



INCLUDE CITIZENS ACTIVELY IN THE INFORMATION LOOP (MAKING CITIZENS ACTORS)



Background

Citizens' are often directly affected by municipal decisions in waste management activities, especially regarding waste and recyclables collection. In turn, municipalities need citizens' help and involvement to ensure success in the implementation of new measures and changes. Therefore, citizens' opinions, concerns and suggestions are essential in correctly defining the system.

For the inclusion of citizens in the information loop some alternatives could be chosen, for instance establishing periodical survey campaigns, regular assemblies where changes and issues are discussed, using apps or web platforms, or even through home visits with individual face-to-face meetings.

ACTION

Establish a series of actions to increase the implication and participation of citizens in the information loop, for instance: efficient bi-directional communication with citizens in order to get inputs and ideas from them

Examples of good practice implemented

LONDON: Mayor calls for much improved recycling infrastructures (REF: 2)



LONDON: Mayor calls for much improved recycling infrastructures. With the aim of completing the **Mayor's Infrastructure Plan** by the winter of 2014/15, a public consultation invited feedback from Government, Londoners, businesses and the wider South-East region to implement an improved waste collection and recycling throughout all London boroughs.

OXFORDSHIRE (UK): The Oxfordshire Waste Partnership (OWP) wants to hear public views over its new recycling and waste management strategy (REF: 3)

David Dodds, incoming chairman of OWP, said: "*With such a high recycling rate in Oxfordshire, the challenges to push it higher are great, but with the support and involvement of the public we can make our area one of the greenest in the UK*". The consultation is an opportunity for Oxfordshire residents to consider the county's waste management policies up to 2030, and OWP is asking a series of questions to seek views in a number of areas.



Figure-1. Advertisement campaign to engage citizens in Oxfordshire

GIJÓN (Spain) creates the municipal council for the prevention and recycling of waste (REF: 4)

The purpose of the council is to channel and favour the **participation of citizens**, their associations and other entities interested in the knowledge, planning and management of all those matters that, in relation to the municipality, are involved with the protection of the environment, human health and increased sustainability.



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GOOD
PRACTICE

Keep in mind that...

- ⚠ High interest of citizens to participate in waste management decision making processes is needed.
- ⚠ Implementation has to be transparent and/or legally defined (e.g. there should be Privacy Policy if personal information is required).
- ⚠ It would be interesting to deploy a study about the demographic situation of the area and the participant profile, in order to determine the best strategy for the information sharing (e.g. apps/websites for communication maybe are not effective in areas with high percentage of elderly people).
- ⚠ A communication plan, including activities to be developed, dates/deadlines and showing tools available for establishing communication, would be necessary.

How to start? (REF: 5)

- ❖ Identify potential citizens to be involved by performing a demographic/cultural/socioeconomic study of the possible participants (citizens interested in the participation and information processes) in order to implicate representative population groups of the municipality.
- ❖ Define best performing strategies to involve citizens in the information loop.
- ❖ Web platforms, apps, citizen surveys, assemblies can be a good option to engage citizens to participate in the information loop.
- ❖ Set a dissemination and communication strategy in order to inform citizens that they have the option to participate in decision making processes and how they can participate.
- ❖ Define the main points/information to be discussed with the citizens and the kind of feedback that is expected to be collected.

Potential benefits



Citizen satisfaction since they feel as part of the system.

Increase the citizen engagement and therefore increase the quantity and quality of paper for recycling due to the information received and direct feedback about problems to address them directly.

The point of view of the citizens as actors of the waste management chain can be very valuable in decision making processes and it can lead to new actions and decisions to improve paper recycling rates.

Related
“Targeted
communication
campaigns”



References:

1. SILPA KAZA, LISA YAO AND CLAIRE MARKGRAF (2016) – Five ways to increase participation in local waste services.
2. EASY RECYCLING (2016) – Mayor calls for much improved recycling infrastructure in London.
3. BUCKINGHAMTODAY, UK (2012) – Give your views on ways to improve recycling.
4. EL COMERCIO (2016) – Gijón creates the municipal board for the prevention and recycling of waste (in Spanish).
5. SILPA KAZA, SUSTAINABLE CITIES (2016) – Five ways to increase citizen participation in local waste services.