



WINPOL
Interreg Europe



European Union
European Regional
Development Fund

URBANREC

Civic Amenity Site “Customer Portal”

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IMOG

Intermunicipal public organisation for
household waste management



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Thematic Seminar 1

“Use of Information & Data in the waste field”



Description:

- **Problem addressed**
 - ~16 % of waste at CAS = mixed bulky waste = most difficult to recycle
 - Importance of avoiding waste
 - Importance of good sorting = good quality for recycling

- **Context where the practice was introduced**
 - Imog region: 11 municipalities, >230.000 inhabitants
 - 16 city amenity sites managed by Imog and municipalities
 - “The polluter pays” principle



Description:

■ Objective

- Increase the amount of bulky waste suitable for recycling
- Development of an innovative data collection system on recycling patterns
- Collection of data at civic amenity site
- Based on collected data development of
 - Awareness raising actions
 - Educational programs
- Input for revision of current waste/recycling policies



Description: The polluter pays principle

- **Price depends on**
 - amount
 - type of waste



- **Imog: 4 different tariffs (DIFTAR) at the CAS**

free of charge	0,02€/kg	
0,07€/kg	0,20€/kg	=> BULKY WASTE

90% of the recyclable materials is collected at the CAS
Network of 16 recycling yards (1 per 10.000 inhabitants)

- **Sorting**
 - Source separation: many people = many hands!
 - Well accepted by citizens
 - Good quality and quantities



Description:

Customer portal

**Innovative data
collection
system**

Future:
Front-end
application



Description:



B :	1990,00 kg
T :	1840,00 kg
N :	150,00 kg
Normaal te betalen :	7,50 euro
Recycleerbaar	
oud tegoed :	0 kg
nieuw tegoed :	0 kg
Gratis :	0 kg
Bedrag :	150 kg x 0,05 = 7,50 euro



Description:

Possibility to add specific messages at the **container**



Possibility to add specific messages at the **ticket**

B :	1990,00 kg	
T :	1840,00 kg	
N :	150,00 kg	
Normaal te betalen :		7,50 euro
Recycleerbaar		
oud tegoed :	0 kg	
nieuw tegoed :	0 kg	
Gratis :	0 kg	
Bedrag :	150 kg x 0,05 =	7,50 eu



Description:

- **Options for the future**
 - Positive tariff / Bonus points
 - Rewarding citizens for bringing valuable streams or critical streams to the CAS
 - Steering waste/re-use behavior
 - Increased service to citizens
 - History of visits and brought fractions
 - Remaining amounts free of charge
 - And more...



Implementation:

- **Timescale**
 - Development time 12 months
- Resources needed
 - € 160.000 for materials
 - € 40.000 for personnel costs (IT-expert)
 - Funded by URBANREC (*H2020, grant agreement N° 690103*)
- **Stakeholders involved**
 - Imog, citizens



Evidence of success:

■ Results achieved

- Implementation October 2018
- Data collection started
- Summer 2019: development awareness raising actions and educational programs

■ Potential

- Enable targeted communication based on recycling patterns
- Testing pilot actions, e.g. positive tariffing
- Providing valuable input for current policy



Lessons learned:

- **Key success factors**
 - Easier access for the citizens, only 1 card (eID)
 - Lesser steps between releasing fractions
 - Clearer information on screens at weighing bridge
- Data about CAS users linked to the waste fractions they bring
- Possibilities to communicate / educate specific user groups
- Possibilities for municipalities to make objective policy decisions for waste management actions



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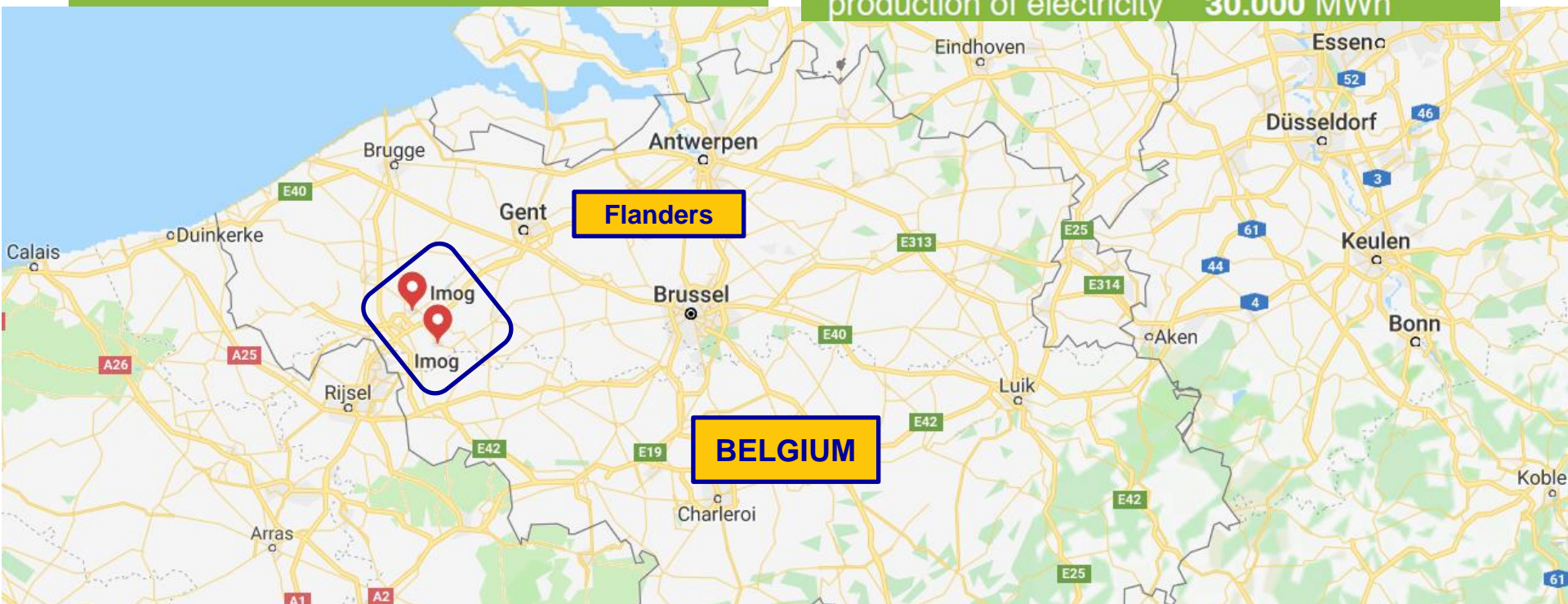
Quick overview

inhabitants	more than 230.000
11 municipalities	397 km²
employees	more than 160
volunteers	more than 200

Mass Balance (tons/year)

incineration of residual waste	65.000 T
sorting packaging material	4.000 T
sorting paper & cardboard	18.000 T
glass collection	8.000 T
composting green waste	26.000 T

production of electricity **30.000 MWh**





Plant Harelbeke

- headquarters, competence center C²
- incineration of residual waste with energy recovery
- sorting center for packaging materials, p&c en plastics
- recycling point for commercial waste
- district heating
- Installation for CNG (compressed natural gas)



Plant Moen

- landfilling cat. 2 with installation for gas valorisation
- 1,5 ha. solar panels en natural water purification
- composting, sorting center for bulky waste and wood
- material and biomass center
- lagooning of underwater soil
- hazardous waste and WEEE-clustering,
- quayside for water transport



Selective collection

- 16 civic amenity sites
- kerbside collection for residual waste, pmd, p&c
- collection on demand for green waste, asbestos, bulky waste, 17.500 garden waste containers, ...
- 300 glass containers
- reverse logistics



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Thank you!

Questions welcome



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