



CONFÉRENCE PERMANENTE  
DES INTERCOMMUNALES WALLONNES  
DE GESTION DES DÉCHETS

# Copidec ?



Inhab. : 3.510.000  
Area : 16.844 km<sup>2</sup>

Promote and defend  
the interests of 7  
intermunicipalities  
working for/with  
262 municipalities

One of the mission :  
Communication and  
waste prevention

1.880.000 T  
household waste  
collected and  
treated in 2012  
535 kg/inhab/y



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## Working together !

### → Exchange best practice models

- and apply across the board where applicable – « Benchmarking ».

### → Economies of scale :

- Creation of common campaigns, centralized purchase of equipment, media planning.

### → Greater impact for our messaging :

- Complexity of the waste sector + many messages;
- Long term results.

### → Transversal actions :

- Between municipalities in each intermunicipality;
- Between intermunicipalities (« Copidec plan»);
- In synergy with local/regional/international operators.

### ➤ Think regional, act local ...



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## Working together on waste prevention

### → Working on priority catégories of waste :

- Paper, bulk waste, organicwaste;
- 3R (reduce, reuse, recycle).

### → Reinforcement thanks to regional grants (AGW 30.04.1998) :

- 0,50 €/inhab.
- Context of reduction of subsidies.

### → Objectives :

- Long term behaviour changes;
- Waste reduction.

- **Annual strategic communication plan with regard to the Region's priorities.**



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## Working together on waste prevention What we already did ...

### → Promotion of the « Reuse » concept :

- Toys and bikes collected in containers park;
- Citizens involved in local actions.

### → Promotion of the « Reduce » concept :

- Food waste (Greencook, Bruxelles environnement);
- Paper waste « More ideas for less paper »;
- Toxic waste.

### → Promotion of the « Recycle » concept :

- Frying oil;
- Waste reduction.

- Encourage changes in behaviour by proposing concrete moves.

