



ILFOV'S IMPLEMENTATION PLAN:

A LOCAL NETWORK OF MOBILE CIVIC AMENITY SITES FOR BULKY WASTE

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Name of the implementation plan

The plan we prepare to implement in Ilfov is A LOCAL NETWORK OF MOBILE CIVIC AMENITY SITES FOR BULKY WASTE.

1. General information

1.1 General purpose of the implementation

Bulky waste represents an important and a very visible fraction of municipal waste.

As is stated by law, all local authorities are compelled to establish Civic Amenity Sites in each community. In large cities the law requires a CAS for every 50.000 inhabitants – for example Bucharest needs 40 CAS.

There are several NGOs that started to implement fix CAS in order to better collect bulky waste. If we take for example only ECOTIC association, they have developed an infrastructure of over 406 CAS points, in collaboration with the local authorities, retails chains and specialised operators.

Nevertheless, in Ilfov District the situation is a bit different. The district has an unusual topography (it goes around Bucharest) that makes it difficult for fix CAS to be efficient. In order to respect the law, the distances between CAS are quite big. This means that the citizens are in difficulty or even impossibility to transport the bulky waste to the existing CAS. This leads to poor results in collecting and, as follows, recycling.

The GP presented by ORDIF gave us an excellent idea. The motivation is different, but the expected results are the same: the increase of the bulky waste collection and the prevention of illegal dumping.

1.2 Goal of the implementation

The main objective of this good practice is to provide an alternative to big distances that the citizens have to cross in order to reach a standard civic amenity site.

Several objectives are targeted:

- The increase of recovery and recycling;
- A better service for citizens;
- An increased awareness of the population regarding selective collection and its positive impact on both environment and economy

The goal of this implementation is to increase the percentage of collected bulky waste in the District by at least 20% in the first year and to double it in the second year of implementation.

1.3 Description

This service consists in the temporary installation of collection spaces on the public space. Each mobile CAS will be functional during 1 week every 3 months, from 3.00 pm till 6 pm from Monday till Friday and from 10.00 am to 6 pm in weekends.

The service is provided for free to the population living in the district, as well as to technical services of the municipality upon request. Commercial waste are strictly forbidden.

Several fractions can be sorted out by citizens:

- Cardboard;
- Ferrous and non-ferrous metals;
- Mixed bulky waste such as furniture;
- Gardening waste;
- Construction and demolition waste;
- WEEE;
- Textiles;
- Wood.

1.4 Responsible organization, project leader and team members

Responsible organisation: Ilfov District Municipal Council

Project leader: TBD

Project team: TBD

Ilfov Municipal Council will sign a partnership with a specialized NGO that will be responsible with the technical implementation. The NGO will be selected taking into account the quality of the service but also the costs involved.

The NGO selected will also be responsible to sort the waste and deliver it to recycling facilities. The money cashed in from the recyclers will cover the service costs.

Ilfov Municipal Council will designate a responsible to supervise this activity on its behalf.

1.5 Key activities

In order to implement this plan, the following key activities have been identified:

- To launch a call for proposal in order to identify the partner NGO;
- To convince local authorities to join the project;
- To decide the temporary collection points and the calendar of implementation;

- To decide the number of mobile CAS facilities bought (to use in several locations simultaneously);
- To estimate the implementation cost / year;
- To sign contracts with re recycling facilities;
- To ensure the disposal of non-recycling waste that could be brought to the mobile CAS;
- To communicate the service to the population;
- To start implementation;
- To adjust the implementation procedure after 6 month of implementation (if needed).

1.6 Expected results of the implementation

The main expected result is to increase the amount of bulky waste collected, as means to avoid illegal dumping. Also, we expect to increase the amount of recyclable waste and to reduce the mixed waste that goes to landfilling.

2. Key success factors

The key element of this strategy is to promote the system towards inhabitants so that they use it instead of keeping the bulky waste in their households for large periods of time or dumping them illegally.

Therefore, three main instruments are of high importance:

- Communication campaign: a clear and adapted communication campaign has to be implemented to sum up the main information regarding the mobile civic amenity sites, with both practical information and benefits of the system;
- Higher penalties for illegal dumping;
- Coordination with local authorities: they have to inform the population about the program of mobile CAS in their community.

Other elements have a major importance, such as communication on the site and the quality of the service. This includes the design of the site, the presence of a waste officer to help users and other additional services such as the possibility to borrow two-wheeled trolleys.

3. Plan of approach and time schedule

3.1 Phases and activities

Phase 1) Partner NGO – call for proposal:

- Preparing the documentation for launching the call for proposal;
- Inviting the specialised NGOs to present offers;
- Evaluating the offers and choosing the best one;
- Signing the partnership and defining the rules of partnership.

Phase 2) Preparing the steps for the technical implementation:

- Signing partnerships with all local municipalities in the district;
- Deciding the location and the time table for the temporary CAS in each municipality;
- Defining the creative layout for the mobile equipments;
- Producing the mobile equipments;
- Training for the personnel that will operate the mobile CAS;
- Defining the communication strategy and time-table of implementation.

Phase 3) Project implementation:

- Contracting the recycling facilities;
- Communicating the service to the population;
- Collecting bulk waste from the citizens;
- Sorting the waste and sending it to recycling facilities or landfilling (if it's the case);
- Billing and emission of invoices towards recyclers.

Phase 4) Monitoring and follow-up:

- Readjusting collection routes and collection points, if applicable;
- Monitoring the results of the collection service.

3.2 Milestone planning

Phase	Activities	Key success factor	Period	Responsible person / team
1	Preparing the documentation for launching the call for proposal	To correctly define the activities	January – March 2015	Acquisition Department from Ilfov District Council
	Inviting the specialised NGOs to present offers	To identify all relevant NGOs	March 2015	Acquisition Department from Ilfov District Council
	Evaluating the offers and choosing the best one	To have several offers from which to choose	Until the end of June 2015	Acquisition Department from Ilfov District Council
	Signing the partnership and defining the rules of partnership	To identify all activities in the project and to simulate scenarios	Until the end of September 2015	The President of Ilfov District Council and the Implementation Responsible on behalf of Ilfov District Council
2	Signing partnerships with all local municipalities in	To convince the local municipalities of the	Until the end of	The President of Ilfov District Council and the

	the district	relevance of the project	September 2015	Implementation Responsible on behalf of Ilfov District Council
	Deciding the location and the time table for the temporary CAS in each municipality	To identify the most convenient locations, in terms of space and availability for the citizens	Until the end of November 2015	The Implementation Responsible on behalf of Ilfov District Council
	Defining the creative layout for the mobile equipments	To realise more proposals from which to choose the most appropriate one	Until the end of November 2015	The implementing team of the winning NGO and the Implementation Responsible on behalf of Ilfov District Council
	Producing the mobile equipments	To find the most appropriate technical solution in terms of quality vs. costs	Until the end of September 2015	The implementing team of the winning NGO
	Training for the personnel that will operate the mobile CAS	To hire a personnel with some experience in waste management	Until the end of September 2015	The implementing team of the winning NGO
	Defining the communication strategy and time-table of implementation	To identify the key messages. To identify the most efficient communication channels. To approve the implementation calendar.	Until the end of September 2015	The implementing team of the winning NGO and the Implementation Responsible on behalf of Ilfov District Council
3	Contracting the recycling facilities	To identify all recycling facilities and to select the closed ones	Until the end of September 2015	The implementing team of the winning NGO and the Implementation Responsible on behalf of Ilfov District Council
	Communicating the service to the population		After December 2015 – on going activity	The implementing team of the winning NGO
	Collecting bulk waste from the citizens	To get the cooperation from the citizens	After December 2015 – on going activity	The implementing team of the winning NGO
	Sorting the waste and sending it to recycling facilities or landfilling (if it's the case)	To get the cooperation from the citizens – have them sort it on delivery	After December 2015 – on going activity	The implementing team of the winning NGO
	Billing and emission of invoices towards recyclers		After January 2016 – on going activity	The implementing team of the winning NGO

4	Readjusting collection routes and collection points, if applicable		After March 2016	The implementing team of the winning NGO
	Monitoring the results of the collection service		After January 2016	The implementing team of the winning NGO

4. Communication plan

4.1 Purpose

The purpose of the communication campaign is to correctly inform the inhabitants of the district about:

- the existence of the service (where it's organised, when – days and hours, how it functions, etc.)
- the benefits of using the service (why it is needed, which sort of waste can be delivered, etc.)
- the impact on the environment

4.2 Analysis of stakeholders

The stakeholders are formed by the entire population of the district.

In order to have the best results possible, we aim to involve in the communication campaign all formal and informal leaders at local level, mass-media representatives, local authorities. All of them will have the status of "brand ambassadors" – they will influence the large population to accept and use the service.

4.3 Plan of approach

The first step is to inform the district population about the existence and the benefits of the service. In this purpose we'll use:

- mass-media campaigns:
 - o in the launching period we'll have an aggressive campaign with local newspapers, online messages, OOH billboards;
 - o during the implementation period will have several 1 month reminder campaigns, every 6 months.
- door-to-door campaign (flyering) – we'll periodically inform the population in each municipality about the calendar of the service

- other BTL instruments (presentations in schools – if you catch children you also catch their parents, presentations in companies and public institutions, etc.)

Once we have the service functional, we'll also have communication materials at the place of collection. For the users of the mobile CAS, the communication materials will display various information on how the sorting has to be done, where the materials are sent and the positive impact of the mobile CAS.

The communication materials in use at the collection spots are:

- posters placed on the different collection spaces explaining what waste fractions can be put;
- banners welcoming users;
- an exhibition composed of a set of banners explaining the outcomes of the various waste fractions sorted on the site.

5. Financial implications

The idea is that the project can finance itself from the money cashed in from the recycling facilities.

The initial investment may be up to 59,000 Euro + VAT and is consisting of:

- ✓ The cost of the mobile installations: approximately 1,500 Euro plus VAT / installation (if we'll have for example 6 mobile installations in the same time, the total cost will be 9,000 Euro + VAT)
- ✓ The cost with the launching communication campaign: 1 month of campaign can go up to 50,000 Euro + VAT

The simulations we made show us that we can recover this initial costs in maximum 2 years of operating the system, while the operational (monthly) costs can be covered from the amounts cashed in from the recycling facilities.

Nevertheless, the project will be implemented if and when we can get the initial investment budget (either from the local budget, either from European funds).

REGIONS FOR RECYCLING

