

Good Practice in Selective Collection of Waste in IBIZA

| Nº. | Section | Description |
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| 0. | Title of the practice | Awareness campaigns on selective collection |
| 1. | Photograph |  <p>Awareness campaigns in social networks (schedule and waste fractions)</p>  <p>Specific awareness campaign for business sector</p> |

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| | | <p>SERVEI DE RECOLLIDA DE RESIDUS PER A VEÏNAT SERVICIO DE RECOGIDA DE RESIDUOS PARA EL VECINDARIO RECYCLING TIPS</p> <p>BLAU / AZUL / BLUE PAPER I CARTÓ / PAPI Y CARTÓN / PAPER AND CARDBOARD HORARI / HORARIO / SCHEDULE: tot el dia / todo el día / all day round El cartó ha d'estar plegat. El cartó floc que està plegat. Descoment molt les arrels.</p> <p>VERD / VERDE / GREEN VÍDRIU / VIDRIO / GLASS AND CRYTAL HORARI / HORARIO / SCHEDULE: de 8h a 22h / from 8 a.m. to 22 Què es pot depositar a aquest container? ¿Qué se puede depositar en este contenedor? What can be deposited here?</p> <p>GROC / AMARILLO / YELLOW ENLLETRAT / ENLLETRADO / PLASTIC BOTTLES AND CANS HORARI / HORARIO / SCHEDULE: tot el dia / todo el día / all day round Què es pot depositar a aquest container? ¿Qué se puede depositar en este contenedor? What can be deposited here?</p> <p>GRIS / GRIS / GREY RESTAUS / RESIDUO / WASTE AND MIXTURE HORARI / HORARIO / SCHEDULE: de 20h a 23h / from 20 to 23h Acabem cada dia abans de depositar en bona tancada. Faltos nos días antes de depositar en una buena tancada. These containers should be placed in the evening hours.</p> <p>Abans de reciclar el container o abans de reciclar els residus, escriu o crida al 902 200 218 per ajuda. Antes de reciclar el contenedor o antes de reciclar los residuos, llama al 902 200 218 por ayuda. Before disposing of the container or before disposing of the waste, call 902 200 218 for help.</p> <p>Torna't amb les Cèl·lules de Recollida de Residus i més! Més informació a través del nostre servei d'atenció al client a través de les Cèl·lules de Residus i més! Més informació a través del nostre servei d'atenció al client a través de les Cèl·lules de Residus i més! Torna't amb las Células de Recogida de Residuos ¡y más! Más información a través del nuestro servicio al cliente a través de las Células de Residuos ¡y más! Más información a través del nuestro servicio al cliente a través de las Células de Residuos ¡y más!</p> <p>Be responsible, respect the law, help protect the environment and be a good citizen. Se responsable, respeta la ley, ayuda a proteger el medio ambiente y sé un buen ciudadano. Be responsible, respect the law, help protect the environment and be a good citizen. Se responsable, respeta la ley, ayuda a proteger el medio ambiente y sé un buen ciudadano.</p> <p>El no complir amb les normes pot comportar sancions de fins a 30000 euros. El no cumplimiento de las normas puede comportar sanciones de hasta 30000 euros. The non-compliance may incur sanctions up to 30,000 euros.</p> <p>Crèdit per la nostra col·laboració i gràcies per haver-nos ajudat! / Thanks for your cooperation!</p> <p>És ca teua. Eivissa metal. Valoriza.</p> |
| 2. | Proposers | Municipality of Ibiza |
| 3. | Contacts | Ibiza Municipal Environment Department, mediambient@eivissa.es Ibiza Municipal Communication Department, comunicacio@eivissa.es |
| 4. | Useful links | http://www.eivissa.es/ (only spanish and catalan) https://es-es.facebook.com/AjuntamentEivissa |
| 5. | Start date | Summer 2016 |
| 6. | Activities' state of the art | On-going |
| 7. | Location | Municipality of Ibiza |
| 8. | Inhabitants in the area | 1487 inhabitants in La Marina and Dalt Vila (this good practice is extensive to the entire municipality) |
| 9. | Description of the practice | |
| | <i>Origin:</i> | Residents, tourists and an important business sector with a high turnover of owners and employees from one season to the next, coexist in the Heritage area. The lack of information causes non-compliance with waste regulations, problems in waste collection and an overall bad image of the heritage area. |

Specific awareness campaign for neighbours

For a long time the town hall has distributed letters informing about the waste regulations to the business in the neighbourhood of La Marina. The letters were extensive and usually the business sector didn't pay too much attention to them. The economic resources of the town hall for awareness campaigns were limited.

Development and Timescale:

In June 2016 Ibiza renewed its waste collection service. An external company provides this new waste collections service. Part of the company's fees (0,4%) has to be allotted to awareness campaigns.

In summer 2016 a corporate image was designed for all the awareness campaigns with the objective that they would be very visual and easy to understand.

The first campaign was directed to social networks. It consists in short messages about good practices in waste collection and keeping clean roads and beaches.

In September 2016 specific brochures were edited for the business sector. Environmental educators distribute and explain them.

In May 2017 specific posters for neighbours have been edited, to be installed in the common areas of buildings. The town hall has contracted a social insertion company to put these posters up.

The business awareness campaign continues this year too.

Actors involved:

- Ibiza Municipal Environment Department
- Ibiza Municipal Communication Department
- Waste Collection Company (Valoriza Servicios Medioambientales S.A.)

Legal framework:

There is no legal framework of application

Financial framework:

The awareness campaigns are financed with part of the remuneration of the municipality waste collection company, approximately 20.000€ year.

Degree of implementation:

The awareness campaigns are designed for the entire municipality: neighbours and business sector. During the winter season the campaigns are directed to the neighbours and business sector that is open all year. Early season the campaigns are directed to the neighbours that come to the municipality on holidays or second residence and to the business sector that only open during the tourist season.

The aim, every year, is to reach the totality of the business sector and as many neighbours as possible.

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| 10. | <p>Results</p> <p><u>Proven results:</u></p> <p>The awareness campaigns are designed for the entire municipality, so it is not possible to extract the results for the heritage area. However, as the heritage area is more compact than the rest of the municipality every year can be visited almost the 100% of the business sector.</p> <p><u>Possible success factors:</u></p> <p>The information is communicated through shorts and clear messages and visual language have an important paper in the awareness campaigns.</p> <p>The information is specific and different for business sector or neighbours.</p> <p>The awareness campaigns are designed in different languages due to in the heritage area lives and work several foreign people.</p> <p>The awareness campaigns are repeated every year.</p> <p><u>Main difficulties encountered:</u></p> <p>In La Marina there is an important turnover of commercial and restoration owners and employees from season to season. Also several neighbours change from season to season.</p> <p>The lack of space at the premises makes stocking waste and respecting schedules difficult.</p> <p>Most of the businesses are open only during the tourist season and in this season they are too busy to pay attention to the environmental educators or to the brochures.</p> | |
| 11. | <p>Main lessons learnt from the practice</p> | <p>The best time to start the awareness campaigns is at the start of season when businesses and neighbours are less busy.</p> <p>The messages have to be short, easy to understand and visual. It is better if they are in different languages (minimum English) to reach as many people as possible.</p> <p>The awareness campaigns have to be complemented with police control.</p> |
| 12. | <p>Additional information</p> | <p>Not applicable.</p> |