

IO1 - Best practices on “ocasional creative recycling” among ADULT PEOPLE

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Overview of the project

In Europe, every year, each person uses 16 tonnes of material, from which 6 tonnes become waste. In the recent years, total waste production in the EU amounted to 2,5 billion tons/year and only 36% was recycled. Turning waste into resources is the key to a circular economy and the European Union's approach to waste management is based on prevention and reuse, recycling, recovery. In line with this, the 7th and 8th Environment Action Programmes set, among the others, the following priority objectives for waste policy in the EU: to reduce the amount of waste generated and maximise recycling and re-use; to extend the lifetime of products and to keep materials in the economic cycle for as long as possible.

In this context, "RecyclArt" project's general objective is to improve employability of adults by enhancing their abilities in the field of recycling with creative design by developing a transnational programme for the promotion of activities on recycling waste among ADULTS.

Current waste management situation in the partnership countries

Albania

Albania has the following legal framework on waste management, decision of the Council of Ministers no.175 from 19.01.2011 on the approval of the national waste management strategy and the National Waste Management Plan; the law on Integrated Management of Waste no. 10463 from 22.09.2011; the law no. 156 from 10.10.2013 some amendments to law no. 10463 from 22.09.2011 on Integrated Management of Waste, Changed; and decision no. 418 from 27.05.2020 on the approval of the Strategic Policy Document and National Plan for Integrated Waste Management 2020-2035.

Currently in Albania there are 57 licensed recycling and waste recycling companies and almost half of them are concentrated in the region of Tirana (Tirana-Durres). The rest operate in cities such as Shkodra Elbasan, Fier, Lezhe, Vlora, Korca. There are few or either do not exist in other cities.

It is estimated that country have about 30 000 people who exercise the activity of waste collection individually and illegally, without health and social insurance.

Eventhough the objective of National Strategy for year 2030 foreses 55% of waste to be recycled, a lot of priority has been given to landfills and incenerators. The country has already 3 big incenerator companies in cities of Elbasan Fier and Tirana, from which only one is working.

There are difficulties to define clearly the rate of recycling and even more the recycling through art, in Albania, since the rate or the way in which waste management affects the environment and human health is unknown.

Education related to environmental protection and sustainable development does not take place in all levels and is not integrated into the system of education, so this necessity depends on the initiatives of the educational institutions themselves, international agencies and local civil society organizations

Urban waste management in Albania is decentralized. Waste management process is under the competence of the local government. In most cities, the service of waste collection and transportation is performed by private waste management companies, which are contracted by the municipalities.

The biggest challenge, in Albania, is the implementation of waste separation strategy; three waste management bins as soon as practically possible with colours: brown or green for compostable organic material, blue for dry recyclable materials, black for other municipal waste. Other challenges are: the establishment of a strong and periodic system of supervision and accountability for the legislation implementation by local government bodies; creating a database of urban waste, on generation, classification, processing, etc; enforcement of sanctions against offenders for violations found; improving the current deficient assessment of the various components of Financial Management and Control in the field of urban waste; improvement of the needed infrastructure for waste management service, as well as to put in place the procedure (e.g. tendering process) for engaging private sector enterprises to provide efficient and effective waste management services.

Greece

Greece has made considerable progress in the last 20 years in Recycling and Recovery, but still fails in implementation and goal achievement.

Today Greece has a national legislation on recycling, more or less harmonized with the targets and legislation of the European Union. The concern lies mainly on the field of implementation and goal achievement.

The first and fundamental specific Greek legislation on recycling and reusing was the law 2939 of 2001, which performed quite well and led to a 95% of country coverage with a system of 2 bins for packaging, satisfactory for 2001 but not for today. It also led to the creation of “systems of recycling” for materials as batteries, tires, vehicles, construction waste, mineral oils, electric and electronic devices.

The most recent and important piece of legislation is the law 4763/2020 on "Implementation of Directive 2019/904 / EU. Its enforcement is the most important bet of today.

According to a report announced by the Hellenic Statistical Authority (ELSTAT) the production and management data of solids waste of the year 2018, the most recent year fully analyzed, which it collects through administrative sources. In short, recovery after the process of recycling is at the level of 10.7 % of the entire amount of waste.

Especially during the year 2018, must be noted that the production of waste amounted to 45,592,603 tons and presented, a decrease by 37.0% compared to 2016. Respectively waste management was adjusted to 42,651,993 tons while it showed a decrease of 39.0% compared to 2016. Regarding the categories of generated waste, in 2018, the "Mining waste and other activities" constitute 79.5% of the total generated waste and the "Municipal solid waste" constitute 11.8%.

The hierarchy of responsibility, as it regards waste management is as follows: The government proposes the legislation and the national planning, Regional Plans and financial schemes on waste management are prepared by the Regions and Municipalities organized in “Solid waste Management Boards” have the duty of specific implementation of the planning. Regarding recycling they cooperate with national level companies supported financially by the producers. It is important to say that any ambition of bettering the percentages of recycling and recovery must take into account the importance of campaigning, especially towards adult people. The reliability of the whole process of recycling, particularly the collection and transporting system boosts the trust and commitment of people, particularly the adults.

Taking into account that many of the school subjects include content concerning environmental and waste matters, we can support that environmental education and waste management is quite well incorporated into the formal curriculum of the Greek schools.

Campaigns to keep alive the message of reducing, reusing, recycling are conducted and paid by the non-profit company, founded under the provisions of law and financially supported by the producers. Also, by EOAN, the national agency for recycling.

The main challenges today concerning Greek recycling perspectives are: the implementation of a transition from the two-bin system to a multiple bin system of 4 bins, including the “brown” one for the organic part; the making of visible progress in field of collecting and recycling of the construction waste; the making of real progress regarding the safe and circular treatment of the toxic waste, including the treatment of asbestos containing products and the bettering of the sensibilization of the population regarding reduction of waste, recycling and circular economy practices.

Italy

Surprisingly Italy is at the forefront in Europe in the recycling sector.

Today Italy is the country that recycles the most among the top 5 industrialized countries of the European Union: more than France, more than Germany, much more than the EU average which is just 37%. Italy recycles 76.9% of its waste, as revealed by Eurostat, the European Union's statistical office. The European average is just 37%, less than half that of Italy. Italy recycles 56.4 million tons.

The most relevant flows for Italy are represented by traditional recyclable waste (paper, plastic, glass, metals, wood, textiles): 26 million tons; followed by mixed waste sent to selection (14 million), organic and green waste (6 million) and chemical waste (1.7 million). Italy is also the second European country, after Germany, in terms of turnover and employees in the sector of preparation for recycling.

Overall, in Italy there are more than 10,500 companies that, regardless of their economic sector, actually carry out waste management activities in order to recover or dispose them.

The plants where waste is recycled numbered about 7,200 in 2015 and thus weigh 60% of the total number of waste managers in Italy; the employees currently employed by these managers are almost 135,000. Approximately 55% of recyclers' facilities are located in Northern Italy, 20% in Central Italy, and 25% in the South

and Islands, and they employ, in that order, nearly 60%, 15%, and just over 25% of employees nationwide.

Analyses conducted by Ecocerved, a consortium company of the Italian system of Chambers of Commerce, on the universe of material recyclers show that the overall annual turnover of the system can be estimated at around 39 billion euros and the added value produced by the recycling industry, i.e. the increase in value that occurs within the production and distribution of final goods and services thanks to the intervention of production factors (capital and labor) starting from initial primary goods and resources, amounted to 12.6 billion euros in 2015, equivalent to about 1% of Italian GDP.

The disposal of waste in Italy was organically regulated by Presidential Decree 915 of September 10, 1982, issued in implementation of EEC Directives n. 75/442 . Separate collection in Italy has become mandatory since 2015, with the entry into force of Legislative Decree No. 205/2010. However, it is not univocal for all regions, although common rules on the proper disposal of materials can be identified. What changes most often is the mode of waste delivery, but in fact many rules are similar. If undifferentiated waste collection is not carried out correctly, the municipalities have the right to fine individual citizens with a fine of between 25 and 620 Euros, depending on the type of violation.

Poland

Legal basis of waste management and institutional responsibilities, in Poland, are the Act on the maintenance of cleanliness and order in municipalities, along with amendments from 13.09.1996, the last version 15.06.2021 and the Act on waste, as amended on 14.12.2012.

The responsibilities on the waste management in Poland is divided into three levels. The Ministry of Climate and Environment is on the top of the pyramid. It is in charge of creating legal regulations and supervises number of national bodies dealing with specific types of waste (f.e. Radioactive Waste Management Plant, National Fund for Environmental Protection and Water Management, Institute for Ecology of Industrial Areas). Regions develop the Regional Waste Management Plan, containing division into municipal waste management provinces. The Region indicate regional municipal waste processing installations. Communes ensure preparations for re-use and recycling of selectively collected waste and waste

generated in the sorting process. They also set up the rates for municipal waste management.

The ecological awareness of Poles is growing, it is shown by the annual surveys carried out by the Ministry of Climate and Environment. Air pollution, ineffective waste management and water pollution were indicated in the surveys by Poles as the biggest problems of the natural environment. The ecological awareness is growing due to the information campaigns and other actions taken by NGOs and Ministries. It has to be stressed that ecological content is part of educational curricula in primary and secondary schools. Apart from that the Ministry of Education carries out a number of activities promoting environmental education, like subject olympics in geography and ecological knowledge (participating 26.000 students). Ministry also organizes trainings for teachers in the field of ecology.

There are a number of challenges that Poland needs to face as far as waste management such as further increase in municipal waste management fees paid by property owners or petrification of municipal waste management methods.

Romania

The main normative acts governing waste management in Romania are law no. 211 of 15 November 2011 on the necessary measures for the protection of the environment and public health, by preventing or reducing the adverse effects caused by waste generation and management and by reducing the general effects of resource use and increasing the efficiency of their use and decision no. 1470 of September 9, 2004 on the approval of the National Waste Management Strategy and the National Waste Management Plan. The waste market is one of the most complex topics to address, because we are talking about two important aspects: a constantly changing legislation and the need to make the population responsible.

In recent years, Romania has made many efforts to align itself with the leaders in recycling in Europe. The department of the European Commission responsible for publishing comparable statistics for the entire EU territory announced that, for 2018, Romania recycled 43% of plastic packaging waste. Unfortunately, is at the bottom of Europe in terms of recycling, with a rate four times lower than the European average, reflecting the disastrous situation of waste management in the country. By 2020, Romania had to reach a 50% recycling rate in order not to be penalized by the European Union. This target has been missed, given that only

11% of municipal waste was recycled, placing Romania on the second lowest recycling rate in the EU.

The next threshold must be reached in 2025, when Romania must reach a 55% recycling rate, a hard-to-reach target for the country, which is still struggling with the closure of illegal landfills and illegal waste imports. Which leads to another challenge, Romania needs to reduce the amount of municipal waste stored by up to 10% by 2035.

The competent decision and control authority in the field of waste management is the Ministry of Environment (MM). According to the legal provisions, the Ministry of Environment carries out the national policy in the field of waste management, fulfilling the role of state authority, synthesis, coordination and control, directly or through specialized technical bodies, authorities or public institutions subordinated, coordinated or under the authority of the ministry.

Compared to European countries, Romania is still at the beginning in terms of the level of education and awareness of the importance of separate collection and recycling. Citizen behavior is crucial for increasing the quantities and quality of waste collected separately. At the same time, the separate collection process is not as accessible as abroad and there is a clear need to increase the infrastructure in order to be accessible to as many citizens as possible.

Pending measures by the state to impose, support and facilitate the selective collection and reduction of waste that ends up in landfills, the fate of the environment is in the hands of the citizen, in the efforts and choices citizens are willing to make for a cleaner Romania.

To help those who voluntarily choose to recycle, "ViitorPlus Association for Sustainable Development" has created the "Recycling Map", the first national platform, interactive, by categories, which allows the identification and location of selective collection points for recyclable waste in Romania. It is, also, offering users the opportunity to contribute to the map database by adding new selective collection points.

ViitorPlus projects include "EcOprovocarea", an extra-curricular educational program for environmental protection for middle school students and high school students and "BiroulECO", a consulting and training dedicated to companies that want to reduce the impact on the environment generated by office activities.

Data collection

IO1- Best practices on “ocasional creative recycling” among ADULT PEOPLE is an analysis on the state of the art about occasional creative recycling; the activities of creating new objects, decorative ones but whom are not immediately necessary for a specific scope, starting from a set of waste materials available.

All data, regarding the recycling behaviors and occasional creative recycling, were collected through applied questionnaires, focus group and interviews. All six partners of the project were involved and at the end of the proces resulted a number of 203 responses; 137 questionnaires applied, 7 focus groups with 56 participants and 8 interviews with 10 participants.

Demographic data

All demographic data were collected anonymously. For this purpose, were filed, by the participants, simple questionnaire at the beginning of each activity. The group of respondents was formed by 144 women (70,94%) and 59 men (29,06%).

From the division by age groups of the participants it resulted that:

- 72 people were between 36 and 45 years old,
- 53 people aged between 46 and 60 years,
- 40 people between 25 and 35 years old,
- 16 people over 60 years old
- 22 people younger than 24 years old.

Recycling habits and behaviour

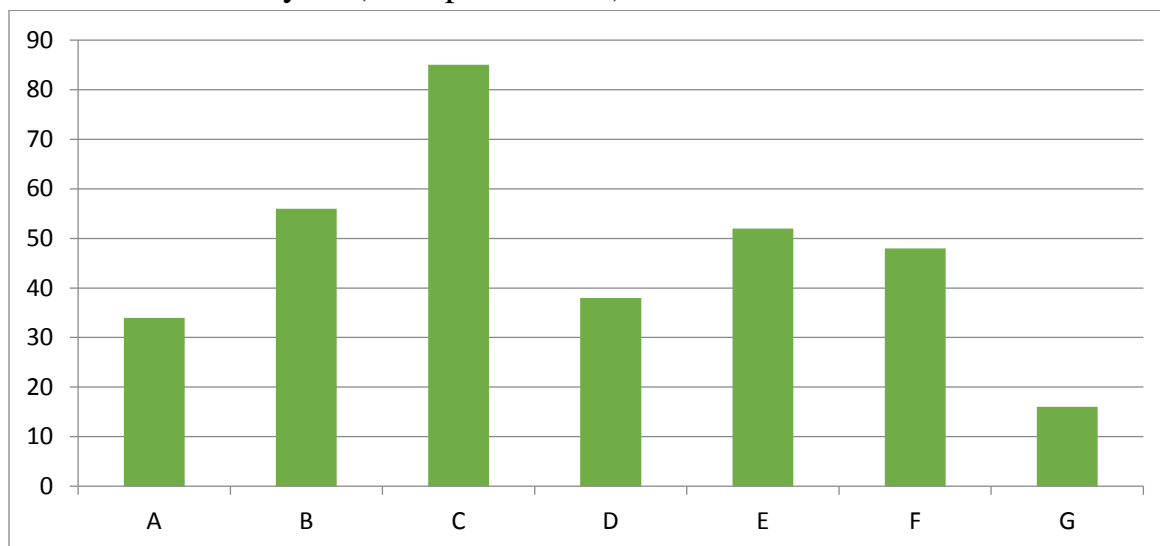
Each country is different and the resulting recycling habits and behaviors are also very specific and different from one country to another. The cumulative percentage for all countries involved in the analysis is 83% people who recycle versus 17% people who say they do not recycle.

First place as the most recycled material is paper/carboard packaging. The second position, on equal levels, we found glass, pet plastic, other plastic, batteries and acumulators. Aluminium, oils and textiles are on the third place. The less recycled category are steel, wood and tires. Regarding the frequency of recycling 82,75% of the respondent recycle on a daily basis, 6,9% recycle weekly, 3,45% once a month and a percentage of 6,9% responded "not sure".

Each respondent has its own motivation for recycling. Most of respondents, when recycling, are thinking about protecting wildlife and the planet's limited resources. More than half of the people questioned were excited at the idea of recycle as a way of saving ocean's living.

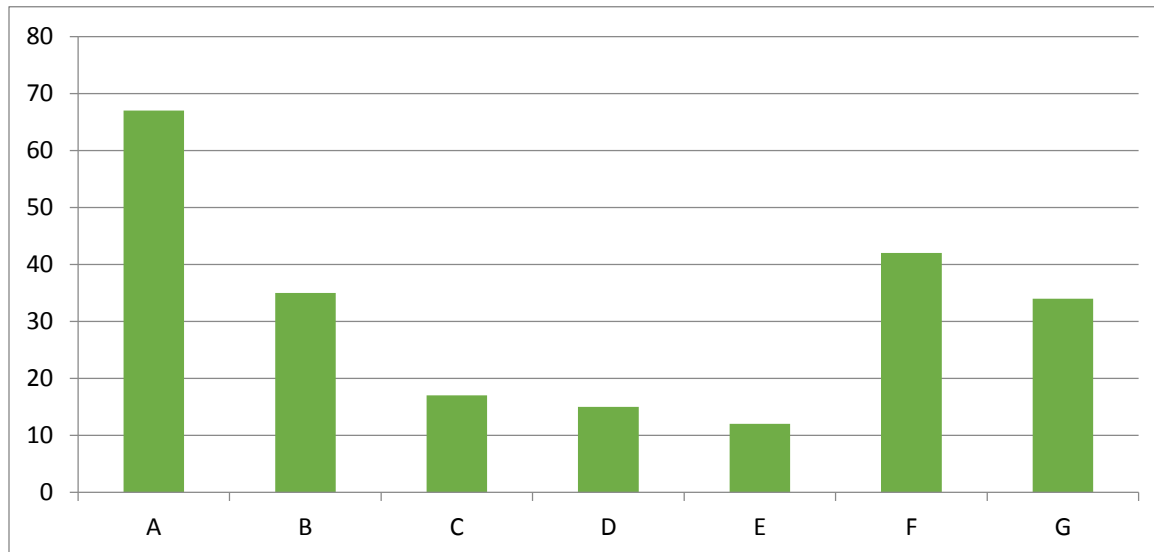
Both the reduction of landfills and the existing climate problems are other two main reasons for concern for those who recycle. Some respondents suggested the economic problems, saying that recycling can help solve them. One third of people pointed out that recycling awakens a feeling of well-being and at the same time can save energy. There are respondents who answered that they are recycling because it is mandatory, considering that recycling is not efficient, it is difficult, that they lack information about recycling, that there should be more recycle bins or that they simply do not know methods by which they could reuse what normally it is thrown away.

Motivation for recycle (multiple choices)



- A - Recycling saves energy – 34 opinions
- B - Recycling reduces landfills – 56 opinions
- C - Recycling preserves our resources and protects wildlife – 85 opinions
- D - Recycling is good for the economy – 38 opinions
- E - Recycling helps our climate problems – 52 opinions
- F - Recycling make me feel better – 48 opinions
- G - Recycling is obligatory by law in my country/area – 16 opinions

Demotivation for recycle (multiple choices)



- A - Trash is an eyesore – 67 opinions
- B - If they paid me, I'd recycle – 35 opinions
- C - Recycling doesn't make a difference. So why do it? – 17 opinions
- D - It is just too hard to do – 15 opinions
- E - Recycling is boring – 12 opinions
- F - I don't have time to recycle – 42 opinions
- G - Other – 34 opinions

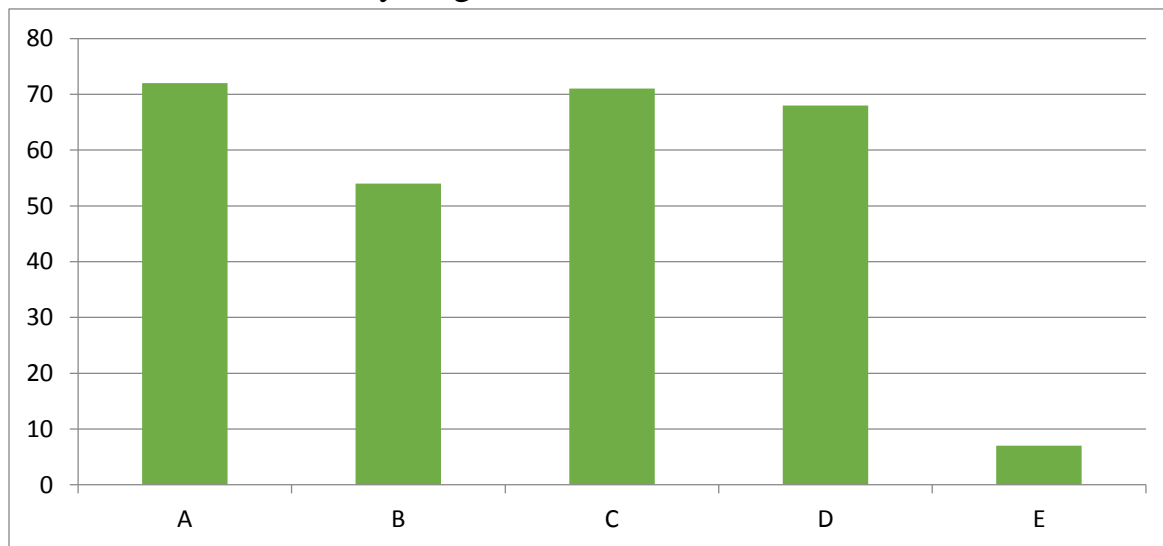
Even though more than three quarters of all respondents say they recycle, they admit that there are some reasons to be demotivated and frustrated with recycling. Among the reasons that demotivate them to recycle are: lack of separate bins, no information about reusing the waste, no information about the results of recycling, no composting bins, the cost with recycle, disappointment with fellow citizens that don't recycle, the complex packaging that makes recycle hard, the thought that recycling it's not effective or it is not done correctly by the collecting companies.

Although demotivated and frustrated, mainly with the state authorities responsible for recycling management, there is a strong feel of awareness regarding the importance of recycling and the possibility of transforming the waste into new products (62,07% aware of the possibility versus 37,93% not aware).

It arises the desire to be able to do something, even on a small scale. More than three quarters of respondents feel that, by knowing that from their collected waste

will emerge something else or by knowing themselves how to reuse the waste, they can be a lot more determined to recycle (67,88% own products made from waste, 49,64% do not own such products and 30,66% don't know if they own such products).

Positive influence on recycling habits



A - More recycle bins – 72 opinions

B - Make the bins accessible/visible using signs – 54 opinions

C - Knowing that from my waste will emerge something else – 71 opinions

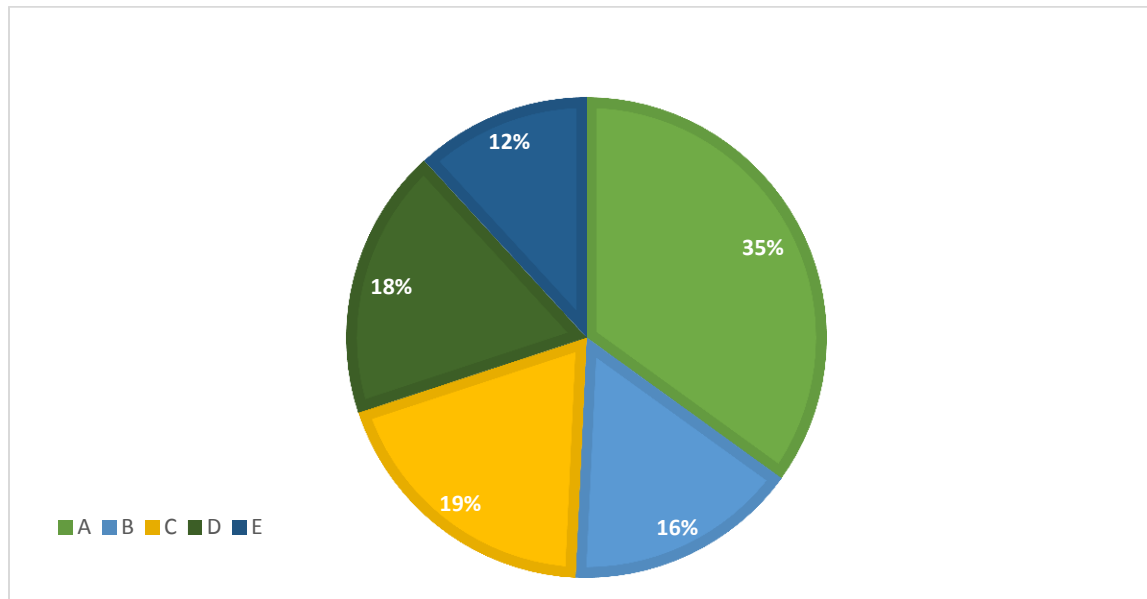
D - Knowing way of how I could reuse my waste – 68 opinions

E - Other – 7 opinions

Also, among the things that could positively influence the recycling habits are more favourable regulation, bonuses for people that recycle, low garbage fee or more points to collect the waste.

More than one third of the respondents (36,95%) will buy products made from waste "when possible", other third will buy "often" (14,78%) or "sometimes" (20,69%) and less than one third will buy "rarely" (18,23%) or "never" (9,36%). Although more of one third respondents are willing to buy products made from waste, there is this general sensation that all products made from waste are more expensive than the regular ones and not all the respondents are willing to pay more for such products.

Responses toward the will to pay more for a product made from waste



- A - Yes, when possible (35%)
- B - Yes, often (16%)
- C - Yes, sometimes (19%)
- D - Yes, but rarely (18%)
- E - No, never (12%)

Regarding the knowledge of companies that sell goods/products made from waste there are some names that are often mentioned such as H&M, Coca Cola, Ikea, Decathlon, Zara, Lidl, Levi's, World Wildlife Fund, Adidas, Calzedonia.

The PROs & CONs list

During the focus groups and interviews, in the light of free discussions, emerged more specific opinions and thoughts of the participants, with a great importance, regarding recycling and about occasional creative recycling.

Important statements indicating the consumers' perspectives about recycling, recycling goods and goods made out of waste were compiled into two categories, depending whether they are positive (PROs) or negative (CONs).

The most relevant statements, taken during focus groups and interviews, are given below:

PROs

- ✓ It is “something good” to protect the environment and give a better future to the next generations.
- ✓ Feeling better when knowing that something was saved and costs are saved.
- ✓ No investments for new objects.
- ✓ Relaxing activity and improves people's creativity.
- ✓ Protecting the environment and help the creatures of the oceans to survive.
- ✓ Design trends have changed. Attention is paid to the reuse of resources.
- ✓ Global trend - people are more and more aware consumers.
- ✓ Potential to educate youth with consciousness about the environment and materials.

CONs

- ✓ Lack of knowledge regarding recycle showing lack of motivation to do it.
- ✓ The recycle through art initiatives seen as unable to solve employment problems and environment problems.
- ✓ Recycling through art cannot be seen as a profession while people are requiring to build their capacities toward a real profession.
- ✓ If you start recycling professionally, it is quite difficult to make a living from it.
- ✓ The recycled objects are most expensive than the regular ones.
- ✓ Problems with law implementation in regard to waste management and also lack of collaboration of different companies with institutions that have to manage the waste and the environment.
- ✓ Recycling through art cannot have the great effects that are required for the environment. It needs to be part of a bigger initiative.
- ✓ All the NGOs initiatives lack sustainability in the long run.
- ✓ Lack of money and venues to implement such activities, to transform the waste into new products.
- ✓ There are no law regulations or subsidies that may incite to recycle.

Collection of best practice

Throughout all the activities and desk research it was gathered 20 best practices.

IO1-Albania_01_RecycledJeans - Production and sale of shopping and accessory bags made of recycled jeans.

IO1-Albania_02_GlassOltaDokle - Recycled glass bottles, jars other glass containers are drawn and decorated with ornaments that gives each bottle, jar or other container a new life.

IO1-Albania_03_AULEDA agency - AULEDA Agency strengthen and promote a sustainable and comprehensive development of Vlora District.

IO1-Albania_04_ArtPasticRecycle - The proposal aimed to introduce one of the most innovative actions to overcome the very complex problem of environmental pollution and waste use/recycling.

IO1-Greece_01_JewelryComputerWaste - Jewelry made from reused computer parts.

IO1-Greece_02_PlastikourgeioLabAndShop - PLASTIKOURGEIO LAB and SHOP is both, a recycling-recovery-utilization workshop and a selling shop. They create and offer tableware for home, office, vacation, camping, picnic with an eye to be ecological products, friendly to humans and the environment, which are alternatives to the plastic objects we use in our daily lives. In this store one can also find decorative and everyday useful items, made in the workshop. They are members of the Greek department of the international Precious plastic community.

IO1-Greece_03_BlueCycle - BlueCycle is a Blue and Circular economy program aimed at utilizing plastics derived from fishing and shipping. The aim is to create high quality raw material, suitable for reintegration into industry and to promote a holistic approach to tackling the problem of plastic waste ending up in the sea. The BlueCycle program operates under the auspices of the Aikaterini Laskaridis Foundation.

IO1-Greece_04_2plus1equals2 - "2WO+1NE=2" is an ethical designer brand of clothing garments.

IO1-Greece_05_Halkyon - Recycling of nature leftovers.

IO1-Greece_06_RecycleAtSource - Recycling of Waste Electronic and Electrical Equipment – WEEE.

IO1-Greece_07_FabricRepublic - Recycling of clothes and fabrics. Fabric Republic is an innovative and integrated surplus clothing management system that focuses on today's social needs, sustainability and sustainable development.

IO1-Italy_01_FiorDiIdeeInBarattolo - Handmade products, made from waste and natural flowers.

IO1-Italy_02_ChristmasDecorations - Christmas decorations made from broken glass.

IO1-Italy_03_FlowerPots - Flower boxes with old towels.

IO1-Poland_01_KapsArt - This is one of the brands which specialized in upcycling Nespresso coffee caps.

IO1-Poland_02_PracowniaMozaiki - The Mosaic Workshop was set up by an artist few years ago. It has been situated in the unique setting of Księży Młyn – Factory-residential complex on the River Jasień which was built in the 19th century by Karol Scheibler, the richest industrialist of Lodz. The Mosaic Workshop specializes in unique jewellery with micro mosaic. Apart from that the Mosaic Workshop hosts a gallery, runs artistic workshops and mosaic shows.

IO1-Poland_03_UpLife - Up life is the name of the Foundation and a brand of products that are developed by this organization. The mission of the organization is to transfer ecological awareness into action (upcycling artistic workshops, culinary workshops on vegetable cuisine) and in health prophylaxis (slow jogging training). The Foundation has been set up in 2017 by two women with artistic interests.

IO1-Romania_01_CapsCarpet - Carpet from plastic bottle caps. Plastic bottle caps are used to form carpets of various shapes and colors. Caps of the same color or of different colors can be used to form as varied models as possible.

IO1-Romania_02_PlasticBottleDeco - Smart ideas to use plastic bottles.

IO1-Romania_03_ArtisanalSoap - Manufacture of homemade soap whose main ingredient is used oil. The manufacture of this type of homemade soap whose main ingredient is the oil used is very good for both skin and clothing and for the care of the environment.

Note - This report is accompanied, as separate documents, by the 20 good practices collected, mentioned above.