

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

Mavropoulou

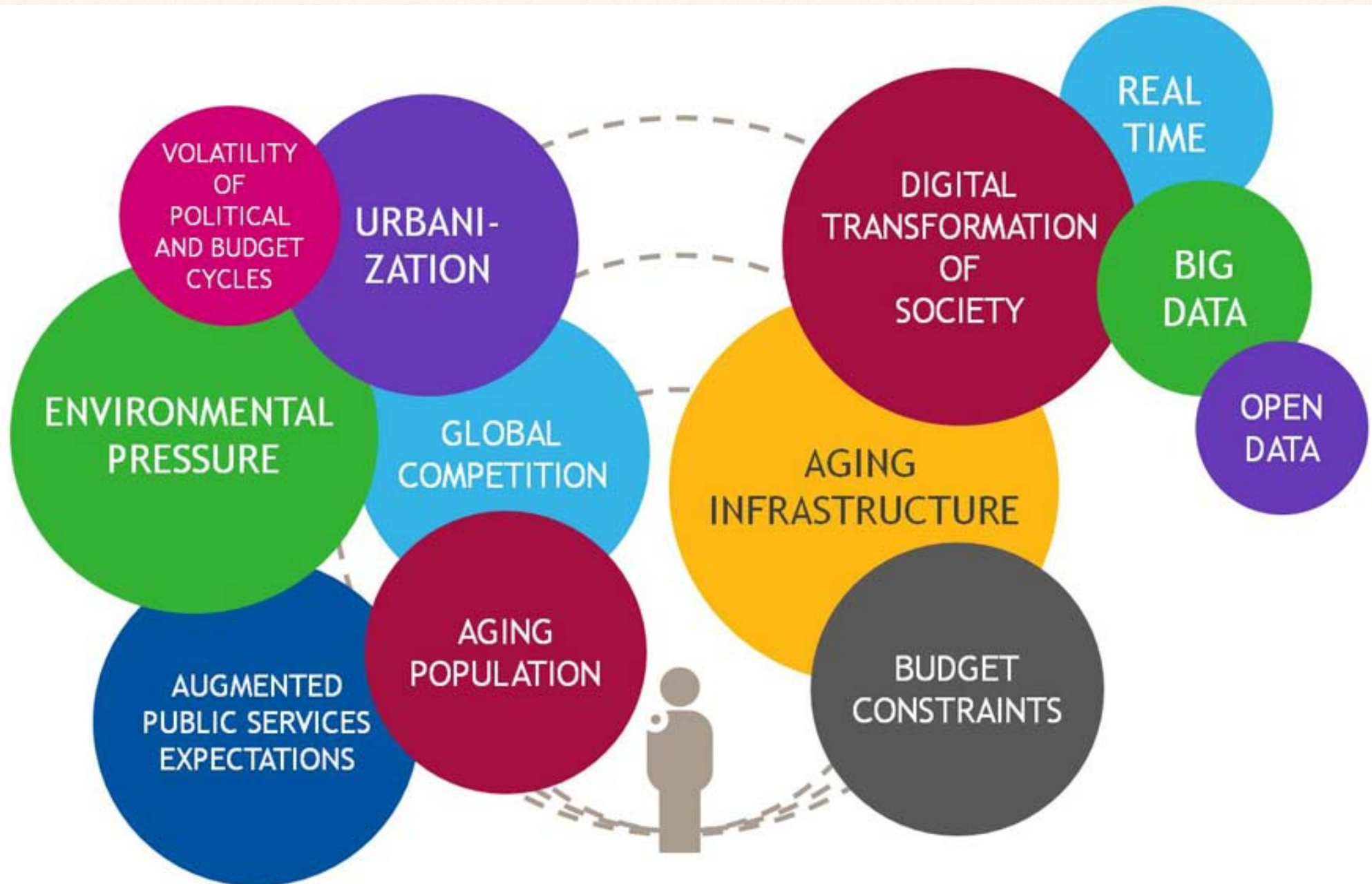
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Waste Management Consultant



Session X, "Waste management tools and methods"

24

A modern city – challenges



Smart city



“Improving the current *SWM* system”

Acquiring of a more sustainable model

Modernisation of the operation methods



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

improving or waste collection process and increase recycling



COSTS





July 2014 - March 2017

www.life-ewas.eu



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



Wellness Telecom

Pilot cities

Mania

156.000 inhabitants

High amount of seasonal population

Rear-loading containers for recyclable waste (glass, paper, packaging)



Seville

700.000 inhabitants

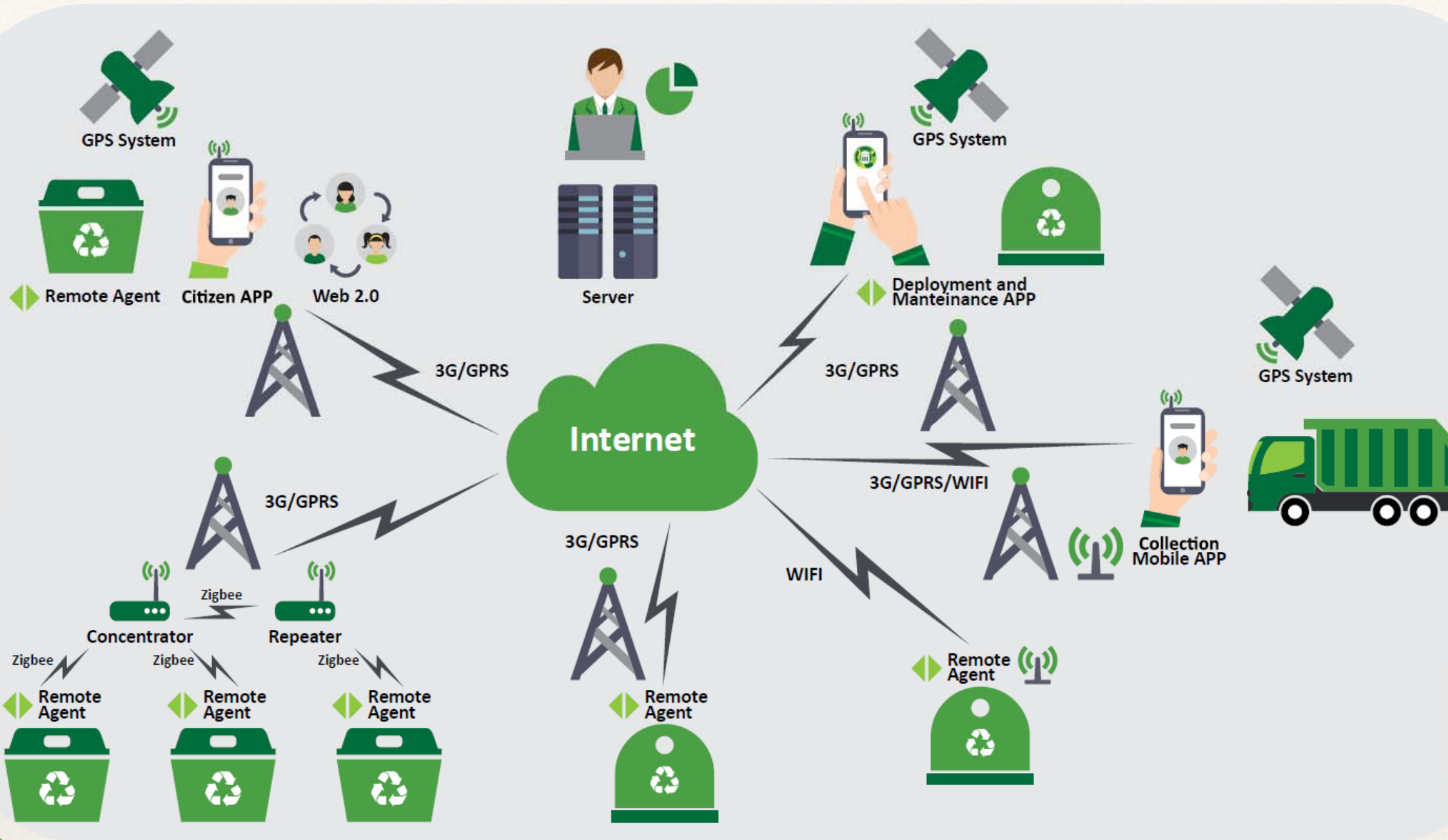
3 routes in the historic centre (Porvenir, San Pablo, Centro)

Side-loading containers (glass)

Underground containers (all fractions)



HOW IT WORKS.





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**

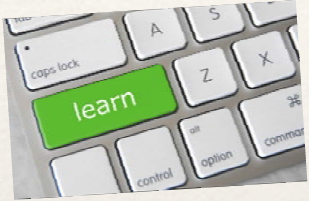
Social Platform

A system for collecting & managing informatio

- Informative
- Organization
- Financial



hen:



Educational context



Interactive



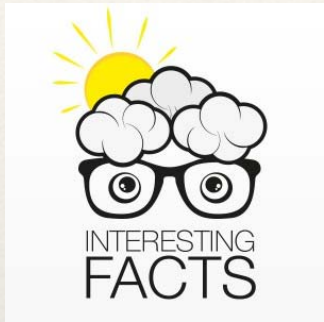
Functional



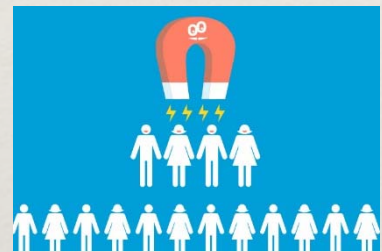
Most importantly when
Involving citizens

How to engage citizens?

Administrator of the platform should:



Keep user's interest undiminished



Try constantly increase the users



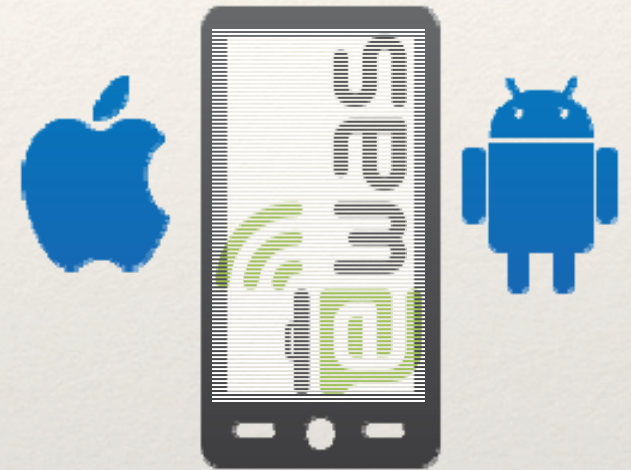
Evaluate platforms results



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

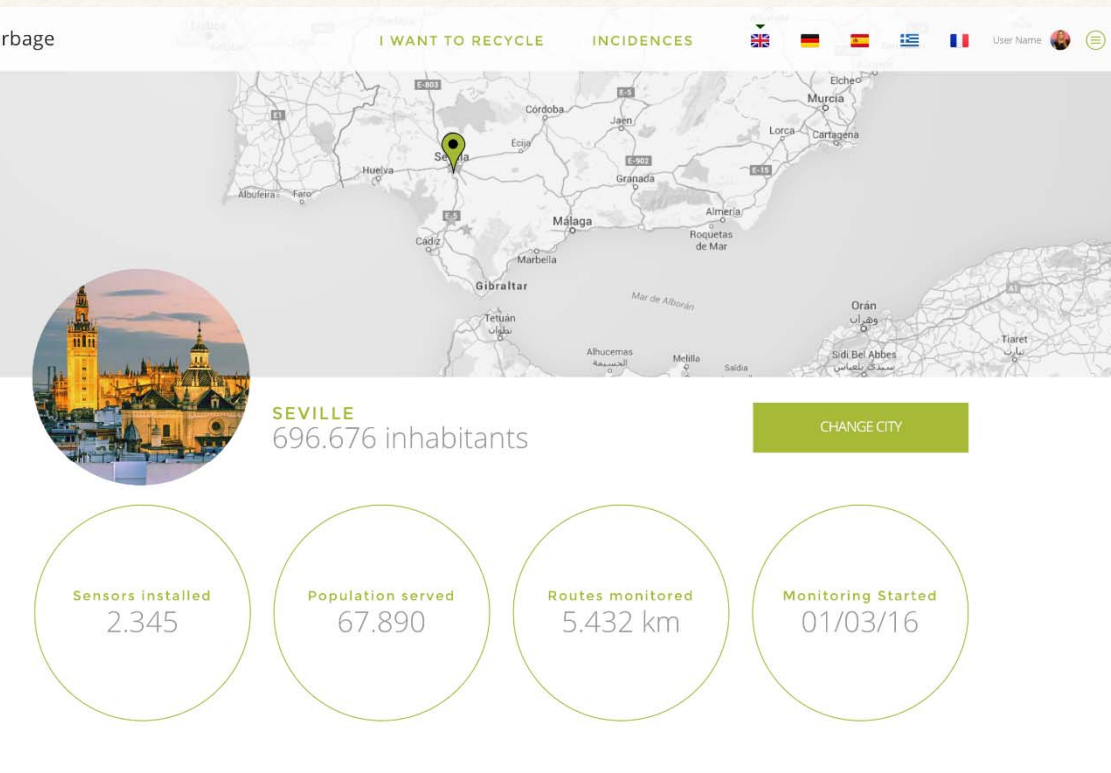
Knowhow about waste management practices in their city

Interact

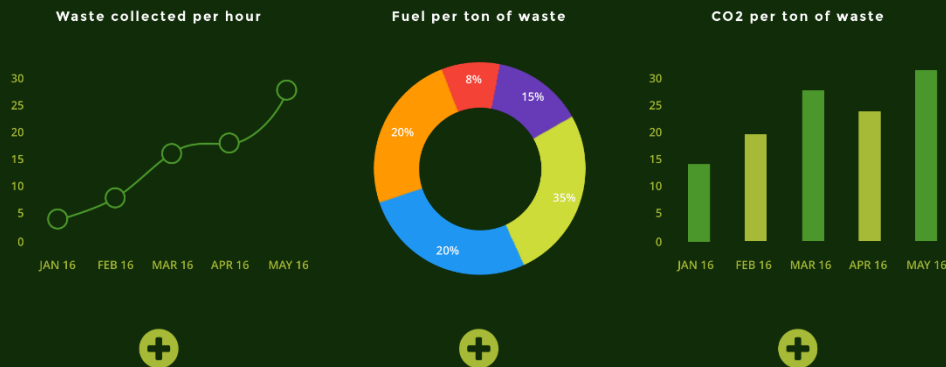
Reporting of incidences regarding the condition of the bins

Commenting about other collection issues

Statistics



Main Performance Indicators



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 OK

- 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



Where To Recycle?



SEARCH

OK

Vestibulum Vulputate Ultricies



SOLLICITUDIN
NIBH INCEPTOS

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CRAS
VESTIBULUM

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CURSUS
FRINGILLA

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TRISTIQUE
MOLLIS PORTA

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Improve Your Recycling



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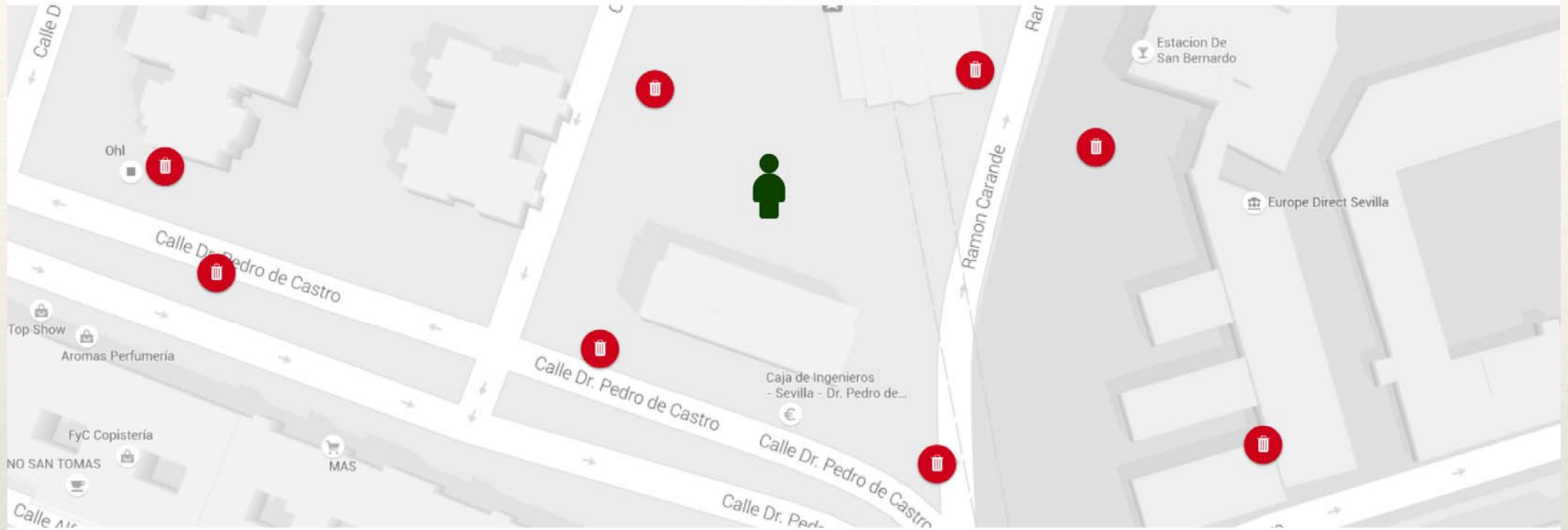


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Something to Inform?

1: SELECT A CONTAINER



2: SUBMIT AN ISSUE

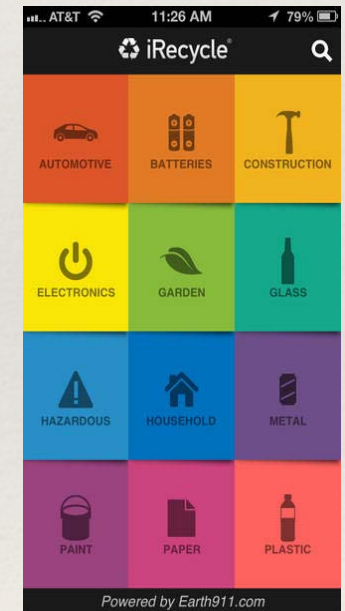
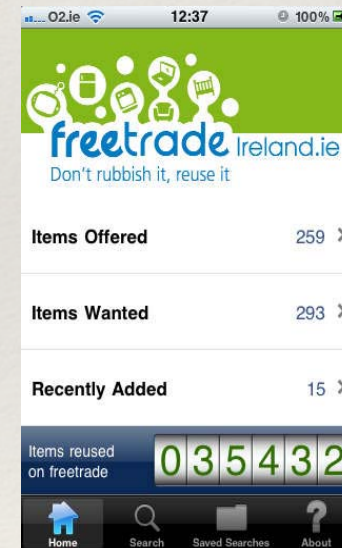
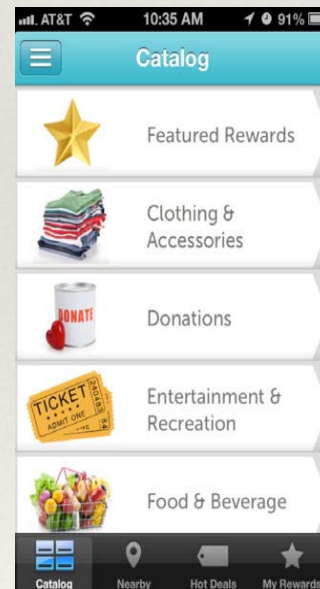
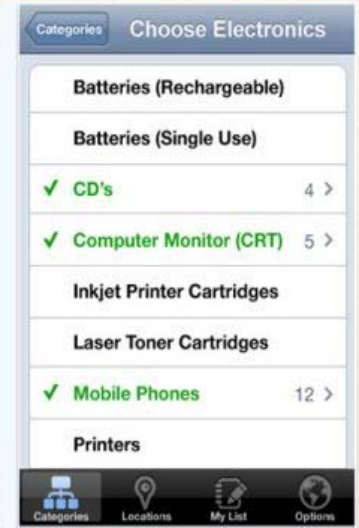
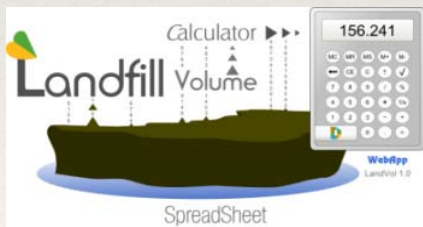


OTHER/COMMENTS:

Aenean eu leo quam. Pellentesque ornare.

SEND

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.

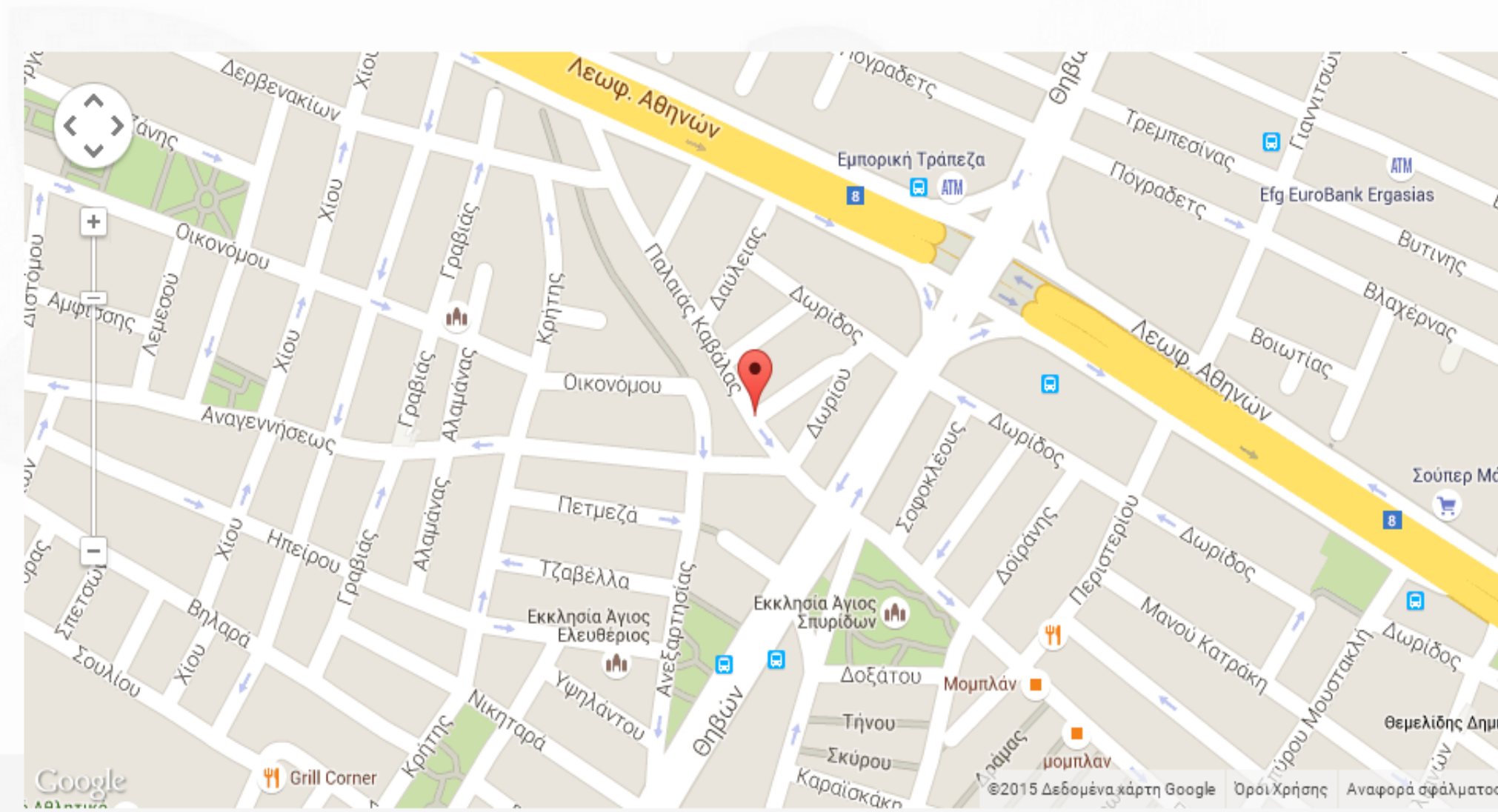
Η εφαρμογή είναι διαθέσιμη δωρεάν για τους χρήστες έξυπνων κινητών τηλεφώνων, μέσω του **Apple Store** και **Google Play**



OR



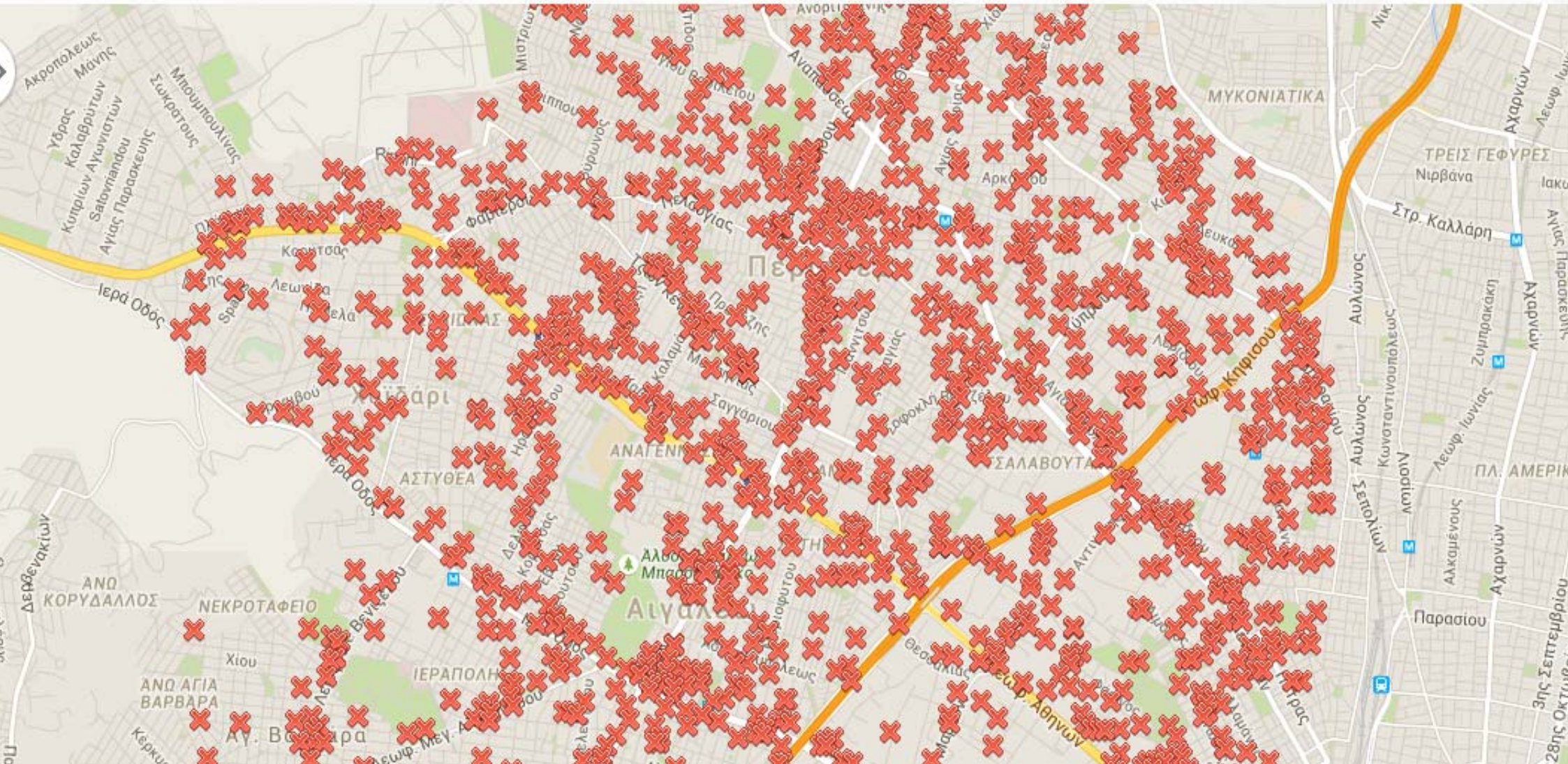
Πιέστε Περιοχή Αναζήτησης (στακινώντας Την κκινη Καρφίτσα)



All

ση Σε Ακτίνα

📍 Αναζήτηση +



Mobile app



Why – What – Where – Who

- 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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