

Smart Recycling & Rewarding Platform for Schools

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The online platform followgreen.gr is a digital application for “smart” cities and communities bringing together Municipalities, citizens, local businesses and schools in order to boost recycling.

On the platform, the citizens i.e. users earn points by being educated on environmental issues and by certifying their recycling activities. They can then redeem their points for discounts in local shops. It is thus a rewarding scheme for citizens who recycle!

The Platform supports Student Recycling Competitions to raise awareness and reward the School Community on Recycling.

The platform addresses Greek Municipalities and till today ten Municipalities are actively involved, including the Municipalities of Pallini, Vrilissia, Loutraki, Ioanniton, Peristeri, Kropia, Zitsa, Ampelokipi-Menemeni, Pilea – Chortiati and Arta.

Objectives of the application

- It provides Municipalities with a contemporary digital tool to reward citizens who promote recycling, through local market discounts.
- In a simple and entertaining way, citizens get educated on recycling and learn how to recycle in practice.
- The schools obtain a key role in Municipality’s recycling.
- The local market is strengthened and businesses get free of charge advertising.

Brief description of the platform

Followgreen functions include the following:

1. **Create a user account on followgreen.gr**, by adding your home address. You should belong to a Municipality which co-operates with Followgreen, in order to register.
2. **Earn points by reading articles, doing quiz and watching videos** related to recycling and environmental protection in general.
3. **Earn points by declaring the recycling you do in your Municipality** either through the recycling coupon (e.g. when you deliver an item to the Social Infrastructures) either through a recycling reminder form. More specifically, rewarding coupons are provided to citizens when they deliver old items (e.g. books, clothes, furniture, toys, etc.) for reuse or recycling to dedicated areas indicated by the Municipality. By entering the unique code (written on the coupon) on the platform, the user can earn 150 points.

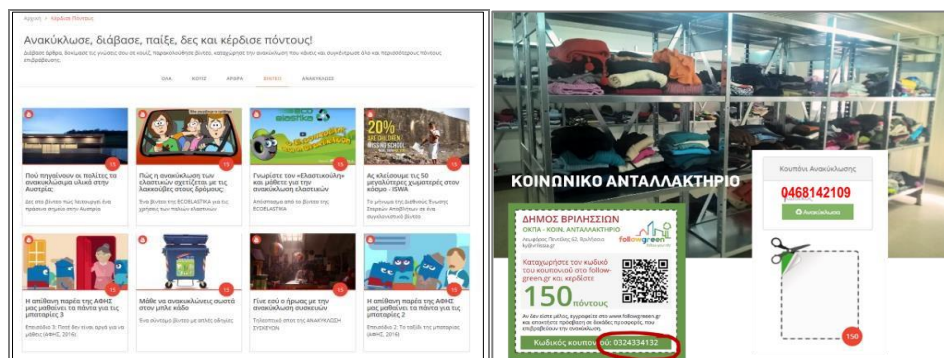


Figure 1: Earn point page (left) & recycling coupon (right)

4. **Redeem points for discounts in local shops** (the shops have to operate within the Municipality) **or municipal services** (athletic and cultural activities, summer camps, etc.).

5. **Donate points to schools in order to support them in recycling activities.** Usually these activities concern competitions for recycling (paper, metals, plastic, WEEE, batteries, etc.) taken place in a certain time period for all schools in the Municipality.

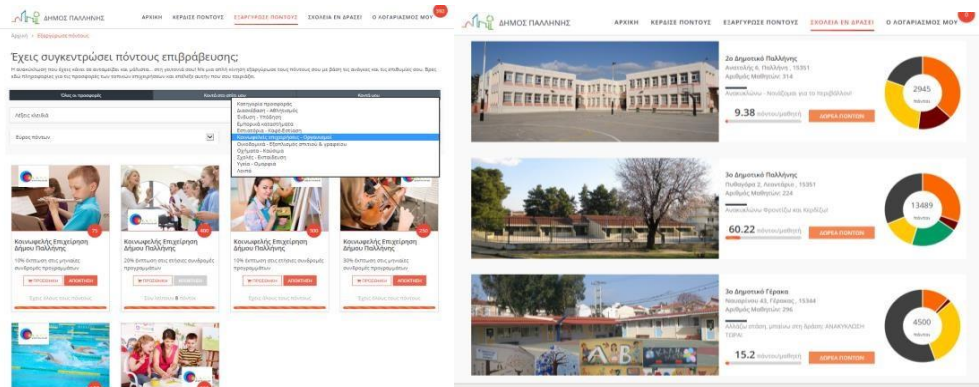


Figure 2: Redeem points page (left) & School competition platform (right)

Initial results

Municipality of Pallini (from November 2016)

- 2.130 members, 60 local shops, 1.035 offers redemption \approx 90.000 points and \approx 55.500 points donated to schools
- **School Recycling Competition** implemented in 35 schools, with 4.800 students and 250 teachers in collaboration with the Primary Education Department of East Attica, - during a ninth month period – following materials were collected: 18.949 kg of paper, 6.077 kg of plastic, 622 kg of aluminum, 727 kg of batteries, 700 kg of olive oil and 4.201 kg of electrical and electronic devices.
- **Environmental School Painting Competition «Follow Green Action»** where 13 secondary schools of the Municipality participated, with 39 groups of students. Through the platform, all student drafts were posted anonymously and a public vote took place for the best proposal. The 39 painted bins of the students were placed in central areas of the Municipality.



Figure 3: Painted bin (left) & Followgreen page illustrating schools' posts for online voting (right)

- **Short video/ animation competition** is scheduled to take place, similarly to «Follow Green Action», in collaboration with Pallini Municipality's Cultural and Environmental Sports Enterprise. Through the platform, a public vote took place for the best proposal.

Municipality of Vrilissia (from March 2017)

- 656 members, 30 local shops, 400 offers redemption \approx 8.000 points
- **School Recycling Competition** was implemented in 14 schools, with 2950 students in collaboration with the paper recycling program of Solid Waste Management Organization of Attica and the Region of Attica. In total, approximately 9,400 kg of recyclable materials (paper, batteries and appliances) were collected.
- **New school recycling competition** is scheduled for the current school year 2018-2019, in collaboration with all schools of Primary and Secondary Education.

Followgreen is a new service for smart cities in the European market, introducing innovative elements both in the field of recyclable recycling and awareness of the citizens.