

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

Overview of the project

Data collection

Demographic data

Recycling habits and behaviour

The PROs & CONs list

Colection of Best practices

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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.

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

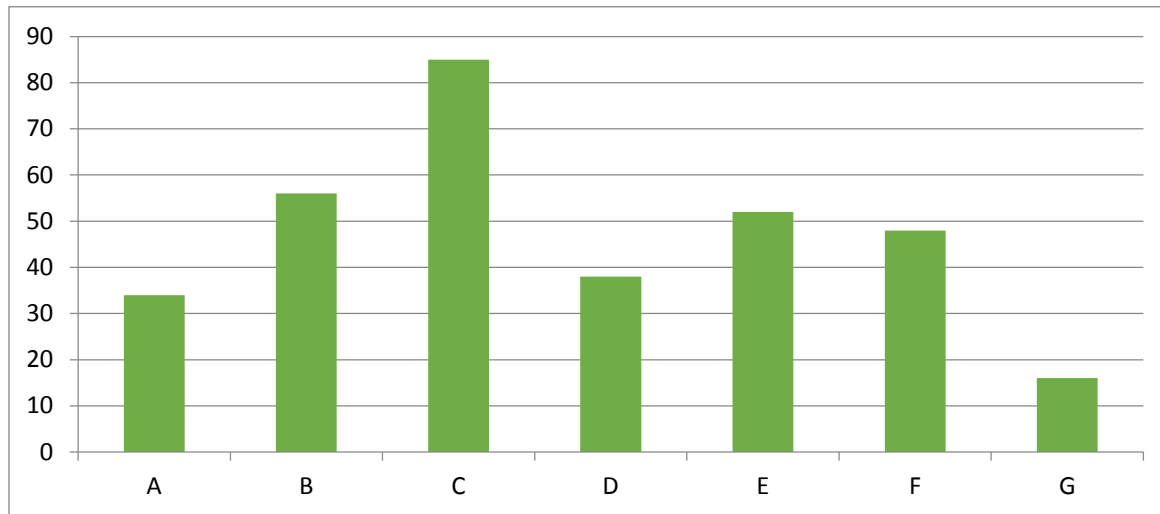
Each country is different and the resulting recycling habits and behaviors are also very specific and different from one country to another. The cumulative percentage for all countries involved in the analysis is 83% people who recycle versus 17% people who say they do not recycle.

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 accumulators. 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.

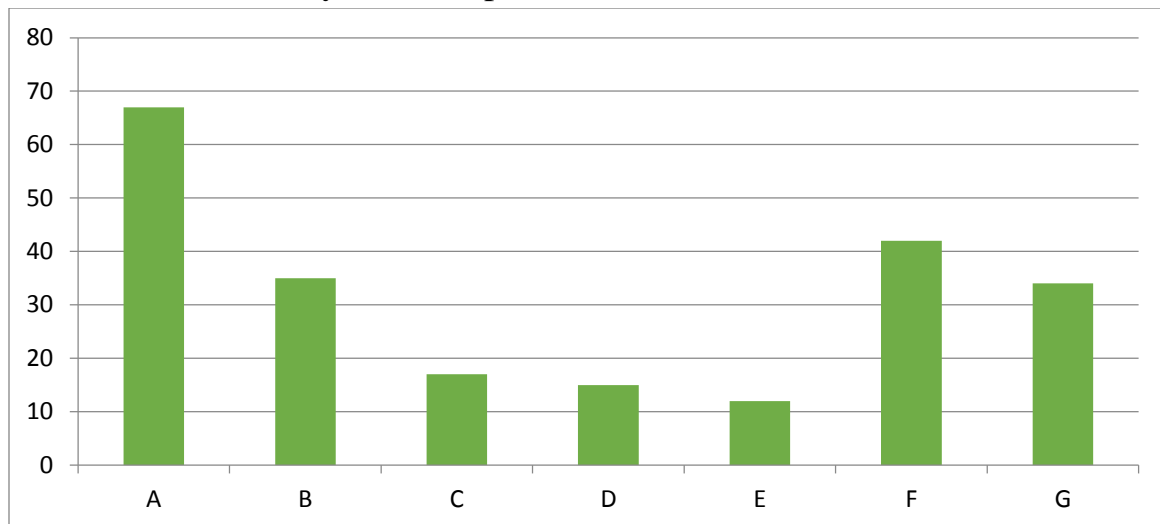
Both the reduction of landfills and the existing climate problems are other two main reasons for concern for those who recycle. Some respondents suggested the economic problems, saying that recycling can help solve them. One third of people pointed out that recycling awakens a feeling of well-being and 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)



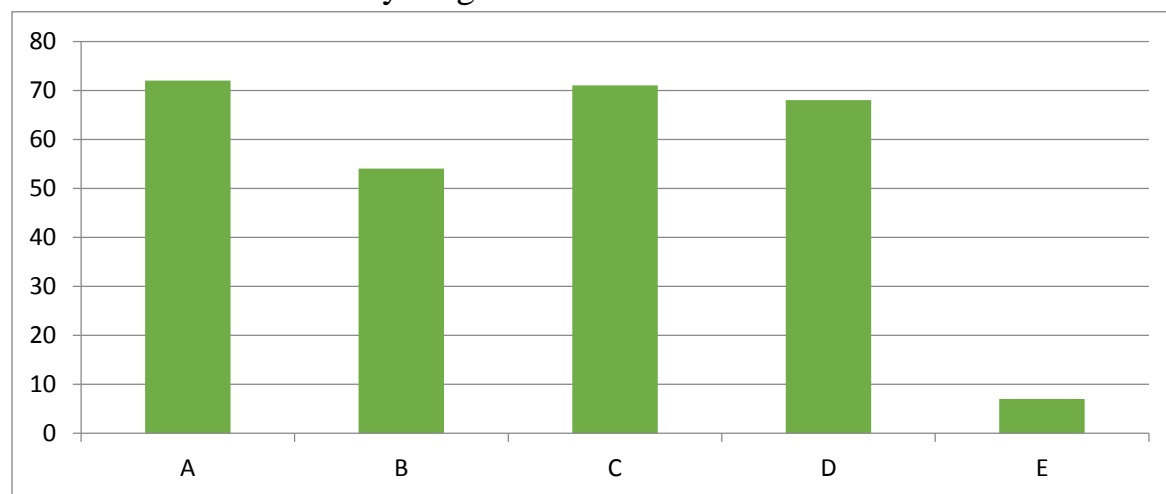
- A - Trash is an eyesore – 67 opinions
- B - If they paid me, I'd recycle – 35 opinions
- C - Recycling doesn't make a difference. So why do it? – 17 opinions
- D - It is just too hard to do – 15 opinions
- E - Recycling is boring – 12 opinions
- F - I don't have time to recycle – 42 opinions
- G -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

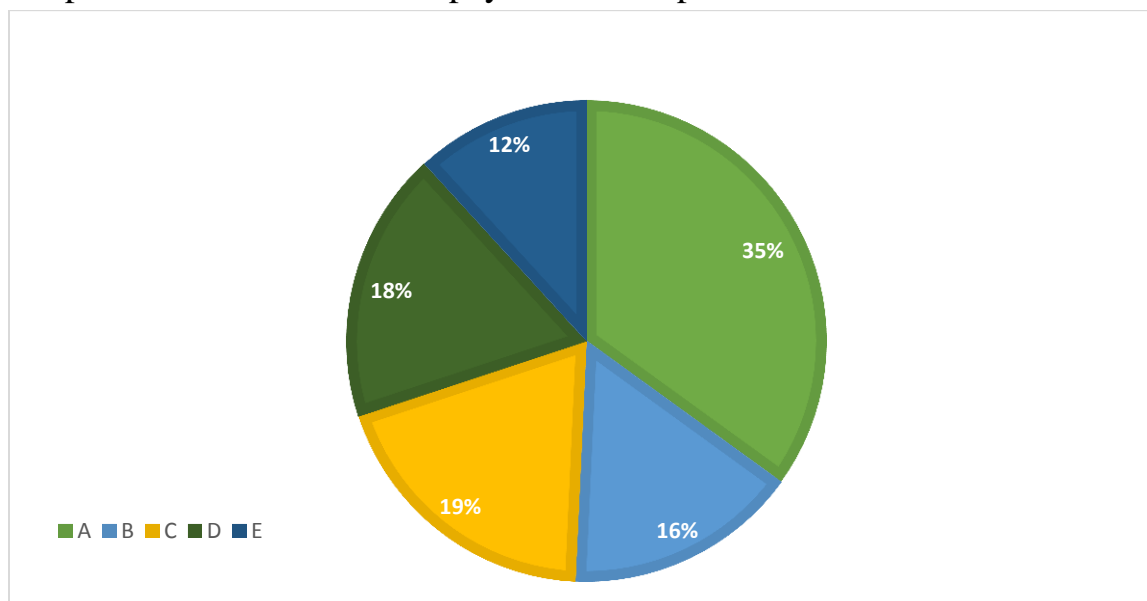
D - Knowing way of how I could reuse my waste – 68 opinions

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 draw 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.