

WEBSITE ON PAPER AND BOARD RECYCLING



Background (REF: 1)

Although the rate of separate collection of paper and board for recycling is increasing throughout Europe, the numbers could be further improved by increasing citizens' awareness of how the system works, which items can be separately collected and which ones can be further recycled or reused.

In the context of public awareness campaigns, it is important that municipalities promote actions and tools to accompany the citizens in improving household waste and recyclables collection. Websites are a good way to show those tools and to provide information about paper and board collection.

ACTION

Build a website explaining the municipal paper and board collection system in an easy way, showing also the benefits of paper and board recycling. This website will be promoted through all possible channels used by the municipality

Examples of good practice implemented

The Hamburg Website (Germany) (REF: 2)

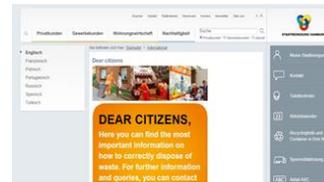


Figure-1. Public Waste Management website in Hamburg (Germany)

For Hamburg, the public waste management company has a specific webpage on its website dedicated to the different waste fractions. **The webpage dedicated to paper and board includes accessible explanation of why it is important to separate paper from all other materials.** It also includes information on the collection service, different options for the collection (door- to-door street containers, recycling yards), what should (not) be separately collected with the paper fraction and several practical tips.

The Bromley Website (UK) (REF: 3)



Figure-2. Specific section about paper recycling and collection in the website

This website of the London District of Bromley (United Kingdom) has a specific **sub-section called "Paper and recycling collection"**. It features a recycling guide and a list of concrete items to be deposited in the dedicated black paper recycling box, also those that should not be put inside.

The website contains further useful information like "what to do if you have too much paper for your black box", "what happens if the paper gets wet", or "how can you stop your paper recycling blowing in the wind".

OCU website publishes data about wastes and recyclables in the Spanish municipalities (SPAIN) (REF: 4)

OCU (Organization of consumers and users in Spain) publishes a report with the objective to assess the quality of information of the authorities close to the citizens (mainly town councils) in matters of waste, to verify how easy it is to contact them and solve doubts, at the same time as analysing the quality of the information made available to the public, to be able to conclude whether it is sufficient to keep the citizens informed and motivate.

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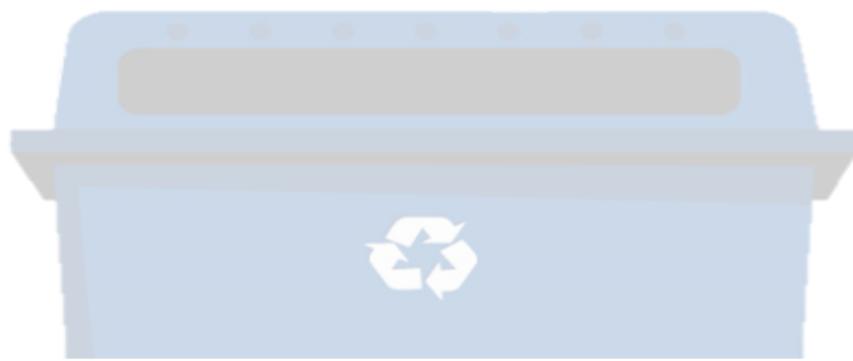


Keep in mind that...

- ⚠ It is necessary to understand the citizens' needs on paper and board collection and their motivation on recycling in order to adapt the website.
- ⚠ The information must be presented in a clear way, so that all citizens can understand it independently of their background. If there is high proportion of foreign-residents or tourists, consider multilingual versions of the content.
- ⚠ It would be useful to systemise information relative to all collected waste streams on a single website by creating different sections for each stream.
- ⚠ Coordination with different actors might be required to ensure information is consistent and exhaustive (ex. Producer Responsibility Organisation(s) for packaging).

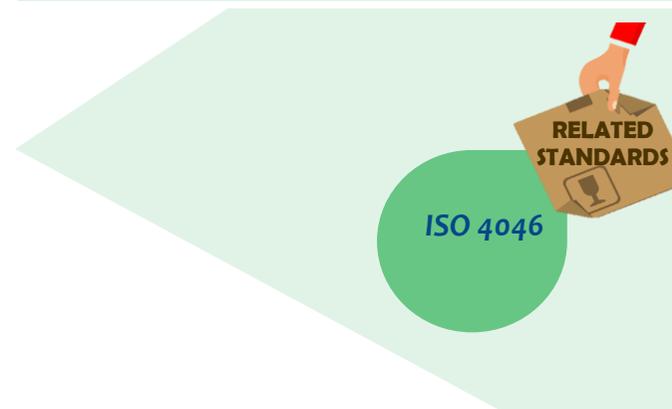
How to start?

- Collect and analyse information of interest on paper and board collection system and paper and board recycling, including contact information for citizens.
- Organize and provide information clearly.
- Design the website in an attractive way.
- Promote the existence of the website by local media.



Potential benefits

			
Provide useful information on paper and board collection systems			●
Increase the knowledge of the citizen about the operation of the system and the benefits of recycling		●	●
Promote separate collection and recycling of paper and board	●	●	●
Improve the image of the municipality			●
Use of the ICT (Information and Communication Technologies) as an awareness tool	●	●	●



References:

1. BARCELONA CITY COUNCIL; Ecology, Urban Planning and Mobility Area – Household waste collection.
2. STADTREINIGUNG HAMBURG - website from the public waste management of Hamburg.
3. BROMLEY – website from the London District of Bromley.
4. OCU (2014): The quality of municipal information on waste