



**WINPOL**  
Interreg Europe



European Union  
European Regional  
Development Fund

# ***The CAPS Contest***

**Speaker**

Drobeta Turnu Severin City Hall & Mehedinti County Council

19<sup>th</sup> November 2019

Thematic Seminar 2

“Innovative Models for Waste Collection, Prevention and Recycling”

# Description:

- Problem addressed:

The Mehedinți County Council implemented the project "Integrated Solid Waste Management System in Mehedinți County,,. This project aimed to implement a modern and efficient waste management system at county level, ensuring environmental protection and increasing the level of public services.

Within this project we carried out a large campaign of information and awareness in the county regarding the waste and environmental protection in general. This campaign will address all target audiences, but paid special attention to the young generation, who was involved in a series of creative actions and educational competitions.

# Description:

- Context where the practice was introduced

One of these actions was a contest that aimed at pupils in grades V-XII and consisted of gathering as many PET caps as possible with which mosaics will be created to visualize themes related to environmental protection.

The teams collected over 5,000 caps and through the creation of mosaics at different contest locations had managed to increase awareness of the malicious effects of PETs over the environment. At the end of the contest, all the lids/caps were handed over to a recycling bin for processing



# Description:

## ■ Objective:

The purpose of the contest was to raise public awareness of waste, especially of plastic bottles (PET), including two important directions that can have the potential to be transferred to other projects or initiatives:

- PETs can remain hundreds of years in nature if they are thrown at random
- Plastic / PET bottles can be very hard to process for recycling if they are dumped at the maximum volume and with the lid closed.



# Implementation:

- Timescale:  
22.08.2013 - 31.12.2015
- Resources needed :  
About : 8500 Euro
- Stakeholders involved:
  - (local) administration
  - waste processing companies
  - Schools.



# Evidence of success:

- **Results achieved**

  - Participation in such events of an increasing number of children;  
Increased interest of children on environmental issues.

- **Stakeholders acceptance**

  - Mehedinti County Council

  - Drobeta Turnu Severin City Hall

  - Schools

  - The Agency And The Environmental Guard.

We are involved in launching these projects through ecological education for cleaner and healthier environment

# Lessons learned:

- **Key success factors**

Involving all stakeholders in such activities;

- **Negative aspects:**

It is often possible for the target group to express discontentment or to criticize such actions because of past experiences, negative aspects known from the national media and expected results to suffer. In such situations there must be an open attitude, aimed at communication and explaining / solving problems.

- **Challenges:**

Such public events have the role of providing answers to the questions of the various target audiences, motivating citizens and measuring their responses. It is very important that these events are organized taking into account the specifics and expectations of each target groups: urban environment, rural environment, pupils, adults, mass media, local actors.

## Contact details:

*Silviu Tamis*

silviu\_tamis@yahoo.co.uk

Mehedinti County Council

Romania

*Ana Conta*

stefana\_1974@yahoo.com

Drobeta Turnu Severin City Hall

Romania





# WINPOL

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!

Questions welcome



[www.interregeurope.eu/winpol](http://www.interregeurope.eu/winpol)