



IMPLEMENTATION PLAN CITY OF ZAGREB

June 2015



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1. INTRODUCTION

The issue of sustainable waste management is a priority for the City of Zagreb for the last several years. The participation in the R4R project of the City of Zagreb aimed to improve efficiency of recycling through data comparison, exchange of information and good practices.

The purpose of the implementation plan of the City of Zagreb is to:

- Encourage citizens to recycle more
- Increase waste reduction and waste separation
- Include and promote the DREC indicators
- Make good practices available to all stakeholders

2. GENERAL INFORMATION

2.1 General purpose of the implementation

The purpose of education and encouragement of citizens to recycle more is to reach the national goal of reducing landfilled biodegradable municipal waste by 50%.

The implementation plan will also focus on introduction of elements of the R4R methods, especially the DREC concept.

An interesting way for good practice in local challenges are data comparison and benchmarking based on the R4R approach.

The R4R project has allowed identifying important number of good practices among which some are particularly relevant for the City of Zagreb.

2.2 Scope

The scope of the implementation plan is to:

- include the use of the concept of DREC
- provide data and indicators to monitor waste management
- share information with all stakeholders and encourage discussions and exchanges of good practices

2.3 Responsible organization, project leader and team members

Responsible organization: City of Zagreb

Project leader: Sandra Tucak Zorić, Ph.D., Assistant Head of City Office for Energy, Environmental Protection and Sustainable Development

Project team: Sandra Tucak Zorić, Ph.D., Nevenka Preradović

2.4 Goal of the implementation

Using the R4R method makes data more comparable within national and European Regions. The method provides an effective way to compare waste data (local recycling performances, waste collection, separation and sorting etc.).

Also, the goal of implementation is:

- to promote waste reduction and increase waste separation.
- to inspire citizens to personally contribute to sustainable waste management, applying the knowledge and information provided to them, by incorporating waste separation as a healthy habit in their everyday lives

2.5 Key activities

- To observe and verify the capacity and frequency of waste production by big producers
- To translate regional data into the R4R format, keyed in the online tool
- To maintain public awareness
- To track public willingness to change its habits

2.6 Expected results of the implementation

- Reducing waste production as well as increasing the amount of recyclable waste
- Increasing public attitude toward waste separation in households on everyday basis

2.7 Risks and measures

RISKS:

- Disposal of waste in public areas or in inappropriate containers (bins)
- Loss of private operator clients could reduce municipal revenues and decrease recycling rates

MEASURES:

- Risk analysis
- To conduct a good communication between all services and stakeholders

3. PLAN OF APPROACH AND TIME SCHEDULE

3.1 Phases and activities

- To foster the definition of waste tariff and formula
- Data collection

4. COMMUNICATION PLAN

4.1 Purpose

The purpose of communication is

- Awareness raising in the aim of separate collection at the source
- Educational workshops and communication campaigns

4.2 Plan of approach

The City of Zagreb will inform the citizens through:

- Website (www.zagreb.hr)
- Radio and newspapers
- Social networks

5. FINANCIAL IMPLICATIONS

The implementation plan will not have significant implication. No additional financing will be needed for planned activities.

REGIONS FOR RECYCLING

