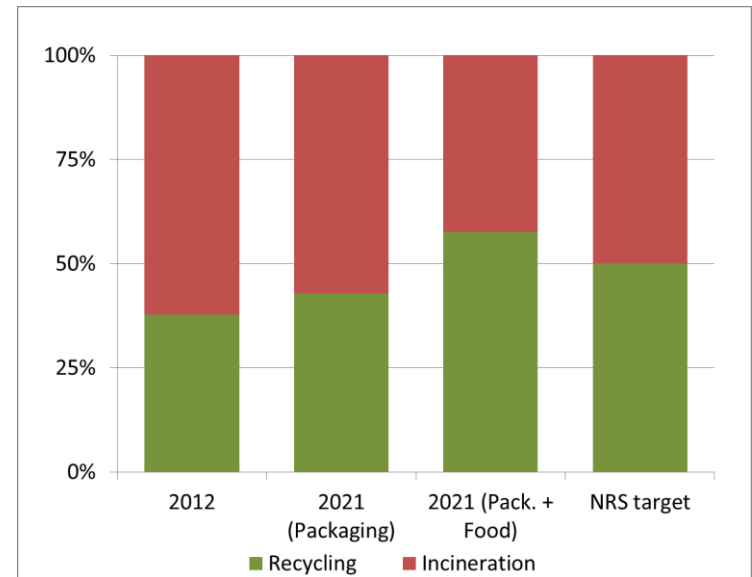


Municipality of Odense Waste Management Plan 2013 "Your Waste Our Resources"



Aims in Odense WMP

- 2012 We recycled 38% of our Household waste (Residues & Bulky)
- By 2022 We will recycle at least 50% to fulfill the National WMS of Denmark
- Packaging waste will add 4-5%
- Food waste will add another 10-13%
- Requires new collection schemes
- Requires intensive awareness raising
- It starts with our first digital WMS



<http://www.silverflip.net/view/odensekommune>



Scheme for awareness raising

- 1. step is the digital Waste Management Plan; Telling the citizens what they shall expect in the coming years
- 4 Themes
 - More reuse of products before they become waste
 - “Waste exchange market”, EU waste week, Tools for education in primary school, focus on creative recycling, Facebook strategy using FB as information channel
 - More recycling (e.g. packaging, food ...)
 - Masterplan for collection schemes in Odense, Information on waste composition, CO₂ savings, analysis of waste composition
 - Clean city
 - No waste “dropping”, waste equipment in the city, Automated Waste Collection Systems in TBT area in Odense
 - Focus on problematic waste
 - Hazardous waste, WEEE/batteries, C&D, Reuse of shredder waste

