



Education and Culture

Socrates



EUROPEAN UNION SOCRATES PROJECT

Contract number 101067-CP-1-2002-1-UK-Grundtvig-G1

ADULT LEARNING ON THE ENVIRONMENT AND RELATED TOPICS – II

Recycling At Work!

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Introduction:

The disposal of nearly 50 million tonnes of packaging waste produced each year, and the creation of “waste mountains” throughout the community, presents member states with serious environmental and economic problems. The management of waste disposal must take into consideration; environmental impacts, human health impacts, economic impacts and the technology available in order to determine the most feasible way of managing waste. The most ecologically rational methods of waste disposal can be looked at in a hierarchy of goals starting with waste prevention, then re-use, recycle, incineration and finally landfill.

The main objective of this project is to raise the awareness of citizens in the work place of how their behaviour effects waste management. Our main goal is to increase the re-use and recycling of waste in the working place.

Aims:

To inform our citizens of E.U. legislation requirements and the effort needed to achieve an environmentally sound waste management system in the member states.

To reduce the amount of various wastes in order to protect the environment and human health.

To increase the amount of paper, batteries and PC's recycled from schools and offices by providing them with adequate information on the importance of recycling and the need to decrease wastes being used for land fill.

To encourage citizens to increase the amount of products they re-use by increasing their preference to glass packaging materials rather than plastic.

To encourage citizen participation in 're-use management systems' available.

Target group:

Our target group includes citizens in their working places in the city, including private and public offices, banks and schools.

List of subjects:

The educational / information material will include the following subjects:

- General information on the EU policy concerning waste re-use and recycling.
- The environmental and health impacts of free disposal of paper, plastics (and especially PVC), batteries and personal computers.
- Information on the importance of increasing re-use and recycling at the local level and simple guidelines for practicing at work.
- The citizens will be asked to cooperate with the municipality, that will introduce recycling systems for working places concerning paper, batteries and hardware collection. In this way, the effectiveness of the information reaching them will also be evaluated.

Transversal issues:

The above described material will reach the city's citizens in their working places or homes (TV), both men and women, including working, disadvantaged and disabled people.

Duration:

The information campaign is expected to last about two months, while the TV spots will be shown on the local TV stations on a regular basis.

Training methods:

Information will reach citizens through different means. A recent survey has shown that 75% of European citizens most frequently rely on the media, (television, written press and radio), to obtain information about the environment. We intent to use the media to introduce citizens to sustainable consumption and waste management patterns in their work. Short TV videos will be created and will be shown on the local TV stations. Two different TV videos will be created, (5 minutes each). Regular articles will be put in the

newspapers, giving clear and concrete information to a large number of citizens. Brochures will also be designed, printed and distributed to all offices and schools in the city. All the above information will be included in the municipality's website.

Sources:

http://europa.eu.int/comm/environment/waste/packaging_index.htm

<http://eea.eu.int>

<http://www.sustainable-cities.org/home.html>

<http://www.iclei.org>