, Environmental Organizations and activists of the target group(s) to promote the importance of communication elements in improving the awareness of young children and adults about the selective waste management in order to allow them to understand the basic concepts behind it and adopt habits that instil it as an integral part of everyday life.

The methodology and practices proposed for transfer provide playful resources that is also educational and which help the participants understand how selective waste collection is done.

Application Area:

Education, entertainment, Environment, Business promotion, etc.

Inspiring Practices:

The inspiring practice behind this proposal is the Awareness Creation initiative promoted by the AGENCIA DE RESIDUS DE CATALUNYA and intended as playful and educational resource that allows local authorities, Organizations, Associations and activists to raise the environmental awareness of young children and adults, and creates a new participative structure.

Shared by/ Shared good practices:

Awareness creation initiative is a playful and educational resource that allows young children and adults to understand the importance of selective waste management and its direct impact on the environment and society.

Based on the natural of the target participants, the practices to be transferred are a playful resource which acts as an information-spreading attraction.

The awareness creation initiative is based on placing new tools within reach of young so that even the smallest children which can help them to learn in a playful and educational way to adopt habits that instil selective waste collection as an integral part of everyday life.

The tool is based around:

 Design environmental events and festivals equipped with games designed and targeted to educate the children how selective collection is done.

The games are designed to:

- Represent different household wastes.
- Represent different methods of selective collection.
- Assist the monitors to explain the basics of selective collection in a hands-on manner.

 Design virtual interactive games targeted to help children to understand the different types of selective collection.

The virtual interactive game is designed in a way that allows participants to practice the selective collection supported by virtual monitor.

Involvement GMI

Using the communication elements as a promotional tool dedicated to raise the awareness of youngsters about the importance of recycling beverage containers.

The playful resources and games will be another alternative

Stakeholders

The main stakeholder groups for this project are:

-  Public bodies (city halls, local and regional governments, etc.)
-  Environmental organizations
-  Environmental Activist Associations.

Problems to be solved (Current situation):

There are different applicable methods into selective collection, each municipality or region has the liberty to choose which is adequate to its needs. The games should be designed regarding the method of selective waste collection applied in the region.

Project aims/ impact:

The transfer of awareness creation initiative to different kind of educational, social and environmental organizations and local authorities aims to:

-  Reinforce participation of the youngest children in selective waste collection.
-  Offer a playful resource that is also educational and which helps them understand how selective waste collection is done.

Making available to local authorities and Environmental organizations an element that complements the selective collection campaigns that they are carrying out.

Expected barriers:

The applied selective collection method could be considered as a barrier, the proposed games and events are designed regarding the Single stream collection (Applied selective collection in Barcelona).

Sustainable aspects:

As a result of these practices:

-  The public will be more aware about the benefits of selective waste collection.

The educational elements are elaborated by recycled materials.

2.2.6

MOBILE RECYCLING CENTRES FOR SCHOOLS: EDUCATIONAL ATTRACTION

Responsible:

Barcelona city hall

Location of the practice:

Catalonia – Barcelona

Program description:

Mobile recycling centres for schools



Summary: Project idea

The main interest of the transfer is the adaptation and modification of the methodology to promote the mobile household waste and recycling centres for schools as an educational and waste management resource aimed at making pupils and their families more environmentally aware. Also it can be used as a special educational attraction.

Application Area:

Education, business promotion, environment, etc.

Inspiring Practices:

The inspiring practice behind this proposal are the environmental practices applied by the Barcelona City Council, and intended as an essential tool to establish a commitment that responds to social and environmental demands and raise the awareness of pupils and their families about the importance of recycling and its impact on the environment.

Shared by/ Shared good practices:

The initiative is based on the implementation of mobile and electricity powered household waste and recycling centres for schools.

The mobile recycling centres can be requested by community associations and organizations as part of a local festival or an environmental awareness day, and as a special educational attraction.

The tool is based on providing schools and civic centres with mobile recycling centres that allows participants to learn how waste recycling is done.

The development of this practice needs the incorporation of local partner that manage the following activities:

 Logistic management.

 Management of mobile recycling centres.

The transferring of this practice will provide local authorities with a valuable educational that helps them to raise the environmental awareness and identify the environmental performance in their education centres.

Involvement GMI

The implementation of mobile recycling centres helps the project to evaluate the environmental performance of pupils and their families and to get statistical information about the acceptance of selective collection.

Stakeholders

The main stakeholder groups for this project would be:

 Public bodies (city halls, local and regional governments, etc.)

 Environmental organizations

 Environmental Activist Associations

 Waste management companies

 Educational organizations.

The mobile nature of this action leads to a consistently evolving activity, whereby communication between all stakeholders can have strong multiplier effects on the outcome of the project.

Problems to be solved (Current situation):

There are different applicable methods into selective collection, each municipality or region has the liberty to choose which is adequate to its needs.

The needs of specialists in the drop-off recycling centres, and specific types of vehicles.

Project aims/ impact:

The implementation of an mobile drop-off recycling centres for schools aims to:

-  Evaluate the environmental performance of the youngsters.
-  Improve the awareness about the importance of selective collection and its impact on day to day activities.
-  Reinforce participation of the youngest children in selective waste collection.

Expected barriers:

-  Having the necessary normative requirements that control the contractors.

Sustainable aspects:

The improvement of selective collection of fractions and containers (municipal waste) and raising the environmental awareness of the youngsters.

The main target of this program is making an educational tool available that allows local authorities and organizations to help the youngsters to understand the importance of selective collection and how recycling should be done.

2.3

RESOURCES – MATERIALS FOR IMPLEMENTATION

This section is a resource to help stakeholders in order to inform them about the existing services, the activity they can set up as regards to waste management initiatives.

GMI project aims to achieve a better balance regarding waste management. Thus, eco-responsible waste management activities were implemented for these projects.

Those activities guide you through the steps for adding, assigning, and managing resources in your project.

The objective is also to manage resources sustainably and to reduce negative environmental impacts, increase resource efficiency and reduce waste.

2.3.1

TRACKOE, THE TOOL FOR URBAN SERVICES: TABLET APPLICATION

Responsible:

OPTAE

Location of the practice:

Paris/ Lyon / Rennes, France

Program description:

Enhancing and optimizing the waste collection through a tablet application



Summary : Project idea

From the fields feedback about the waste collection, Optae decided to launch a mobile application for Android tablets, linked to Java EE server: “Trackoe, the tool for urban services”.

There are 3 ways to use the application, according to your needs :

 Urban cleanliness

 Waste collection

 Personalized forms.

For each app, the urban services operators can report the whole encountered situation into the application. They can also take pictures to have visual proof and help understand the real context.

Then the information is sent straight to the managers by Wi-Fi. In the dedicated server, the application highlights the key points to change or improve the situation. On the server graphical and cartographic analysis can be done on a selected area or many. Trackoe suggests solutions to optimize their tasks, adding different garbages according to selective collection, improving the security conditions for workers and citizens during the cleaning intervention etc.

Therefore the application simplifies the operator’s work and helps them as a real operational assistant. The collected data provide statistics so every user can find easy solutions to optimize the concerned technical device.

The application shows the long-term evolution of the waste collection area and improvements of citizens’ life quality.

Application Area:

Public places and establishments, residence waste collect rooms.

Inspiring Practices: Taking advantage of new technologies to simplify and improve the collect sorting and optimize garbage cans

The application is intended for local communities and operators in public services cleaning. Trackoe is made to measure the urban tidiness and compliance. For example, it reports all the operations led to encourage people to sort out their trash, to avoid throwing items in the wrong bin or leaving big items on the sidewalks.

Shared by/ Shared good practices:

Trackoe is a brand launched by Optae and already used to clean public areas by private and public companies. They provide enough data to optimize the waste management and the recycling. Optae aims to enhance the quality of the environment through innovative solutions such as Trackoe.

Inspired by the actual environment, the experts work hard to find solutions to optimize the cost, the time and the tools to improve it. They finally supervise the data on long-term and analyse it.

Trackoe has been built in order to be used by non-waste experts as well by waste experts.

It is an operational tool for urban cleanliness. It helps the users as a real assistant and the managers can use the collected data earlier than with usual method.

The urban services can choose 2 ways to analyse the environment:

 By walking down the streets and reporting the situation on Trackoe application, in waste collect zone, and ensure the operators and citizens safety during the operations.

 Make circular tours between streets and waste collection zones. As operators check-up complete quarters, the data is sent to their managers and the application system suggests solutions to optimize the waste collecting, in order to make it cleaner, safer and adapt to the needs of areas.

Then the operators can follow the improvement of each area.

Globally the Trackoe application aims to provide an improvement of signs to sort out the waste and change users habits.

Involvement GMI

The Trackoe initiative aims to give people new habits in recycling thanks to a better organization of waste collection areas. The application can be used in very different organizations, but still, provide comparable data. So that evolutions of waste collection areas on different, under GMI project, can be compared.

The application analysis, help maintain, adapt and optimize the needs of a population in a specific area. So the urban services adapt their work to the population needs. In this way sorting waste is easier to the population, and the quantities and the quality of the waste sorting are better.

Stakeholders

The Trackoe Project has been developed by Optae. The application is useful for many stakeholders, such as:

 Mayors and Public authorities:

 Urban services: CSR Officers, CSR Department, Logistics Department – deploying and managing the new waste treatment options

 Private: consulted in the purchasing/contracting for waste services

 Peers: consultation during elaboration and sharing experiences and practices.

Problems to be solved (Current situation):

There are a few current problems to be solved:

 Colours of bins for waste sorting out are not the same in France so people are lost about what bin for what kind of trash

 There is a lack in signs distinguishing each kind of waste.

Now that adapted waste management services exist, the next step is working on behavioural change. French students can be “bad recyclers” – thus the need to focus on awareness raising and creating new more “green habits”. Keeping in mind that every year new students are received, so awareness raising efforts need to be long-term. There is no “quick win”. In addition, the cleaning services, which traditionally do not recycle, need to be trained and motivated to do so.

Project aims/ impact:

-  To simplify the diagnostic of cleaning agents
-  To ensure a better monitoring and optimize the number of sorting bins
-  To improve the quality of inhabitants environment
-  To save money and time thanks to the digital method
-  To create new habits and behaviour changes in selective sorting out and waste recycling.

Expected barriers:

For a lot of people, sorting waste is not yet a natural thing. Almost 50% of people declared that they will recycle more if they were reminded. It is considered that having adapted collecting zones is one of the best ways to remind people to sort waste.

Trackoe has been created to help adapted collection zones, and to keep them attractive.

Sustainable aspects:

The aim is to encourage people to sort their waste and the most difficult is to start and create new good habits. So if signalling posts are more recognizable people will do it because it's easier.

As a result of these practices a more sustainable culture would have been created within the school and have trained future managers that will understand the importance and impact of waste management.

2.3.2

HANDEBOOK ON AGRO-FOOD GREEN PACKAGING: PROVIDE INFORMATION ABOUT INNOVATIVE “KEY ACTIONS”

Responsible:

ERVET (Italy)

Location of the practice:

France/Italy/Spain

Program description:

Communication activities to promote and support sustainable packaging



Summary: Project idea

This handeBook is designed to support companies and other actors interested in agrofood packaging sustainability, through setting up a simple and practical user manual, which is intended to provide information about “key actions” for green packaging innovation, case studies and contacts of “actors” that already performed activities on sustainable packaging. The activity is part of the PACMAN project (Promoting attractiveness, competitiveness and internationalisation of Agro-food Clusters of the Med Area – www.pacmanproject.eu) financed by the MED programme.

Application Area:

Packaging producers and users, food industry, research community, Training bodies, other supporting bodies from MED countries and at international level.

Inspiring Practices:

Pressure on packaging is not a new phenomenon, but has dramatically increased in the past few years. Consumers are becoming more responsible and calls for more ‘sustainable’ packaging.

Shared by/ Shared good practices:

Networking and territorial marketing activities have been used to involve companies in waste prevention stimulating them to act as “innovators” with respect to their level of sustainability.

Involvement GMI:

The actions proposed can be adopted in the MED countries and at international level, and stimulate the companies to improve their sustainability in terms of life cycle assessment (LCA) and their corporate social responsibility; since integrating environmental concerns in companies’ business operations is seen as a competitive opportunity for the firms themselves and for the local, regional and national economies.

Stakeholders:

The handeBook is aimed at improving and promoting food green packaging in the value chains across MED countries, by analysing the key actions and giving visibility to the key actors (food industry, research community, training bodies, and other supporting bodies) that have already performed activities on sustainable packaging. The handeBook capitalizes the experiences already carried out in Italy, France and Spain by sectorial organizations that support the food sustainable packaging. The partners involved are CRITT (FR), ERVET (IT), IMPIVA and Info Murcia (ES).

Problems to be solved (Current situation):

Packaging makes a valuable contribution to economic, environmental and social sustainability through protecting products, preventing waste, enabling efficient business conduct, and by providing consumers with the benefits of the products it contains. Packaging's contribution to economic, environmental and social sustainability can be illustrated by the fact that in developing countries the lack of packaging or inadequate packaging in distribution causes 30% to 50% of all food to decay before it reaches the consumer (source: FAO). In Western Europe, where food is efficiently packed, only 2% to 3% of produced food fails to reach the consumer (source: FAO).

Project aims/ impact:

The HandeBook is designed as a resource to help corporate decision makers form balanced and informed views about the role of packaging in sustainable development. Put into practice, it will help deliver tangible benefits: more efficiency, better cost control, and easier relationships with a multitude of stakeholders.

Expected barriers:

Not coordinated and harmonized initiatives by companies may result to undermine packaging's contribution to sustainable development.

Sustainable aspects:

The sustainability of the packaging is evaluated on the basis of its eco-efficiency, by referring to the following set of criteria/indicators: savings of raw material, reuse, use of recycled material, optimization of logistics, facilitation of recycling activities, simplification of the packaging system, other actions (e.g.: production processes, new materials, etc.), according to Directive 94/62/EC – Annex II. The prevention criteria adopted concern the whole Life Cycle of the products and involves Eco-design techniques. For each criterion, the authors figured out the specific competences of the regional community network and collected case studies on sustainable packaging innovation, promoted by users companies concerning the segment chosen by the project partners.



This introduction presents an overview of the project, outlines the objective of the guide for best practices, and descriptions of the 12 partner organisations involved.

In framework of the project “Green Med Initiative”, this guide for best practices aims to promote waste management and to sensitise the population on sustainable waste management practices.

The need for change is obvious, but impacting behaviours and practices take time. With this in mind, this guide for best practices helps stakeholders to determine the best ways to draw the public’s attention to waste management. It’s essential, to explain the results in environmental and economic terms. The projects mentioned demonstrate some key elements of waste management practices.

Awareness creation initiatives are often playful and educational resources that allow young children and adults to understand the importance of selective waste management and its direct impact on the environment and society. The idea is that citizens adopt environmentally sustainable practices and to educate people on new habits related to sorting and recycling.

Based on the nature of the target participants, the practices to be transferred are a playful resource which acts also as a dissemination action.

In order to develop and to identify the existing waste management and recycling policies and practices in the partner countries, all partners, in accordance with their areas of expertise, supported the identification of best practices and defined the content of this best practices guide.

This guide for best practices assists all the partners involved in GMI project during their awareness activities. The objective is to show how to implement an integrated waste management service and how to create effective services for the population in order to improve waste management in each territory.

In this sense, this guide for best practices demonstrates different solutions to garbage collection with direct and indirect benefits. For example, recycling represents a response to raw material shortages, especially for the countries of the southern Mediterranean. In addition, waste management contributes to economic development; and to jobs creation.

Those examples of waste collection also help local authorities to be more efficient by adapting and optimising the needs of the population in a specific area.

The aim is also to bring the countries of the North and South of the Mediterranean to reflect together on these issues and to exchange best practices in order to ensure a long-term development and to promote the Green Mediterranean Initiative.

The cross-border partnership aims to produce more effective action at a local level, but also to achieve a unified recycling program in several Mediterranean countries. In each territory, variations of the different proposed initiatives, in conjunction with a robust municipal plan for selective recycling could contribute to resource efficiency while helping to promote a market for the waste collected.

Table 1 Index - Application area

A

Awareness, 28, 51, 57

B

Business promotion, 60, 62

C

Charity, social volunteering work, 30, 37

Citizens health protection, 53

Communication, 42

E

Education, 16, 30, 51, 57, 60, 62

Energy Saving, 39

Environment, 16, 20, 28, 30, 34, 37, 42, 51, 53, 57, 60, 62

F

Food industry, 23, 69

L

Local authorities, administrations, 23, 40, 66

P

Packaging producers and users, 69

Plastic, bottle caps, 30

R

Recycling, 20, 28, 30, 45, 51

Research, 44, 69

S

Sanitation and flood protection, 40
Schools, 28, 48, 51, 57

T

Training, 51, 57, 69
Transport, 34

W

Waste management, 40, 42, 43, 59, 66
Water, 20, 40, 43



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