Action Plan Implementation
EMULSA (Gijón)

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POLICY INSTRUMENT

MUNICIPAL WASTE MANAGEMENT PLAN  2018-2022

Political Parties
University
Neighborhood Associations
Environmental Associations
Merchants Union
Hostelry
Labor Unions, etc.
POLICY INSTRUMENT

MUNICIPAL WASTE MANAGEMENT PLAN  2018-2022

8 STRATEGIC LINES

0. - ORDINANCE UPDATE

1. – MORE INFORMATION / AWARENESS

2. – INCREASE THE EASE OF DOING IT RIGHT

3. – INCREASE THE DIFFICULTY TO DO IT WRONG

4. – INCENTIVE ECONOMICLY

5. – INCREASE CONTROLS

30 SPECIFIC MEASURES
ACTION 1: PAYT/KAYT PILOT

Specific Measure in the Plan. (Action 10)

Economical incentive to short

ACTUAL TAX SYSTEM

Fixed Rate Independent
69 €/year

ALL CITIZENS PAY THE SAME
ACTION 1: PAYT/KAYT PILOT

INSPIRATION

Ghent
Seveso
Argentona

PAYT

Prepaid bags
Street Opened Bins
No identification
ACTION 1: PAYT/KAYT PILOT

FAIREST RATE

ACTUAL TAX SYSTEM

Fixated Rate Independent 1

Good user 2

Pay As You Throw Variable Rate

Bad User 3

Sort More & Pay Less
Polluter pays
ACTION 1: PAYT/KAYT PILOT

750 volunteers
Monitor their waste
Bags for free during 6 months
ACTION 1: PAYT/KAYT PILOT

Vending Machine

Partners shops
ACTION 1: PAYT/KAYT PILOT

Mobile App

To get bags

Separar Mas Y Paga Menos
Enxamio

Abrir

4.2 ★
23 reseñas
Más de 500
Descargas

Proyecto piloto de Emulsa
ACTION 1: PAYT/KAYT PILOT

KAYT: Know As You Throw
Mobile App also to deposit and get own data
Personalized Notifications
ACTION 1: PAYT/KAYT PILOT

SCHEDULE

- Preliminary studies and Project design
- Waste Generation Data Monitoring
- Information Campaign and Volunteer Recruitment
- Analysis and Conclusions
ACTION 1: PAYT/KAYT PILOT

VOLUNTEER RECRUITMENT

Information points
Meetings with neighbors
Training in Schools
Information media appearances
768 families
**ACTION 1: PAYT/KAYT PILOT**

**DETAILED DATA**

Number of rolls obtained depending on the place and day of the week:

<table>
<thead>
<tr>
<th>Day</th>
<th>Máquina expendedor</th>
<th>Comercio</th>
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<tbody>
<tr>
<td>Lunes</td>
<td>120</td>
<td>159</td>
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<tr>
<td>Martes</td>
<td>142</td>
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<tr>
<td>Domingo</td>
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</tbody>
</table>

Shorting / Residual Waste:

- Máquina expendedor: 19,4%
- Comercio: 80,6%
ACTION 2: PRUNING WASTE COLLECTION

Specific Measure in the Plan (Action 24)
Specific collection of green waste

To avoid pruning waste inside residual waste (Landfill)
INSPIRATION – Study Visit to Imola – October 2019

Initially – Big Containers

Lateral Side with Access control
ACTION 2: PRUNING WASTE COLLECTION

November 2020 - Pilot

60 street containers (aprox. 3m3) – Side Collector

Suburban area

2 Areas – With and without lock
ACTION 2: PRUNING WASTE COLECTION

6 months Pilot Project

About 500,000 kg collected

Characterization, Analysis and Conclusions

With Lock – 100%

Without Lock – 95%
ACTION 3: WASTE COMPACTOR ROLLER

Specific Measure in the Plan. (Action 7)
Civic Amenity Sites Improvement

OBJETIVE

Reduce journeys.
Increase availability.

ACTION 3: WASTE COMPACTOR ROLLER

INSPIRATION

Study Visit Antwerp – De Collectie – November 2019
ACTION 3: WASTE COMPACTOR ROLLER

4 different CAS

Portable roller

Public tender was deserted
Thank you!

25th May 2022
Final Conference - Brussels