

**Good Practice in Waste Minimization in Heritage City Centres**

Nº	Description	
0.	Title of the practice	Dzielnica Wisła (the Vistula District)
1.	Photograph	



2.	<b>Proposers</b>	John Pitcher (Advertising Agency)
3.	<b>Contacts</b>	Agata Zambrowicz, <a href="mailto:agata.zambrowicz@johnpitcher.pl">agata.zambrowicz@johnpitcher.pl</a> , +48 692 478 090
4.	<b>Useful links</b>	<a href="http://johnpitcher.pl/dzielnica-wisla-2016/">http://johnpitcher.pl/dzielnica-wisla-2016/</a> <a href="https://www.facebook.com/dzielnicawislapl/">https://www.facebook.com/dzielnicawislapl/</a>
5.	<b>Start date</b>	December 2015
6.	<b>Activities' state of the art</b>	Ongoing
7.	<b>Location</b>	Poland, Warsaw
8.	<b>Inhabitants in the area</b>	1 758 000 inhabitants of Warsaw
9.	<b>Description of the practice</b>	
	<p><u>Origin:</u></p> <ol style="list-style-type: none"> <li>1. Vistula bank is a new trendy place in Warsaw. For many years it was not so popular and it was rather dodgy place. For the last few years, the Vistula bank in Warsaw changed its image and now is a vibrant place where young people like to spend their free time: summer fun, culture, art, sport, music, dancing, alcohol, parties...Unfortunately the area is covered with waste after weekend nights.</li> <li>2. The Vistula river is divided between a few districts of Warsaw, so there is no one main mayor of this area. People do not care about it because in their minds it is a nobody's land. It is a place, where freedom is close to anarchy.</li> <li>3. That is why the idea appeared – it was needed to set up the Vistula District, where all the people need to be the mayors and take care of the space.</li> </ol> <p><u>Development and Timescale:</u></p> <p>Vistula District was set up in 2015. Social media communication was run and functioned through all year. Main activities take place in the summer. There have already been 3 summer seasons of the project. The project was built on: EDUCATION &amp; REWORDING, DIALOUGE &amp; PARTNERSHIP, PROMOTION:</p> <p>Main activities:</p> <ul style="list-style-type: none"> <li>• <b>EDUCATION</b> –Educators are giving away waste bags and pocket ashtrays; The idea was to give people A useful tool for keeping the place clean. Educators handed bags and ashtrays and introduced them to people of the Vistula District idea.</li> <li>• <b>REWORDING</b>–2 waste exchange points were built. People could exchange their wastes for useful prizes (drinking water, plants, taxi vouchers, boats vouchers, mosquito spray, firewood) there; The idea was to give a reward in order to strengthen positive attitudes.</li> <li>• <b>PARTNERSHIP</b> – We were working with all the stakeholders – boaters, local business, local ngo; Everybody could participate, everybody was a part of the project;</li> <li>• <b>DIALOUGE</b>–the Vistula District office – there was created a place, where everybody could find out more about all the activities in the Vistula District; people also could bring their own ideas for the area;</li> <li>• <b>PROMOTION</b>–Communication and promotion - PR, Social Media, Viral video, Cultural Festival, Ambient, cooperation with independent artists – video art. We ran a facebook communication through the project, produced a viral video about Wisław – a Super Hero who</li> </ul>	

	<p>looks after the Vistula District; The second viral video was produced by the independent artist who supported the message of the campaign; We set up the Vistula District eco Festival –eco event, which took one week. It included concerts, workshops, meetings, exhibition, cruises, etc. Old bins were upcycled and put at the area.</p> <p><u>Factors involved:</u></p> <ul style="list-style-type: none"> <li>• Warsaw City Council – principal,</li> <li>• John Pitcher – Creative agency – originator&amp; coordinator;</li> <li>• Ngo – partners of the project (Educators, Eco Festival, bins upcycling project)</li> <li>• Boaters – stakeholders</li> <li>• Small local business(clubs and restaurants at river banks) – stakeholders</li> <li>• Big business – (Danone, Innogy, myTaxi) - sponsors</li> </ul> <p><u>Legal framework:</u></p> <p>Project is run by a Warsaw City Council.</p> <p>Every year they announce unlimited tender to choose a coordinator. The first and the second editions were coordinated by John Pitcher agency.</p> <p><u>Financial framework:</u> (activities´ cost, activities´ revenues (if any), model/s of financing used)</p> <p>2016 budget = 77 846,17 EUR</p> <p><u>Use degree: (%) or number of users (if possible):</u></p> <p>1 758 000 inhabitants of Warsaw</p>
<b>10.</b>	<b>Results</b>
	<p><u>Proven results (through indicators):</u></p> <ul style="list-style-type: none"> <li>• Over 320 nationwide and regional media publications of the campaign,</li> <li>• Publication expenditure and Unique User 115 969 040 (increase by 100% compared to the first edition)</li> <li>• AVE: PLN 256 354 EURO</li> <li>• Daily communication on Facebook reached 67 457 people and involved 24705 of them.</li> <li>• The movie "With the camera among the waste" has been watched over 2400000 times; The film "Wisław" have had over 602000 views</li> <li>• 1800 pieces of waste was exchanged daily, in total, over 25,000 pieces of waste was exchanged</li> <li>• 10,000 ashtrays were distributed, over 15,000 waste bags were distributed</li> </ul> <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> <li>• Increased awareness;</li> <li>• People take care more about common space, change of social attitude – people react to littering;</li> <li>• “No littering” trend;</li> </ul>

	<ul style="list-style-type: none"> <li>Eco awareness;</li> <li>Decrease of the amount of waste;</li> </ul> <p><u>Main difficulties encountered:</u></p> <ul style="list-style-type: none"> <li>A number of litter bins – even though there were a lot of bins, people would always say “there is not enough bins”. The difficulties were in people’s heads. Our challenge was to learn them that it is not about the bins, they can always take away their waste with them, or take it to the nearest bin.</li> <li>Cooperation with a waste disposal company - Due to local regulation it was impossible to take a private company - it was needed to use a company contracted by the city. When the city signed a contract with them, they did not take our project as a part of their service. So when the company was told to collect extra wastes from our exchange points, they often forgot about it. Also - they did not report to us, so communication difficulties appeared.</li> <li>Cooperation with bars and clubs representatives, who were focused on their own business;</li> </ul>	
11.	<b>Main lessons learnt from the practice</b>	<ol style="list-style-type: none"> <li>A change of social attitude needs time;</li> <li>Infrastructure first –there was no point to take any actions without litter bins in the area;</li> <li>Combining all interests and visions (boaters, ecologists, owners of nightclubs, authorities) is a great challenge but it must be done;</li> <li>The project is effective when it is focused on education and promotion cases;</li> </ol>
12.	<b>Additional information</b>	<a href="http://johnpitcher.pl/dzielnica-wisla-2016/">http://johnpitcher.pl/dzielnica-wisla-2016/</a> <a href="https://www.youtube.com/watch?v=CKGWMiM75EI">https://www.youtube.com/watch?v=CKGWMiM75EI</a> <a href="https://www.youtube.com/watch?v=rsl0uThh8LQ">https://www.youtube.com/watch?v=rsl0uThh8LQ</a>