The use of Social Platforms as a part of a strategy for improving collection and recycling rates in local communities

Mavropoulou

Session X, “Waste management tools and strategies”
A modern city – challenges
"Improving the current SWM system"

Bringing innovation in **SWM** by adopting & integrating ICT technologies

Modernisation of the operation methods

Acquiring of a more sustainable model
Improving the waste collection process and increase recycling
ims of the project:
To demonstrate the potential of ICTs for optimising waste management.
To establish a way forward for the standard adoption of a more sustainable waste management model.
Improve of people’s quality of life
Reduce environmental impact comparing with current methodologies
Increase waste recycling level and citizens’ cooperation
Reduce investment and operational costs, noise and traffic problems
Pilot cities

**Hania**

- **156,000** inhabitants
- High amount of seasonal population
- Rear-loading containers for recyclable waste (glass, paper, packaging)

**Seville**

- **700,000** inhabitants
- 3 routes in the historic centre (Porvenir, San Pablo, Centro)
- Side-loading containers (glass)
- Underground containers (all fractions)
Benefits:

Knowledge of filled status of containers in real-time
Optimization of routes & fuel
Reduction in collection costs

- Fire alarms in real-time
- Better quality service & hygiene
- Decongestion of traffic
- Reduction of emissions
Social Platform

A system for collecting & managing information

- Informative
- Organization
- Financial
A powerful tool:

- Educational context
- Interactive
- Functional
Most importantly when involving citizens.
How to engage citizens?

Administrator of the platform should:

- Keep user’s interest undiminished
- Try constantly increase the users
- Evaluate platforms results
benefits for a local authority

- Favour proximity with citizens
- Encourage citizens’ participation
- Know the opinion of citizens in real-time
- Maximize the diffusion of political activity & favour transparency
- Reinforce the image of political commitment to social change
- Be a pioneer in the implementation of Open Government
The EWAS Social Platform
Users

Waste Managers

Waste personnel (ex. drivers)

Know the condition of bins in real time
manage better collection

User/Citizens

Registered users

Unregistered users

Get informed & interact with waste management authority
perform better recycling
Main targets for citizens

Provide information

EWAS

Advices about recycling

Knowhow about waste management practices in their city

Interact

Reporting of incidences regarding the condition of the bins

Commenting about other collection issues
Informing Citizens about

- **Waste collected** per hour
- **Fuel consumed** by the collection trucks per ton of waste
- **CO₂ emitted** by the collection trucks per ton of waste
- **Cost of waste collection** per ton of waste collected & per inhabitant served
- **Average filling level** of containers collected
- **Distance travelled** by the collection trucks per ton of waste collected, the total distance
I Want To Recycle

Why Recycling is Important

Where to Recycle?

Did You Know?

Improve Your Recycling!
Why Recycling is Important?

- Protects the Environment
- Reduces Global Warming
- Conserves Natural Resources
- Saves Energy
- Reduces Amounts of Waste to Landfills
- Saves Money
- Brings Different Groups & Communities Together
- Creates Job Opportunities
Where To Recycle?

SEARCH

Agricultural waste
Animal by-products
Biodegradable waste
Biomedical waste
Bulky waste
Business waste
Chemical waste
Clinical waste
Coffee wastewater
Commercial waste
Composite waste
Construction and demolition waste
Consumable waste
Improve Your Recycling

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1: SELECT A CONTAINER

2: SUBMIT AN ISSUE

OTHER/COMMENTS:
Aenean eu leo quam. Pellentesque ornare.
Already many Social Platforms exist.
Καλωσήρθατε στο Gre-cycle

Το GRE-cycle αποτελεί τη νέα εξειδικευμένη πλατφόρμα του Ελληνικού Οργανισμού Ανακύκλωσης (Ε.Ο.ΑΝ) η οποία επιτρέπει στους πολίτες να ενημερώνονται άμεσα, εύκολα και υπεύθυνα για συγκεκριμένα θέματα ανακύκλωσης.

Η εφαρμογή είναι διαθέσιμη δωρεάν για τους χρήστες έξυπνων κινητών τηλεφώνων, μέσω του Apple Store και Google Play.
Mobile app


• Find which system is responsible for every stream
• Find the closest collection point for every stream
• Report problems related to recycling
Thank you for your attention

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