Integrated management of bio-waste in Greece – The case study of Athens

TECHNICAL REPORT
FOR PLANNING OF THE AWARENESS CAMPAIGN
EXECUTIVE SUMMARY

The “Report on the planning of the awareness campaign” has been prepared in the framework of Action 2 ‘Planning of a separate collection pilot system in the region of Athens’ of the EU co-funded LIFE-Environment project “Integrated Management of Bio-waste in Greece – The case study of Athens” and according to Activity 2 (d) “Planning of the awareness campaign”.

Aim of the activity is to develop an awareness plan that will be implemented in the pilot areas selected during the project as part of the separate collection system. The awareness plan has been developed based on the targets of the collection system and the provisions of the project proposal. Case studies, practices and measures implemented in other European Countries have been taken into consideration as well as the experience from the city of Milan during the site visit of the project partners.

The main objective of the awareness plan is to inform the local population and businesses on the separate collection system and encourage their participation. The gradual increase of the separate collection rate per inhabitant and the quality of the collected bio-waste is also an important objective to be accomplished. The main obstacle anticipated is that thorough information will have to be provided in order to familiarize the public with the concept of bio-waste and its separate collection. Although systems for the recycling of packaging and other waste streams have been established for years in Greece, a significant part of the population is not participating due to the lack of proper dissemination and infrastructure. For that reason the campaign during the project should aim to increase recycling awareness not only for bio-waste but for other waste streams as well. Since this is the first pilot system in Greece, an intense and successful execution of the awareness plan will be essential.

The awareness plan is developed in order to include three levels of audience. The main audience consists of the population, businesses and schools within the pilot areas. The secondary audience consists of the population, associations and media within the two participating municipalities. The third level of target audience includes local authorities and media at national level. Considering that a national target for bio-waste collection (5% for the year 2015 and 10% for the year 2020) has been set, it is very important to include the latter in the awareness plan.

The awareness campaign has been divided into 3 phases, based on the time of initiation of the separate collection.

The horizontal actions that will be implemented at the beginning of the pilot and will continue throughout its duration are the following:

- Awareness campaign key message
- Desk office & information hotline
- Website
- Utilization of the Existing municipal websites
- Facebook page

The 1st phase of the campaign aims at providing the basic information to the local population and businesses about the separate collection system that will be developed. Given that it is the first separate collection system in Greece terms such as bio-waste, bio-waste separate collection and composting will have to be clarified. The awareness created and experiences gained during the previous years through the separate collection of packaging waste will contribute towards this direction.
The actions included in this phase are the following:

- Brochure on the separate collection system
- Poster (backside of the brochure)
- Explanatory letter from the vice-mayor
- Discussion with the municipal council and employees
- Press conference and release

The 2nd phase, which starts with at the same time with bins’ distribution, aims at engaging citizens in order to start participating and separating at source by using the collection equipment (bins, bags, etc.). The citizens will be also informed on the materials that should be collected, the collection frequency, how to communicate with the municipality and the informational events that will take place. This phase is crucial in order to enhance the participation rates in the system and includes the following actions:

- Door to door information
- Separate collection manual
- Stickers
- Informational events

The 3rd phase aims at the continuous awareness raising of the citizens in order to ensure their participation and enhance the results of the program. It is important to keep the interest in the pilot by informing the participating audience on the achieved results and the future actions. During this phase actions from the previous phases will be repeated in order to attract more participants into the system that were not included initially for various reasons. The proposed actions include:

- Collection vehicle equipped with campaign logo and slogan
- Info point within the pilot areas
- Letters (3 sets) & Questionnaires to the participating citizens
- Compost in small bags that will be distributed to citizens, schools and other organizations
- Video with the composting process
- Stickers for schools and commercial enterprises
- Calendars and other small presents for schools
- Presentations and other activities in schools
- Press conferences - releases
- Local events
- Information letters to local associations.

For monitoring and evaluation of the information campaign two sets of monitoring indicators have been developed:

- **Output indicators** – in order to monitor the implementation rate of the dissemination actions, such as number of brochures distributed, number of call in the desk office, web-page visits, etc.
- **Outcome indicators** – in order to monitor the impact of the activities to each target group, such as collected bio-waste / person, municipality or household, % of impurities etc.