



# IMPACTPAPE REC

——— Boosting separate paper collection ———

## Mezdra Municipality - Bulgaria

Eng. Dimitar Pavlov – Municipality of Mezdra

Final Project Conference – Committee of the Regions, Brussels (Belgium) 24 Jan 2018



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690182



# Waste statistics

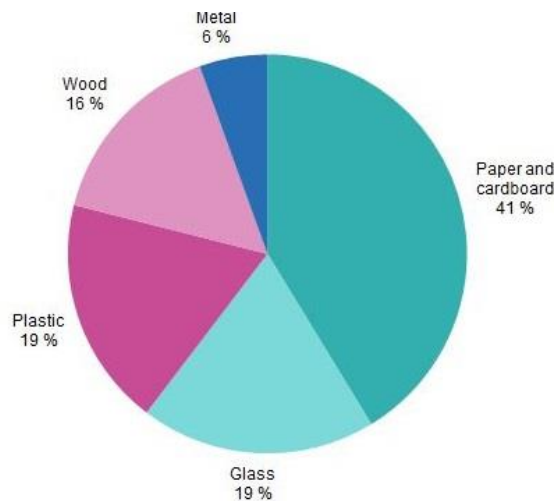


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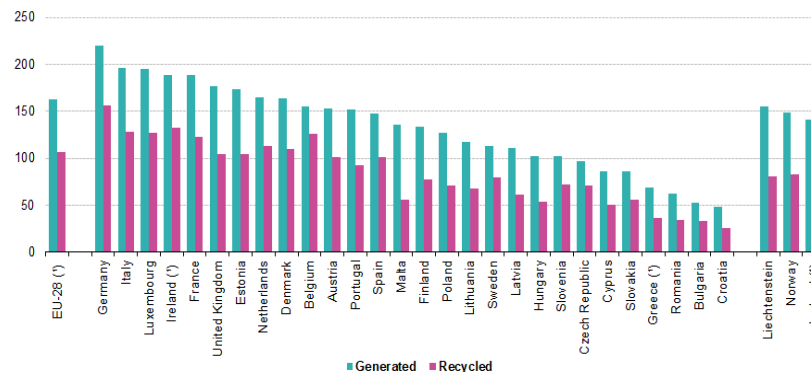
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- I'll start with some statistics to show how important our work on this project is. The chart shows that packaging paper and cardboard are 41% of the total waste. Bulgaria is ranked 15<sup>th</sup> with a recycling rate of 62%.

However, there is still a lot of work to be done before reaching 80 %. Data is from Eurostat.



Shares of packaging waste generated by weight, EU-28, 2014



Note: ranked on 'Waste generated'.  
(\*) Estimate: Iceland (2012 data); Ireland, Greece (2013 data)

	Recovery rate	Recycling rate
EU-28 (*)	78.6	65.5
Belgium	99.2	81.3
Bulgaria	62.2	62.0
Czech Republic	78.6	73.0
Denmark	89.5	67.4
Germany	97.8	71.4
Estonia	82.0	60.3
Ireland (*)	88.1	70.2
Greece (*)	52.8	52.4
Spain	75.0	68.7
France	74.6	65.2
Italy	76.4	65.4
Croatia	52.8	52.7
Cyprus	58.7	58.7
Latvia	58.4	54.9
Lithuania	57.9	57.7
Luxembourg	96.1	64.9
Hungary	59.7	52.3
Malta	41.3	41.1
Netherlands	93.9	68.5
Austria	96.2	66.6
Poland	60.0	55.4
Portugal	64.1	61.0
Romania	56.4	54.8
Slovenia	88.1	70.4
Slovakia	68.0	65.4
Finland	98.3	57.4
Sweden	77.9	70.5
United Kingdom	64.1	59.2
Iceland (*)	56.5	41.8
Liechtenstein	91.2	51.9
Norway	96.7	55.7



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# Benefits



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## Benefits from the participation of Mezdra Municipality in the project IMPACTPAPEREC

- During the workshops, we have proven that we are much more productive together and have generated many new and useful ideas tailored to the country in which they will be implemented.



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# Roadshows, events and workshops



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- One good practice we already implemented in Mezdra municipality is “Roadshows, events and workshops”.
- Fulfilling this good practice we started with organizing the visit of students from Mezdra to Hamburger Recycling Bulgaria paper sorting facility in Pernik and workshop in the office of Hamburger Recycling Bulgaria on making souvenirs from waste paper.



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# Roadshows, events and workshops



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- Using high-tech systems in the Ecopack's 3D bus we trained children in the schools of Mezdra Municipality. The bus parked directly in the courtyard of the school, and by a 3D cartoon we showed the children the paper path.



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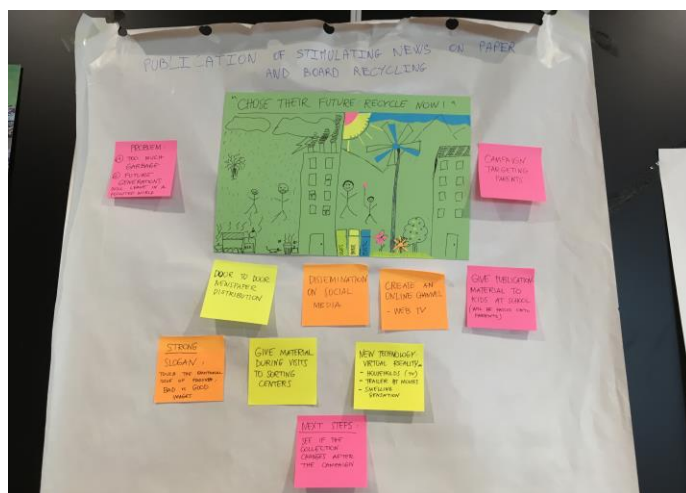
# Publication of news on paper & board recycling



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- The work on this GP started with our team in La Roche Sur Yon (France) and we continued it in Mezdra Municipality.



We started publishing interesting facts about the benefits of recycling paper on the municipality's website and in the municipal newspaper. In this way, we hope to reach the most curious citizens, the children and through them to their parents.



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# Targeted communication campaigns



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- At the moment Mezdra Municipality have a system for reducing the garbage fee to citizens with 30% for handing over 70 kilograms of paper for recycling. The problem is that the information for the campaign does not reach enough people and a large proportion of residents miss the deadline for making a statement. That's why we started using "Targeted communication campaigns" by publishing campaign information on all communication channels.



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# Adapted container opening



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- To facilitate the collection of waste paper and reducing losses from scavengers is a very important opening of the container to meet both requirements. That's why we have started replacing easy-to-scavenge containers with those with more modern and safer opening.



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# Conclusion



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Finally, I want to say that only together we can deal with one of the most important problems of humanity and I am very proud to be part of this incredible team!



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# Thanks for your attention

Eng. Dimitar Pavlov – Municipality of Mezdra



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