



**Agència de
Residus de
Catalunya**

Communicating waste and resources: our challenge

Pilar Chiva

Rome, 22nd May 2014

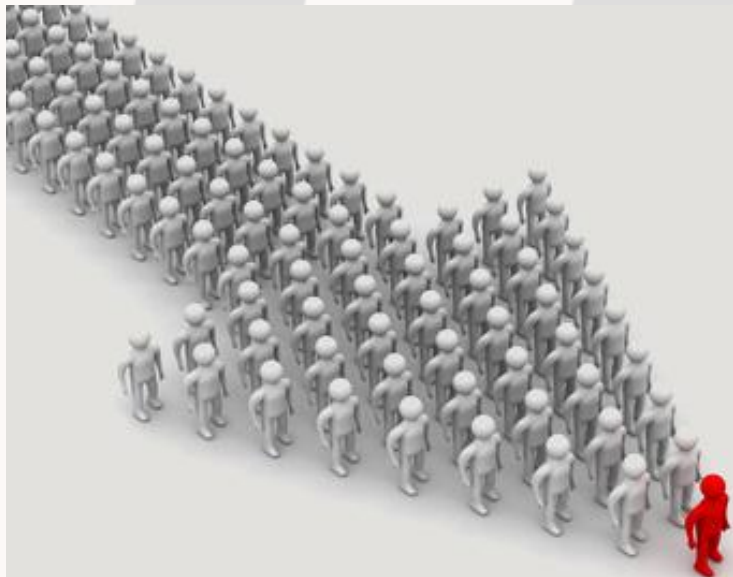


**Generalitat
de Catalunya**

1714 / 2014



EFFECTIVE COMMUNICATION



EFFECTIVE COMMUNICATION is that which achieves its goals.





What are our goals?

In the case of waste, it is a question of **institutional advertising** and, as such, the goals are:

- To give information of interest to citizens
- To promote civic values and attitudes
- To promote changes in habits





Institutional communication is an activity of great social importance and is the way to visualise the **proximity of public authorities to citizens.**

When we want to raise awareness in society about a specific issue, we must implement an

INSTITUTIONAL CAMPAIGN





The keys to an effective communication campaign are:

- Knowing the **target audience**
- **Segmenting** the audience if necessary, depending on the message
- **Personalising** the message for each segment
- Summarising the **message** and transmitting it clearly
- Selecting the **media**
- **Measuring** the impact of the campaign





We are currently witnessing a shift in the paradigm of communication, a new online approach based on the power of Internet users: **interactive communication**



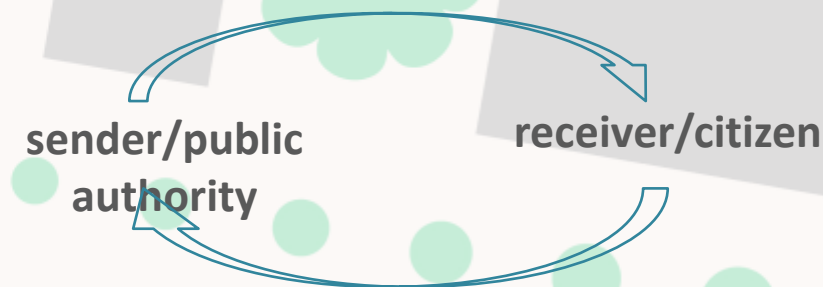
Before:



one-way



Now: new citizens, integrated in the generation of content



two-way





WHAT WE HAVE DONE SO FAR?

Track record of institutional campaigns on waste in Catalonia



"Glass can have many lives"



"Give packaging a new lease of life"



"The revolution of small gestures has begun"



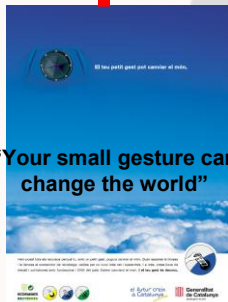
"Our waste, our responsibility"



"Separating properly, child's play"



"Let's save up for the environment"



"Your small gesture can change the world"



"The revolution of small gestures continues. What are yours?"





OTHER COMMUNICATION INITIATIVES:

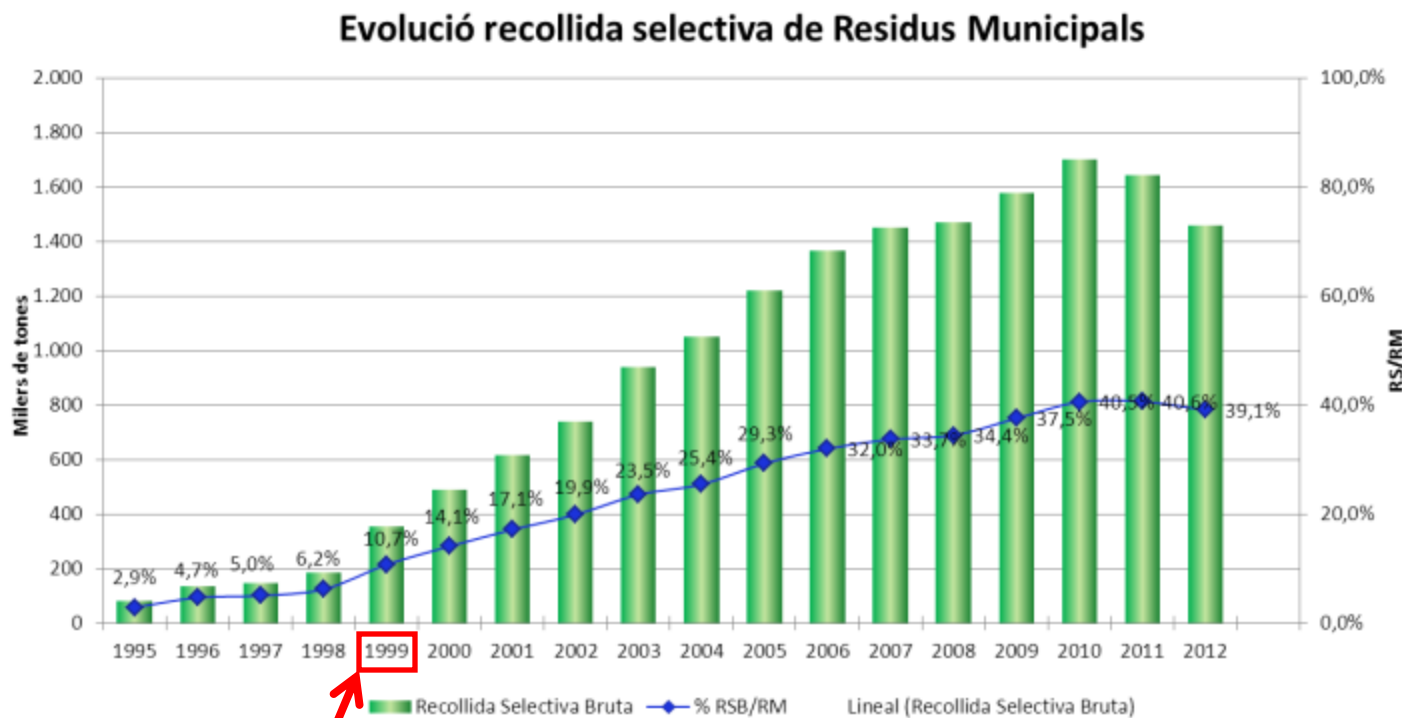
- Travelling exhibitions throughout the area
- Educational material: posters, videos, etc.
- Games
- Website www.arc.cat and specialised microsites: www.residuonvas.cat
- Waste-related mobile applications
- Dissemination in social networks: [@residuscat](https://twitter.com/residuscat)
- Communication campaigns of local councils (through agreements with the integrated systems)
- Specific campaigns (batteries, WEEE, Biowaste)
- Organisation of conferences: Prevention Conference, CompostARC, ComunicARC, etc.
- Talks in schools





EVOLUTION OF WASTE DATA

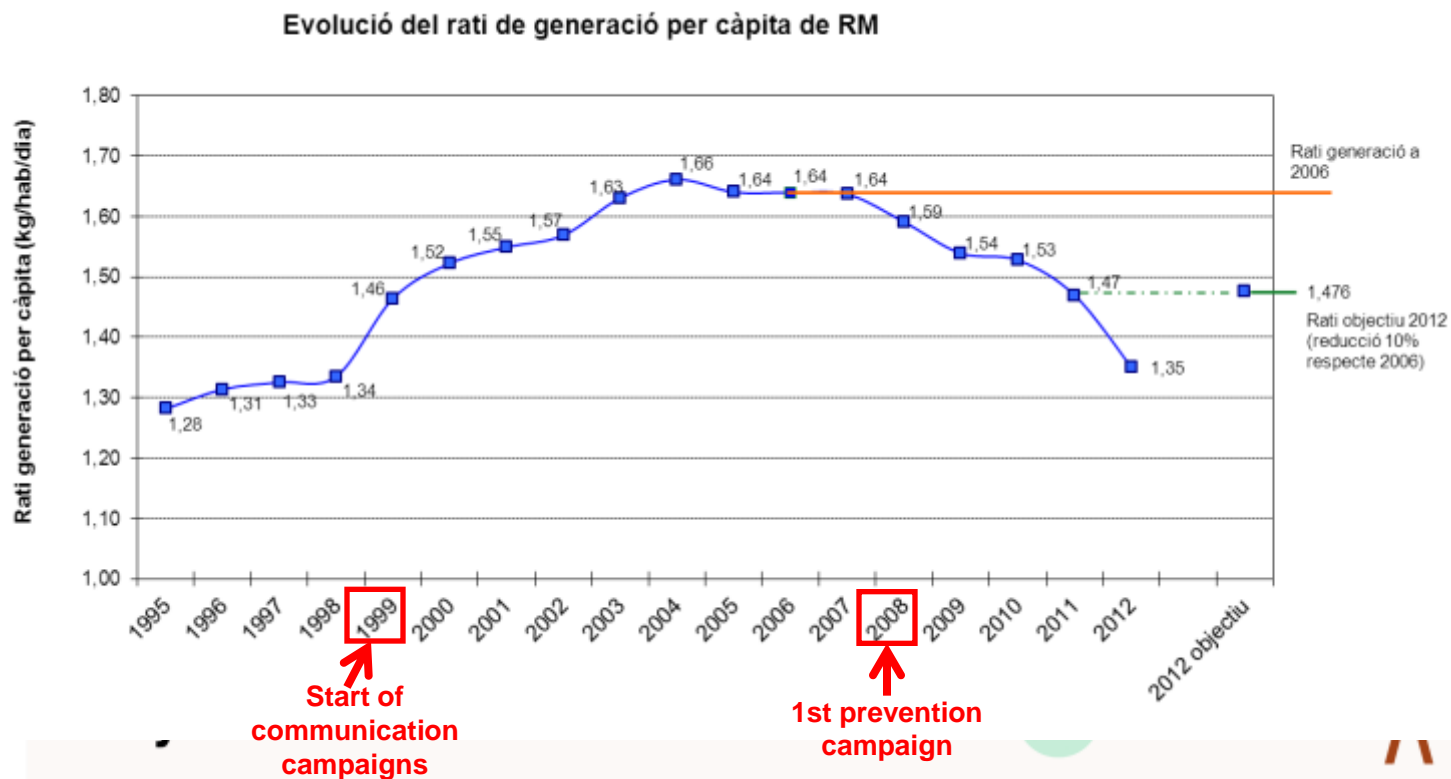
SELECTIVE COLLECTION: In 2012 the selective collection was carried out of **39.1%** of the municipal waste generated





PREVENTION: the rate of waste generation per capita per day in 2012 continues to fall

Municipal waste generation is at **1.35 kg/capita/day**, below the 2012 target.





General programme for the prevention and management of waste and resources in Catalonia 2013 – 2020 (PRECAT20)

COMMUNICATION GOAL



To spread the vision of **waste** as a **resource**
across all areas of activity in Catalan society.





CHALLENGES

1. To improve current information, dissemination and communication tools
2. To develop specific initiatives focused on waste prevention
3. To improve knowledge of the entire cycle of material and energy resources in order to maximise the contribution of waste to this cycle
4. To disseminate the concept of a circular economy among the population
5. To make the cost of waste processing clearer to citizens





CONTENTS OF THE SESSION

- The European Week for Waste Reduction
- An overview of successful communication campaigns
- Round table discussion: raising citizen awareness





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Thank you for your time!

Pilar Chiva

CATALAN WASTE AGENCY

www.arc.cat

pchiva@gencat.cat



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