



# EWR good practices and case studies

In Tiana we reduce waste

## 1. Details of Action:

Coordinators: Agència de Residus de Catalunya, ARC (Catalan Waste Agency)

Action Developers: Ajuntament de Tiana (Tiana Municipality)

Name of nominated action: A Tiana reduïm els residus (In Tiana we reduce waste)

Town: Tiana

Region: Catalonia

Country: Spain

Website: <http://tiana.cat/>

Nominee [category](#): Public Administrations

Dates of action: 21-29/11/2015

## 2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

## 3. Action related to the Prevention Thematic Days 2015: Dematerialisation, Doing more with less!

- Yes
- No

## 4. Description of the nominated action:

Tiana's commitment to preventive waste management goes back to 2000 when it was the first municipality in Catalonia to implement the door-to-door collection of organic waste and the residual waste fraction. This led to a drastic change in municipal waste management. In line with the preventive waste management model of the municipality, in November 2010 Tiana also became the first Catalan municipality to approve the Local Waste Prevention Plan.

This LWPP provides a general framework for the development of new prevention measures, such as those previously incorporated: the collection of used clothing in Reuse containers (2002), the promotion of domestic composting (2004), the reduction in bags with plastic handles and other containers through the Network of Establishments that Respect the Environment (2009), the adapting of waste collection points to include the disposal of WEEE and the installation of shelters for reuse (2007).

The main qualitative objectives considered in the Local Waste Prevention Plan include the following:

- Conveying to society a clear message regarding prevention and responsible use and consolidation of preventive actions in municipal waste management.
- The incorporation into daily habits of actions to promote responsible and immaterial consumption.
- Increase in active and committed engagement and participation by different social sectors with respect



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to decisions and actions related to prevention and obtain the commitment of economic agents to progress in matters related to prevention.

- Promotion and reactivation of the possibilities of reuse and preparation for reuse.
- Promotion the prevention of products and waste that could have harmful effects or are difficult to reincorporate into production cycles.
- Reduction in fractions generated in large amounts that entail problems in municipal waste management or give rise to an important economic impact.
- In particular, the prevention of organic waste, containers, paper and «residual» waste fractions, including special waste

The local council and the Environment Department have considered the implementation and promotion of the Waste Prevention Plan by taking an active part in the European Waste Prevention Week since 2008.

The activities during the Week this year include:

- Training and dissemination activities such as workshops on the reuse of materials and workshops on electrical appliance repair, bicycle repair, making soap from used cooking oil, the reuse of used clothing, the exchange of books at the public library, the promotion of domestic composting and others.
- The diffusion of permanent activities related to waste management through an informative stand: a shelter for the reuse of bulky material, clothing exchange point and membership of the composter-maker network in the metropolitan area.
- Second-hand market in which residents request a space where they can sell products they no longer use that might be useful to other people.
- Activities in municipal schools (primary and secondary schools) to arouse awareness among children and young people regarding the importance of reducing waste, as part of an educational programme with actions aimed at reducing the use of single-use packaging (distribution of Boca'n Rolls).
- Actions targeted at local council employees. Promotion of the use of reusable packaging that can be adapted to different sizes for packing sandwiches or eat their lunch without using materials such as aluminium foil, plastic or paper (distribution of Boca'n Rolls).
- Third Edition of the Competition for recipes to prevent wasting food, in which residents submit their own recipes including the reuse of food sachets, associated with events at which different chefs or cooks explain their secrets for reusing food.
- Campaign entitled "on vas sense el cabàs?" (Where are you going without a basket?), an initiative carried out in 2011 to reduce waste generation involving citizens and local traders by offering them two-handed baskets to increase responsible consumption. The objective is to change shopping habit and avoid the use of disposable plastic bags that are subsequently converted into waste. Each partner establishment has 10 baskets which they loan to the clients who purchase goods from them. The clients pay 5 euros and this amount is refunded when they return the baskets, provided the baskets are in good condition.

They have constantly established transversal actions to reduce waste generation and one of these is the use of reusable dishware for festive events and activities. Furthermore, the local waste prevention plan includes a series of indicators that are reviewed every four years. These indicators are currently under review.

### 5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided



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Other indicators

## 6. Reasons why the action has been selected for the EWWR 2014 Awards:

### a) Visibility and communicational aspects

For several years now, Tiana has been considered a village of reference in waste collection and the reduction and prevention of waste.

Since it is a small local government with no press office, media impacts have been associated with other governments, such as the Catalan Waste Agency and Barcelona provincial council.

### b) Quality of content and focus on waste reduction, products reuse or materials recycling

Efforts have been made to carry out different activities, firstly to reduce waste in origin: One of the campaigns (“on vas sense el cabàs?”) is aimed at reducing the use of plastic bags in the commercial establishments of Tiana taking part, placing value on the idea that the best waste is waste not generated. Other actions in line with the loaning of baskets include the one carried out during the 2015 week for waste reduction, which rewards people making their purchasing without using plastic bags by giving them a reusable fabric bag in return and allowing them to participate in a draw with different gifts contributed by traders, one of which was a trolley laden with products offered by the traders.

The persons participating in the composters’ network and who own any of the types of composters mentioned above also contribute to reducing organic waste generated which is the basis of the compost they make in their own homes which they can later use on their terraces or in their gardens. We should say that a part of the Tiana composters’ network is formed by municipal gardens and the campaign is related to the Local Waste Prevention Plan.

In addition, we should mention the participation in the “R movement” through mass membership of the LIFE COR campaign

### c) Originality and exemplarity

In our opinion, one of the actions we have promoted and implemented as a result of the European Week for Waste Reduction, “on vas sense el cabàs?” (Where are you going without the basket?) is an innovative campaign that had never before been implemented until 2011, when Tiana first started to do so. Furthermore, we consider that it has great added value, for the local government and for the traders and users of the baskets. The campaign can easily be replicated in towns that want to reduce the use of disposable plastic bags in their commercial establishments.

Another original and innovative activity is the Boca’n rolls (Rolls) promotion in schools and among municipal employees offered by the Environment Department of the local government to reduce waste produced by aluminium foil and plastic bags. The campaign was successfully implemented in primary and secondary schools and this campaign has been replicated on a metropolitan level. In association with the campaign and as part of a Metropolitan Area agreement with Universitat Autònoma de Barcelona, a study was conducted that included the prevention of food waste in schools at meal times, and in nursing homes.



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Another new activity designed to promote the participation of different types of publics is the recipes competition for preventing food waste organised by the Environment Department of the local government during the week, with the participation of the municipal library and different famous chefs and cooks from the municipality.

## d) European reproducibility

In our opinion, all of the actions carried out during the European Week for Waste Reduction can easily be reproduced in other European cities or towns.

In relation to the basket return activity, towns or municipalities with trading establishments showing respect for the environment or green or sustainable trade networks that promote responsible, sustainable trade are a good starting point for campaigns such as the basket return point which encourages reuse and the non-generation of any more waste than is strictly necessary.

Obviously, the most interesting aspect is to have a Local Waste Prevention Plan that can be presented to the Environment and Sustainability Department, and organise the European Week for Waste Reduction in order to increase its impact and resonance in terms of communication.

It is also important to ensure that the municipal budget includes an allocation for the development of the Local Waste Prevention Plan.

## e) Lasting impact

In relation to the “on vas sense el cabàs?” (Where are you going without a basket?) Campaign, it is designed to continue over time, thereby allowing the commercial establishments to consider it their own. The idea is to get the establishments to continue supplying the baskets as they are used up using the funds generated by the deposit “forfeited” by users who fail to return them.

## f) Motivation

The communication campaigns were carried out using local funds, and in terms of communication, work was executed by promoting local initiatives through association with well-known people from the municipality.

Ensuring presence in local news media and in the municipal newsletter, inclusion in the agenda of activities distributed to homes every month and reminders inserted into the children’s pack-backs by schools.

Without forgetting to inform the Environment and Sustainability Department and its members by including actions in activities for children and organising activities in places frequented by the target public.



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Green commerce campaign

Promotional domestic composting workshops

