



WINPOL
Interreg Europe



European Union
European Regional
Development Fund

Action Plan Implementation EMULSA (Gijón)



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25th May 2022
Final Conference - Brussels

POLICY INSTRUMENT

MUNICIPAL WASTE MANAGEMENT PLAN 2018-2022

Political Parties

University

Neighborhood Associations

Environmental Associations

Merchants Union

Hostelry

Labor Unions, etc.



POLICY INSTRUMENT

MUNICIPAL WASTE MANAGEMENT PLAN 2018-2022

8 STRATEGIC LINES

0. - ORDINANCE UPDATE

1. – MORE INFORMATION / AWARENESS

2. – INCREASE THE EASE OF DOING IT RIGHT

3. – INCREASE THE DIFFICULTY TO DO IT WRONG

4. – INCENTIVE ECONOMICLY

5. – INCREASE CONTROLS

30 SPECIFIC MEASURES



ACTION 1: PAYT/KAYT PILOT

Specific Measure in the Plan. (Action 10)

Economical incentive to short

ACTUAL TAX SYSTEM

Fixed Rate
Independent
69 €/year



ALL CITIZENS PAY THE SAME

ACTION 1: PAYT/KAYT PILOT

INSPIRATION

Ghent

Seveso

Argentona

PAYT

Prepaid bags

Street Opened Bins

No identification



Proyecto para mejorar la gestión y la recuperación de los residuos

¿separa más Y Paga menos?

www.separamasypagamenos.com

Conoce los residuos domésticos generados y separados en Sijón

información
984540037

EMULSA
medio ambiente | mediu ambiente
Sijón | Xixón

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ESCANEA EL QR

SEPARA

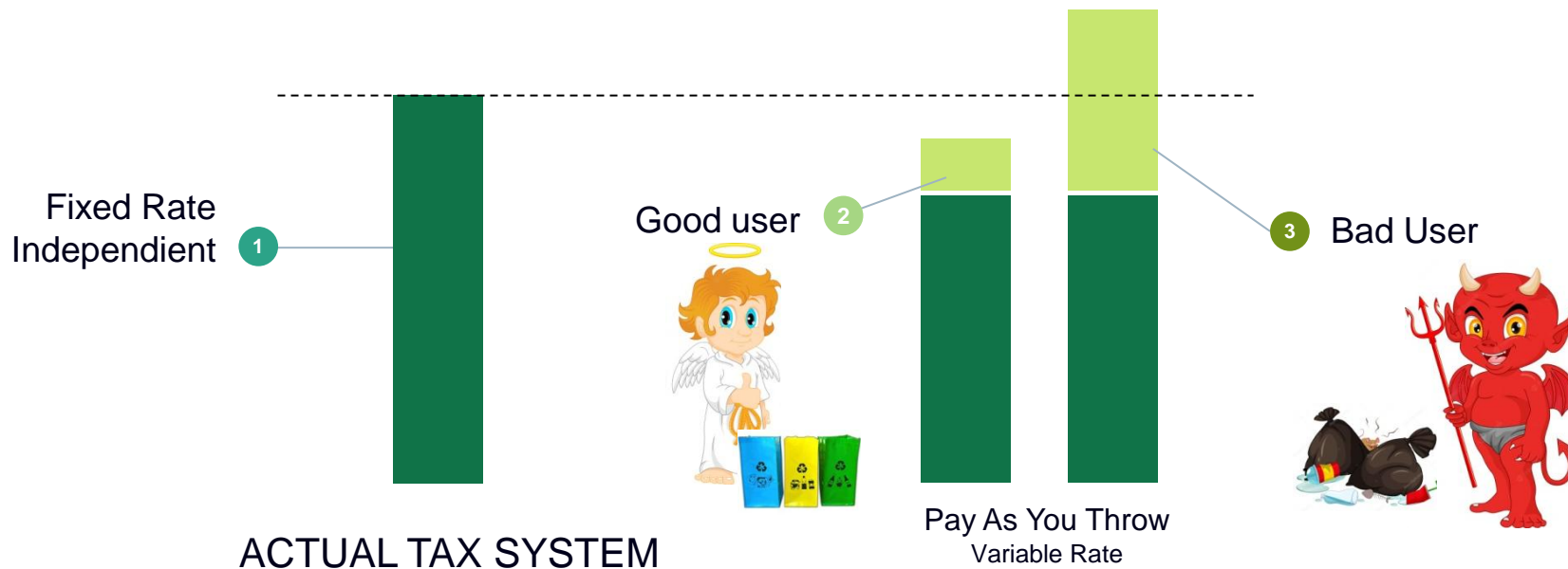
GANA

GANA ENTRADAS PARA EVENTOS Y MUCHOS OTROS PREMIOS

Descubre mucho más ¡síguenos!

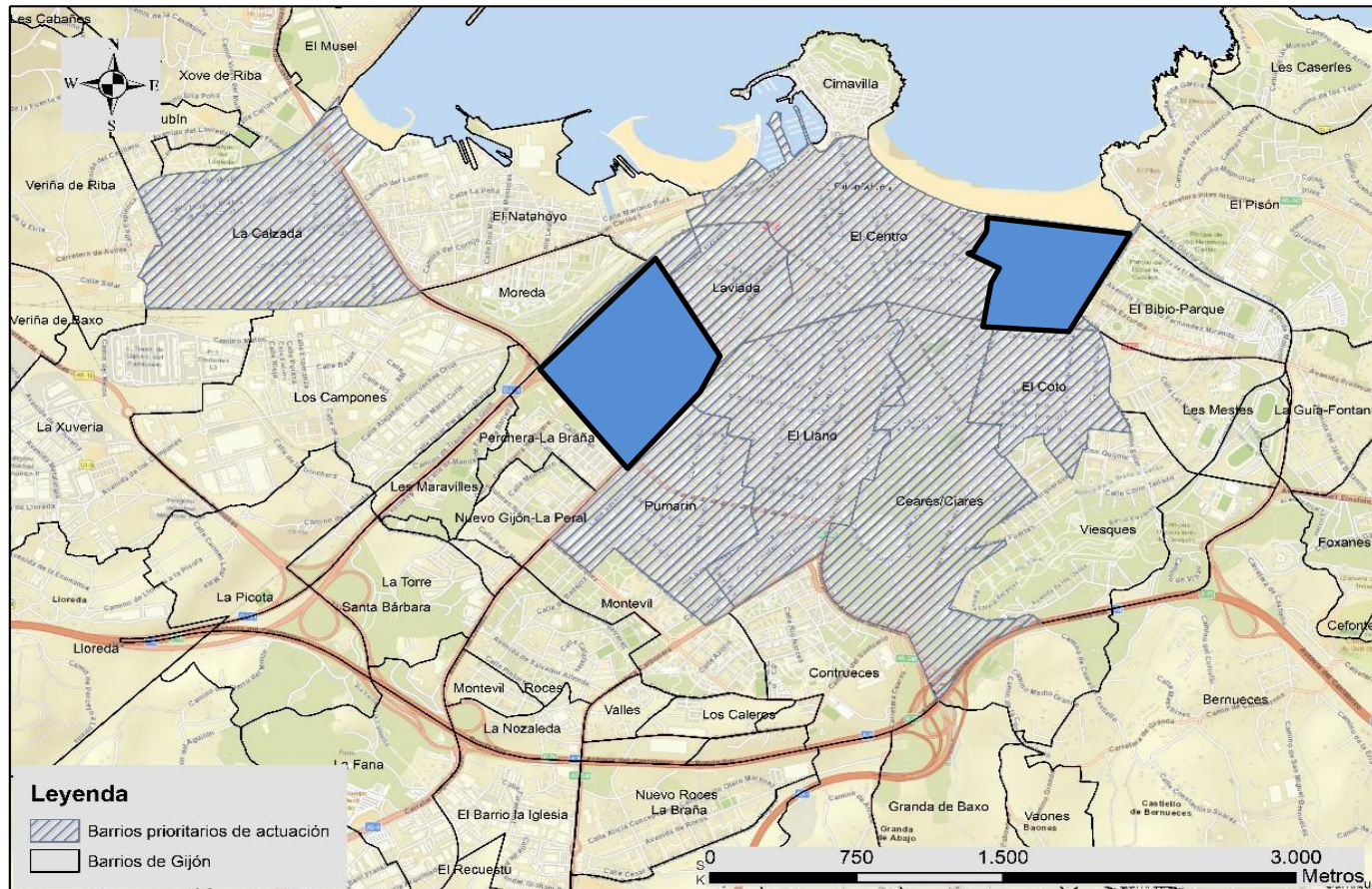
ACTION 1: PAYT/KAYT PILOT

FAIREST RATE



Sort More & Pay Less
Polluter pays

ACTION 1: PAYT/KAYT PILOT



750 volunteers

Monitor their waste

Bags for free during 6 months

ACTION 1: PAYT/KAYT PILOT

Vending Machine

Partners shops



**¿separa más
Y PAGA menos?**

LOCALES ADHERIDOS PARA EL SUMINISTRO DE BOLSAS



El Rincón de Mari



Código Demain Informática

**PARTICIPA EN EL SORTEO DE ENTRADAS
PARA EVENTOS Y MUCHOS OTROS PREMIOS**

ORGANIZA



COLABORAN



www.separamasypagamenos.com



ACTION 1: PAYT/KAYT PILOT

Mobile App

To get bags



Separa Mas Y Paga Menos
Enxamio

Abrir

4,2 ★

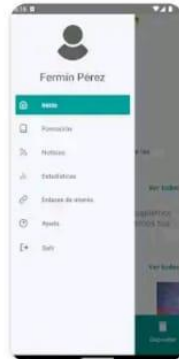
23 reseñas ⓘ

Más de 500

Descargas

3

PEGI 3 ⓘ



Proyecto piloto de Emulsa



ACTION 1: PAYT/KAYT PILOT

KAYT: Know As You Throw

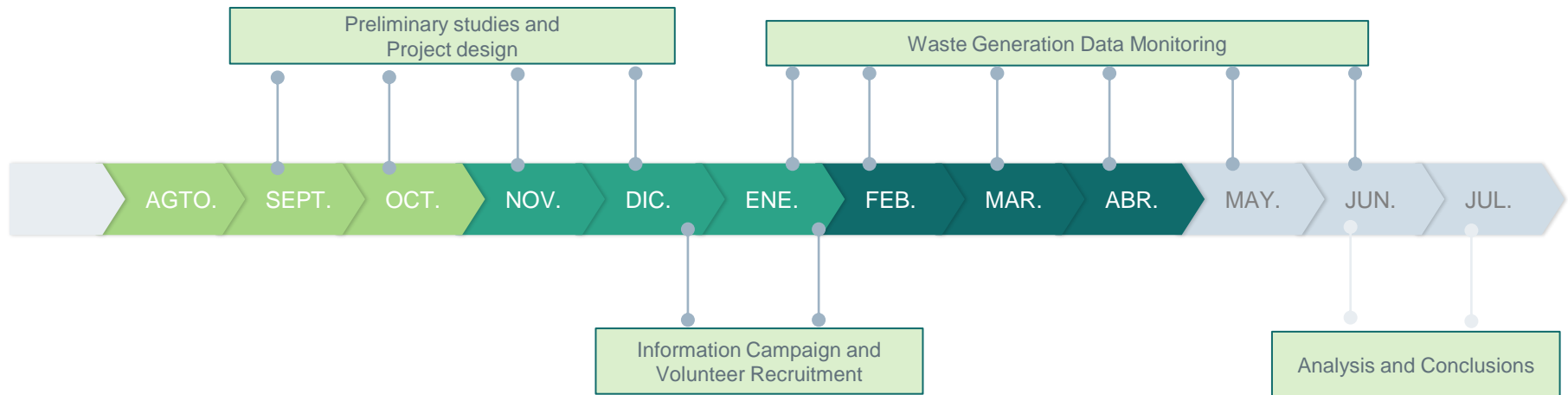
Mobile App also to deposit and get own data

Personalized Notifications



ACTION 1: PAYT/KAYT PILOT

SCHEDULE



ACTION 1: PAYT/KAYT PILOT

VOLUNTEER RECRUITMENT

Information points

Meetings with neighbors

Training in Schools

Information media appearances

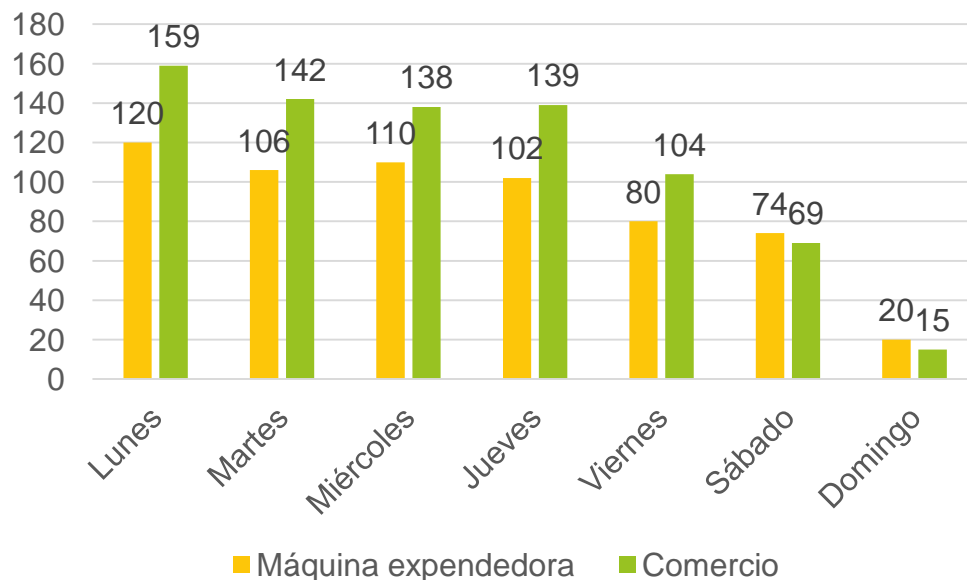
768 families



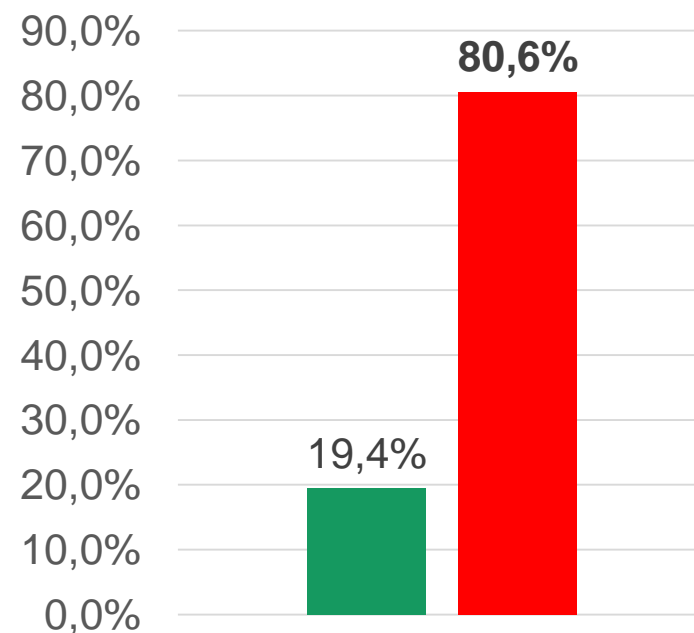
ACTION 1: PAYT/KAYT PILOT

DETAILED DATA

Number of rolls obtained depending on the place and day of the week



Shorting / Residual Waste



ACTION 2: PRUNING WASTE COLECTION

Specific Measure in the Plan.(Action 24)

Specific collection of green waste

To avoid pruning waste inside
residual waste (Landfill)



ACTION 2: PRUNING WASTE COLLECTION



Initially – Big Containers

INSPIRATION – Study Visit to Imola – October 2019



Lateral Side
with Access
control

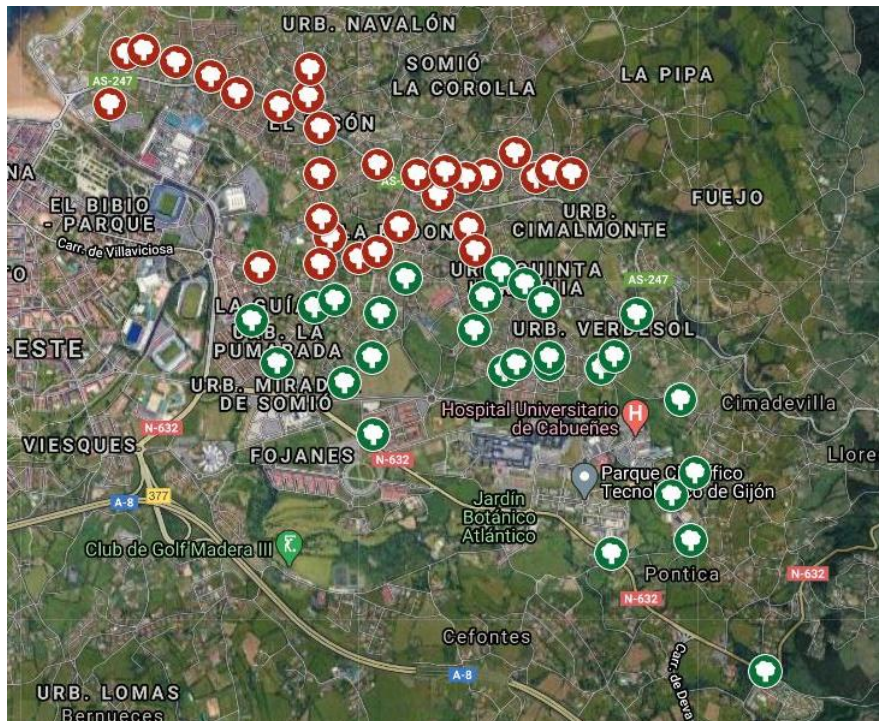
ACTION 2: PRUNING WASTE COLLECTION

November 2020 - Pilot

60 street containers (aprox. 3m3) – Side Collector

Suburban area

2 Areas – With and without lock

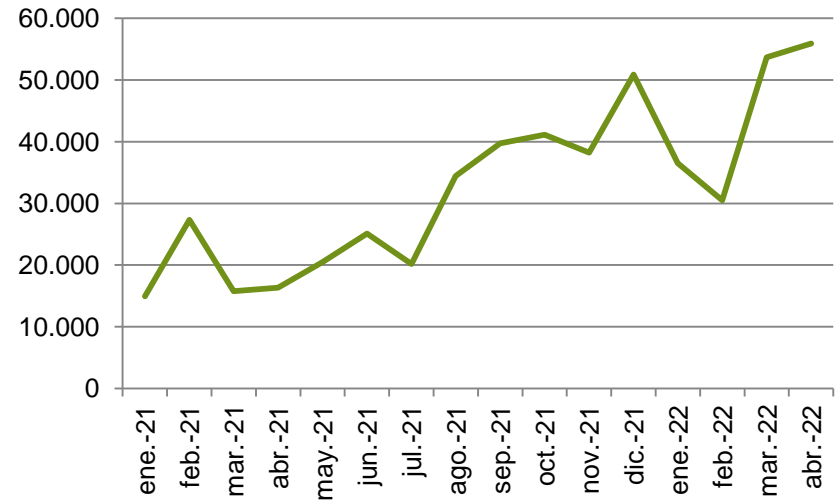


ACTION 2: PRUNING WASTE COLECTION

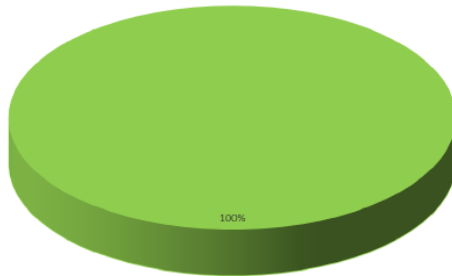
6 months Pilot Project

About 500.000 kg collected

Characterization, Analysis and Conclusions



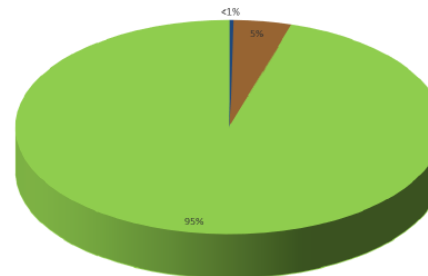
CARACTERIZACIÓN DE LOS CONTENEDORES DE RESTOS VEGETALES DE LA ZONA 1 (CON CERRADURA)



■ RESTOS DE JARDINERÍA Y PODAS

With Lock – 100%

CARACTERIZACIÓN DE LOS CONTENEDORES DE RESTOS VEGETALES DE LA ZONA 2 (SIN CERRADURA)



■ PLÁSTICOS (PET, PEAD, FILM, PVC, PP, PS, EPS, OTROS PLÁSTICOS)

■ RESTOS DE ALIMENTOS

■ RESTOS DE JARDINERÍA Y PODAS

Without Lock – 95%

ACTION 3: WASTE COMPACTOR ROLLER

Specific Measure in the Plan.(Action 7)

Civic Amenity Sites Improvement

OBJETIVE

Reduce journeys.

Increase availability.

Initially. Fix Roller. Just One Container.



ACTION 3: WASTE COMPACTOR ROLLER

INSPIRATION

Study Visit Antwerp – De Collectie – November 2019



ACTION 3: WASTE COMPACTOR ROLLER

4 different CAS

Portable roller

Public tender was deserted





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Thank you!

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