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Communication Action Plan

on Waste Prevention, Separate Collection and Recovery in Greece

Final Report

May 2020

Prepared by



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Index

1. Background	6
2. Summary	7
2.1 Περίληψη	9
3. Introduction	12
4. The Greek Context	13
4.1 The basic statistics	13
4.2 EU Waste Framework and Greek legislation	13
4.3 Ongoing recycling programs in Greece	14
4.4 Awareness and attitude	15
4.5 Campaigns and awareness measures so far applied in Greece	21
4.6 SWOT analysis	23
5. Campaign parameters	24
5.1 Campaign slogan and logo	24
5.2 Target groups and priorities	24
5.2.1 Children and youth	25
5.2.2 Businesses	25
5.2.3 General public, heads of households	26
5.2.4 Senior citizens	26
5.2.5 Media	26
5.2.6 Academic / Scientific / Research Institutions	27
5.2.7 NGOs	27
5.2.8 State, government, public sector	27
5.3 Strategy directions	28
5.3.1 Target priorities	28
5.3.2 Use of media / communication channels	28
5.3.3 Information dissemination / word of mouth	28
5.3.4 Mobilization of citizens	28
5.3.5 Synergies	28
5.3.6 Public and private sector, institutions, bodies, NGOs	28
6. Campaign support structure	30
6.1 Task force for campaign coordination by YPEN	30
6.2 Contact officers in other Ministries	30

6.3	Press office	31
6.4	Knowledge base.....	31
6.5	Design and production of informative material	32
6.6	Above the line advertising.....	33
6.7	Campaign website.....	33
6.8	Mobile application	34
6.9	Social networks.....	35
6.10	Ambassadors’ network.....	36
6.11	Support by celebrities / influencers	37
6.12	External supporting agencies, consultants	37
7.	Proposed activities per target group	39
7.1	Activities for children	39
7.1.1	Provision of “Waste Prevention, Recycling and Resource Efficiency” as an obligatory subject matter in schools.....	40
7.1.2	Activity kits to be used by teachers	41
7.1.3	Digital Information kits to be used by pupils	43
7.1.4	Information centers in schools.....	44
7.1.5	Special activities in schools	45
7.1.6	Contests among schools.....	46
7.1.7	Local awareness raising campaigns by children / teenagers	47
7.1.8	Composting bin construction workshop	48
7.1.9	Visiting recycling facilities	49
7.2	Activities for youth.....	50
7.2.1	Universities.....	50
7.2.2	Army	51
7.3	Activities for seniors.....	53
7.3.1	Seniors’ day centers (ΚΑΠΗ).....	54
7.3.2	Church	55
7.4	Activities for the general public	56
7.4.1	Road show	56
7.4.2	Creative outdoor	58
7.4.3	Online events / competitions.....	60
7.4.4	Warning messages on single-use packaging	61
7.4.5	Reward / punishment systems.....	62
7.4.6	Campaign press events	63
7.5	Business / Private sector	64

7.5.1	Cooperation with media, communication sponsoring.....	66
7.5.2	Cooperation with corporations for funding, sponsoring	66
7.5.3	Producers	66
7.5.4	Retail sector.....	67
7.5.5	Tourism sector.....	67
7.5.6	Transportations.....	68
7.5.7	Food and beverage.....	68
7.5.8	Service providers.....	69
7.5.9	Recycling corporations.....	69
7.6	Public sector and municipalities.....	70
7.6.1	Public services	70
7.6.2	Municipalities	71
8.	Indicative cost estimation	74
9.	Indicative time plan	75
10.	Indicative creative proposals	76
10.1	Arguments.....	76
10.2	Creative / content directions	77
10.2.1	Words to use: «Απόβλητα», «Σκουπίδια», «Απορρίμματα».....	77
10.3	Slogan.....	78
10.4	Indicative copy.....	79
10.5	Logo	80
11.	Campaign evaluation / KPIs.....	81
12.	Conclusions and the way forward.....	83
13.	Sources / reference list	84
13.1	Indicative research and survey results about citizens attitude towards the environment	84
13.2	Websites related to Waste Prevention and Recycle.....	85
14.	Annexes.....	86
14.1	Waste prevention guidelines	86
14.1.1	Waste prevention guidelines for citizens.....	87
14.1.2	Waste prevention guidelines for municipalities (English).....	93
14.2	Examples of implemented campaigns in the EU	103
14.2.1	Campaigns and online applications.....	103
14.2.2	Material – Video.....	107
14.2.3	Material – Print	108
14.2.4	Material designed for kids.....	113
14.2.5	Creative Outdoor.....	114

14.2.6	Special Events / Roadshows	117
14.2.7	Communication related to fines	119
14.2.8	Ambassadors Programs.....	120
14.2.9	Influencers.....	121
14.3	Notes from interviews conducted	122
14.4	Stakeholders' groups.....	124
14.4.1	Government / State	124
14.4.2	European / International Organizations and Institutions	124
14.4.3	Political parties and Foundations.....	124
14.4.4	Military.....	125
14.4.5	Education.....	125
14.4.6	Businesses, corporations.....	125
14.4.7	General public (adults).....	126
14.4.8	Media (national, regional, local)	126
14.4.9	Research and scientific Institutions	126
14.4.10	Cultural clubs and institutions, church.....	126
14.4.11	Non-Governmental Organizations for the Environment	127
14.4.12	Special teams	127
14.4.13	Stakeholders and tools matrix	128
14.5	Translations in Greek	129
14.5.1	Ενδεικτική εκτίμηση κόστους	129
14.5.2	Ενδεικτικό χρονοδιάγραμμα.....	130

1. Background

The Greek government asked the European Commission (EC) for support in specific areas (including the improvement of municipal waste management, regulatory issues of the waste sector, the management of specific waste categories) in order to raise the quality and quantity of recycling, to improve data quality and to effectively use economic instruments. To achieve the aforementioned goals, the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) provides “[Technical support for the implementation of the National Waste Management Plan \(NWMP\) of Greece](#)” from 2018 to 2020. The project is jointly co-financed by the European Union (EU), via the Structural Reform Support Programme (SRSP) and the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU) and implemented by GIZ and the Hellenic Ministry of Environment and Energy (YPEN), in cooperation with the European Commission.

GIZ commissioned Sympraxis to provide specific technical expertise to GIZ and YPEN from January to May 2020 by supporting the project activity 2.3 “Concepts to implement information and awareness raising measures on waste prevention, separate collection and recovery”. The hereby outlined report will provide a comprehensive, innovative Communication Action Plan (CAP) on waste prevention, separate collection and recycling, and waste prevention guidelines for citizens and municipalities.

Assignment	Communication services on waste prevention and recycling in Greece
Project activity	2.3 Concepts to implement information and awareness raising measures on waste prevention, separate collection and recovery
Contract No.	81251713
Project Name	Technical support for the implementation of the National Waste Management Plan (NWMP) of Greece (68.3045.9)
Client / Project Executing Agency	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), Project Leader: Eva Ringhof (eva.ringhof@giz.de) Senior Waste Expert: Vasiliki Panaretou (vasiliki.panaretou@giz.de)
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Contract term	20.01.2020 - 31.05.2020

Disclaimer

Sympraxis has taken due care in the preparation of this report to ensure that all facts and analysis presented are as accurate as possible within the scope of the study.

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2. Summary

This report describes a proposed campaign, including communication activities, for raising awareness on waste prevention and separate collection of waste in Greece.

The Greek Context

Some basic **statistics** are provided, describing the poor performance on waste prevention and recycling in Greece, along with related information on **legislation** and ongoing **recycling programs** in Greece. Information on **awareness and attitude** of Greeks on waste prevention and recycling, as well as past related **campaigns** and awareness measures are also presented. Finally, a Strengths – Weaknesses – Opportunities – Threats (**SWOT**) analysis on waste prevention communication is presented.

Campaign Parameters

The proposed **target groups** are described, along with their main characteristics and proposed channels for each one of them to reach. Children are considered as a core group with a special significance, followed by businesses and corporations. An analysis has been carried out regarding the general public and some alternative ways to reach it, without using a high cost traditional media advertising campaign. Other target groups described are senior citizens, media, academia, scientific institutions, and non-governmental organizations. The government and the public sector are also considered crucial.

In addition, proposed communication **strategy directions** are described, including target group priorities, the use of media and communication channels, the use of information dissemination and word of mouth, the mobilization and motivation of citizens to participate, the creation of synergies among activities and the involvement of the private and public sector.

Campaign support structure

A backbone structure is proposed for the campaign, to support, connect and coordinate all activities. The first step is a **special task force** created in YPEN coordinating all activities, also connected with related officers in **other ministries**. A **press office** is important to control and coordinate the dissemination and provide information to the media. A central **knowledge base**, containing many possible questions and answers regarding waste prevention and recycling will assure that all authorities and materials use the same information, giving the same approved answers to all questions. Many kinds of **informative material** must be designed and produced, to be used in the several activities: text, images, posters, leaflets, videos etc. The use of **above the line advertising** is not proposed. But, the creation of a dedicated **website** is proposed, as central referral point for all activities. This website may also be connected with a **mobile app**, fed by its content. Accounts on **social networks** are also proposed to support the campaign. Finally, the support of **celebrities and influencers** is proposed, as well as the creation of an unofficial **ambassadors' network** consisted of volunteers among the public. The whole effort may have to be supported by **external experts or agencies**, in the cases that the ministry's available internal resources are not sufficient.

Proposed activities

Many specific activities are proposed, sorted by the target group they are addressed to.

Activities for **children**, mainly include activities implemented in schools, such as integration of waste prevention and recycling as a course in school curriculums and schoolbooks, creation of special activity kits for teachers and information kits for students and information centers and boards in schools. There are also special activities proposed to be implemented in schools, local awareness campaigns created by student groups and composting bin construction workshops, as well as contests among schools at a local, regional, or national level. Finally, visits to waste treatment and recycling facilities are proposed for school classes.

Similar activities, properly adapted, can be designed and implemented in other children groups except for schools, such as sport clubs, summer camps and scout units.

Activities for **young citizens** mainly refer to universities and military camps.

Activities for **seniors** are proposed to be implemented in day centers for seniors (ΚΑΠΗ) and through the church. Seniors may also be reached through the ambassadors' network.

Some additional activities are proposed, addressing the **general public**. A road show throughout the country would be a powerful activity, although it would likely require some additional funding, possibly through private sector sponsoring. Creative outdoor implementations, such as wrapped vehicles, graffiti artwork, sculptures, comics etc. are proposed. Online events and competitions are recommended as a low cost but effective communication tool. There is also a reference on possible reward / punishment systems that could be supported by communication and a proposal about warning messages on single-use packaging, aiming to discourage their use. Finally, there is a reference on press events and their significant role in the campaign.

The cooperation with the **private sector** corporations is separately analyzed, including proposals for cooperation with media for information dissemination and communication sponsoring, as well as possible financial funding and sponsoring by corporations of other categories. Consultation aiming to common measures and activities is also proposed, with corporations of production and retail sectors. There is a special reference to the tourism sector and the food and beverage businesses. Transportations and services sectors are also proposed to be approached. Finally, the corporations involved in recycling and waste management could not be omitted. In the case of the private business sector, the main tool proposed to be used is consultation, directly with larger corporations, in groups with medium ones and through associations for smaller ones. Special events, presentations, congresses and workshops may also be used for this category.

The last group of activities refers to the **public sector**, including public services, public corporations, and municipalities. The importance of public sector's participation in this effort is emphasized and specific measures are proposed.

Cost estimation and time plan

Beyond the cost and time estimations provided under each proposed activity, two tables (sections 8 and 9) are summarizing all this information.

Creative proposals

A set of inspiring actions provides directions for creativity, content, and wording. Some alternative slogans are proposed, divided in two different directions, as well as indicative creative copies. Finally, a campaign logo is proposed.

Campaign evaluation

Key performance indicators metrics are suggested for each proposed activity, so their performance can be reviewed and evaluated during and after implementation and necessary adjustments can be arranged the soonest possible to maximize the results.

Annexes

Additional information is included in annexes, such as sources and references list, examples of related campaigns implemented in the EU, and stakeholders lists by category.

2.1 Περίληψη

Αυτή η έκθεση περιγράφει μια προτεινόμενη καμπάνια, με δράσεις επικοινωνίας για την ευαισθητοποίηση στην πρόληψη απορριμμάτων και τη συλλογή με διαχωρισμό στην πηγή στην Ελλάδα.

Το Ελληνικό Πλαίσιο

Παρουσιάζονται κάποια βασικά **στατιστικά στοιχεία**, που περιγράφουν τη χαμηλή απόδοση της πρόληψης απορριμμάτων και ανακύκλωσης στην Ελλάδα, καθώς και στοιχεία για τη νομοθεσία και τα τρέχοντα προγράμματα ανακύκλωσης στη χώρα.

Επίσης, παρουσιάζονται στοιχεία σχετικά με το **επίπεδο ενημέρωσης** και τη **στάση** των Ελλήνων σε σχέση με την πρόληψη απορριμμάτων και την ανακύκλωση, όπως και υλοποιημένες σχετικές καμπάνιες και μέτρα ευαισθητοποίησης. Τέλος, μια ανάλυση δυνατών και αδύνατων σημείων, ευκαιριών και κινδύνων (SWOT) σε σχέση με την επικοινωνία πρόληψης απορριμμάτων.

Παράμετροι καμπάνιας

Περιγράφονται τα προτεινόμενα **κοινά-στόχοι**, μαζί με τα βασικά χαρακτηριστικά τους και τα προτεινόμενα κανάλια προσέγγισης για το καθένα. Τα παιδιά προτείνονται σαν βασικό κοινό-στόχος, με ιδιαίτερη σημασία. Οι επιχειρήσεις επίσης προτείνονται σαν σημαντικός στόχος. Παρουσιάζεται επίσης μια ανάλυση σχετικά με το γενικό πληθυσμό και εναλλακτικούς τρόπους προσέγγισής του, χωρίς τη χρήση μιας παραδοσιακής καμπάνιας σε ΜΜΕ με υψηλό κόστος. Άλλα κοινά που περιγράφονται είναι οι ηλικιωμένοι, τα μέσα μαζικής επικοινωνίας, οι ακαδημαϊκοί / επιστημονικοί / ερευνητικοί οργανισμοί και η μη κυβερνητικές οργανώσεις. Τέλος, γίνεται αναφορά στο ρόλο του κράτους, της κυβέρνησης και του δημόσιου τομέα.

Επίσης, περιγράφονται οι προτεινόμενες **στρατηγικές κατευθύνσεις επικοινωνίας**, περιλαμβάνοντας τις προτεραιότητες των κοινών-στόχων, τη χρήση μέσων μαζικής επικοινωνίας και άλλων καναλιών επικοινωνίας, τη διάχυση πληροφορίας και τη διάδοση, την κινητοποίηση και παρακίνηση των πολιτών για ενεργή συμμετοχή, τη δημιουργία συνεργιών μεταξύ δράσεων και την εμπλοκή του ιδιωτικού και του δημόσιου τομέα.

Υποστηρικτική δομή καμπάνιας

Μια υποστηρικτική δομή προτείνεται για την καμπάνια, με σκοπό να στηρίξει, να συνδέσει και να συντονίσει όλες τις επιμέρους ενέργειες. Το πρώτο βήμα είναι η δημιουργία μιας **συντονιστικής ομάδας** στο ΥΠΕΝ, που συντονίζει όλες τα ενέργειες και συνδέεται με αντίστοιχα αρμόδια στελέχη άλλων υπουργείων. Ένα γραφείο τύπου είναι σημαντικό να ελέγχει και να συντονίζει τη διάχυση πληροφορίας και την παροχή της στα ΜΜΕ. Μια κεντρική βάση γνώσεων, με όλες τις πιθανές ερωτήσεις και απαντήσεις σχετικά με την πρόληψη απορριμμάτων και την ανακύκλωση, θα εξασφαλίσει ότι όλοι οι εμπλεκόμενοι και όλα τα παραγόμενα υλικά χρησιμοποιούν την ίδια πληροφορία και δίνουν τις ίδιες απαντήσεις σε κάθε ερώτηση.

Πολλά **πληροφοριακά υλικά** θα πρέπει να σχεδιαστούν και παραχθούν, για να χρησιμοποιηθούν στις διάφορες δράσεις: κείμενα, εικόνες, αφίσες, έντυπα, βίντεο κλπ. Η χρήση **above the line επικοινωνίας** δεν προτείνεται. Αλλά προτείνεται η δημιουργία ενός **ειδικού ιστότοπου**, σαν κεντρικό σημείο αναφοράς για όλες τις σχετικές δραστηριότητες. Αυτός μπορεί να συνδέεται και με μια **εφαρμογή κινητών συσκευών**, τροφοδοτώντας την με περιεχόμενο.

Λογαριασμοί σε **κοινωνικά δίκτυα** προτείνεται να ενισχύσουν την καμπάνια. Τέλος, προτείνεται αξιοποίηση **προσωπικότητας και διαμορφωτών γνώμης**, όπως και η δημιουργία ενός άτυπου **δικτύου πρεσβευτών**, αποτελούμενου από εθελοντές.

Όλο το σύστημα πιθανό να χρειαστεί την υποστήριξη από **εξωτερικούς συμβούλους ή εταιρίες**, στις περιπτώσεις που οι διαθέσιμοι εσωτερικοί πόροι δεν επαρκούν.

Προτεινόμενες ενέργειες

Προτείνονται πολλές επιμέρους ενέργειες, ομαδοποιημένες ανά κοινό – στόχο όπου απευθύνονται.

Οι ενέργειες που απευθύνονται σε **παιδιά** περιλαμβάνουν κυρίως δραστηριοποίηση στα σχολεία, όπως την ενσωμάτωση της πρόληψης απορριμμάτων και της ανακύκλωσης στο σχολικό πρόγραμμα ύλης και τα σχολικά βιβλία, τη δημιουργία ειδικών πακέτων δραστηριοτήτων για χρήση από εκπαιδευτικούς και ειδικών πληροφοριακών πακέτων για χρήση από μαθητές, όπως και κέντρα και πίνακες πληροφόρησης μέσα στα σχολεία. Επίσης, προτείνονται διάφορες άλλες ειδικές δραστηριότητες που υλοποιούνται μέσα στα σχολεία, τοπικές καμπάνιες ευαισθητοποίησης από ομάδες μαθητών και εργαστήρια κατασκευής κάδων κομποστοποίησης, αλλά και διαγωνισμοί σχολείων σε τοπικό, περιφερειακό ή εθνικό επίπεδο. Τέλος, προτείνονται επισκέψεις σχολικών τάξεων σε εγκαταστάσεις διαχείρισης αποβλήτων και ανακύκλωσης.

Αντίστοιχες δραστηριότητες, κατάλληλα προσαρμοσμένες, μπορούν να σχεδιαστούν και να υλοποιηθούν σε άλλους χώρους δραστηριοποίησης παιδιών, όπως αθλητικούς συλλόγους, κατασκηνώσεις ή ομάδες προσκόπων.

Οι δραστηριότητες για **νέους**, αναφέρονται κυρίως σε πανεπιστήμια και στρατιωτικές εγκαταστάσεις.

Οι δραστηριότητες για **ηλικιωμένους** προτείνονται να υλοποιηθούν σε χώρους ΚΑΠΗ και σε συνεργασία με την εκκλησία. Επίσης, μέσω του δικτύου πρεσβευτών.

Προτείνονται επιπλέον δραστηριότητες για τον **γενικό πληθυσμό**. Ένα road show σε όλη τη χώρα θα ήταν μια αποτελεσματική ενέργεια, που όμως θα απαιτούσε επιπλέον χρηματοδότηση, πιθανά από χορηγίες του ιδιωτικού τομέα. Επίσης, προτείνονται υλοποιήσεις δημιουργικής υπαίθριας προβολής, όπως ντυμένα οχήματα, έργα graffiti, υπαίθρια γλυπτά, comics κλπ. Διαδικτυακές ενέργειες και διαγωνισμοί προτείνονται σαν ένα, χαμηλού κόστους, αλλά αποτελεσματικό εργαλείο επικοινωνίας.

Γίνεται επίσης αναφορά σε πιθανά συστήματα επιβράβευσης / ποινής που θα μπορούσαν να υποστηριχθούν από επικοινωνία και μια πρόταση για προειδοποιητικά μηνύματα πάνω συσκευασίες μιας χρήσης, με σκοπό να αποθαρρύνουν τη χρήση τους. Τέλος, γίνεται αναφορά σε εκδηλώσεις ενημέρωσης του τύπου και τον καθοριστικό ρόλο τους στην καμπάνια.

Η συνεργασία με τον **ιδιωτικό τομέα** αναλύεται ξεχωριστά, περιλαμβάνοντας προτάσεις κοινής δράσης με ΜΜΕ για διάχυση πληροφορίας και χορηγία επικοινωνίας, όπως και πιθανή χρηματοδότηση ή χορηγία από επιχειρήσεις άλλων κλάδων. Προτείνεται διαβούλευση για διαμόρφωση κοινών δράσεων και ενεργειών με εταιρίες παραγωγής και λιανικού εμπορίου. Γίνεται ειδική αναφορά στον τουριστικό κλάδο και την εστίαση. Προτείνεται επίσης προσέγγιση στους κλάδους των μεταφορών και υπηρεσιών. Τέλος, δεν πρέπει να παραληφθούν οι εταιρίες διαχείρισης αποβλήτων και ανακύκλωσης.

Στην περίπτωση των ιδιωτικών επιχειρήσεων, το βασικό εργαλείο που προτείνεται είναι η διαβούλευση, απευθείας για τις μεγαλύτερες μονάδες, σε ομάδες για τις μεσαίες και μέσω ενώσεων για τις μικρότερες. Ειδικές εκδηλώσεις, παρουσιάσεις, συνέδρια και εργαστήρια μπορεί επίσης να χρησιμοποιηθούν για αυτή την κατηγορία.

Η τελευταία ομάδα ενεργειών αναφέρεται στον δημόσιο τομέα, περιλαμβάνοντας τις δημόσιες υπηρεσίες και επιχειρήσεις, και τους Δήμους. Τονίζεται η σημασία της συμμετοχής του δημόσιου τομέα σε αυτή την προσπάθεια και προτείνονται συγκεκριμένες ενέργειες.

Εκτίμηση κόστους και χρονοδιάγραμμα

Πέρα από τις εκτιμήσεις κόστους και χρόνου που δίνονται αναλυτικά για κάθε ενέργεια, υπάρχουν επίσης δύο συγκεντρωτικοί πίνακες (ενότητες 8 και 9), με όλη αυτή την πληροφορία.

Δημιουργικές προτάσεις

Δίνεται μια ανάλυση δημιουργικού, περιλαμβάνοντας τα βασικά επιχειρήματα, κατευθύνσεις για το εικαστικό, το περιεχόμενο και τα κείμενα. Προτείνονται μερικά εναλλακτικά slogans, χωρισμένα σε δύο διαφορετικές κατευθύνσεις, όπως και αντίστοιχα ενδεικτικά κομμάτια κειμένου. Τέλος, προτείνεται ένα λογότυπο για την καμπάνια.

Αξιολόγηση καμπάνιας

Προτείνεται η χρήση δεικτών απόδοσης για κάθε ενέργεια, ώστε η απόδοση να παρακολουθείται και να αξιολογείται κατά τη διάρκεια της ενέργειας και απολογιστικά, και να μπορούν να γίνονται οι απαραίτητες προσαρμογές το συντομότερο δυνατόν, για μεγιστοποίηση του αποτελέσματος.

Παραρτήματα

Στα παραρτήματα περιλαμβάνονται πρόσθετες πληροφορίες, όπως κατάλογος πηγών και αναφορών, παραδείγματα σχετικών καμπανιών στην ΕΕ και ενδεικτικός κατάλογος ενδιαφερομένων μερών.

3. Introduction

The awareness levels of Greek households and enterprises with regard to waste prevention, separate collection and recovery/recycling is below the average in comparison to other EU member states. Until now, only few information campaigns with limited scope have been implemented. Moreover, there is little trust of citizens, but also some authorities, in the country's recycling efforts.

Based on the [EU Waste Framework Directive 2008/98/EC](#), in December 2015, Greece adopted the [National Waste Management Plan](#) (NWMP) and the [National Waste Prevention Plan](#) (NWPP), both prepared by YPEN. Along with 13 Regional Waste Management Plans, the NWMP provides a number of actions and measures to be taken in order to achieve the maximum environmental, social and economic benefits. There are currently several challenges to achieving the planned targets and recycling rates under the current EU legislation. Only around 18% of municipal solid waste is currently recycled or recovered, far below the EU average of 46% and the 2020 target (50%). With approx. 80%, the landfilling rate is more than three times the EU average of 24%. The NWMP is currently under revision and an updated version is expected by mid-2020.

A critical component in any waste management program is public awareness and participation, in addition to appropriate legislation, strong technical support, and adequate funding. Waste is the result of human activities and everyone needs to have a proper understanding of waste management issues, without which the success of even the best conceived waste management plan becomes questionable. One of the major obstacles to achieving the objectives of sustainable waste management in Greece is the lack of information and awareness (among authorities, stakeholders and the public) about reducing waste.

The purpose of this report is to contribute to the improvement of the implementation of the NWMP and to build institutional capacities with regard to information and awareness raising concepts on waste prevention, separate collection and recovery/recycling. This includes the preparation and design of a) a comprehensive, innovative Communication Action Plan (CAP) on waste prevention, separate collection and recycling for the waste management department of the Hellenic Ministry of Environment and Energy (YPEN) and b) waste prevention guidelines for citizens and municipalities, in line with the NWMP and National Waste Prevention Plan (NWPP). Innovative and digital communication ideas through social media, public advertisement, videos, apps, etc. form an integrated part.

The Hellenic Recycling Agency (HRA) is considered the main partner for campaigning and dissemination of information, and is joining efforts with YPEN on this communication action plan.

4. The Greek Context

4.1 The basic statistics

The **municipal waste generation per capita** in the European Union is about 500 kg per year on average (488 kg in 2017). The top waste producer is Denmark with 782 kg in 2017, followed by Cyprus, Malta and Germany. The least waste is produced by Romania with 272 kg in 2017, followed by Poland and Czechia. Municipal waste production in **Greece** is slightly higher than EU average, with 504 kg in 2017 ([Eurostat](#)).

The **recycling rate** in the European Union amounts to 46% on average. Germany is the top performer with 67.2% in 2017 followed by Slovenia and Austria. Malta has the lowest rate of 7.1%, followed by Romania and Cyprus. According to Eurostat, **Greece** holds the fourth place from bottom, with a rate of 18.9% ([Eurostat](#)).

It should be noted that the **accuracy and interpretation** of these numbers are questioned by some authorities, mainly from a methodology and specifications standpoint. However, even if these numbers are not accurate, there is certainly room and need for improvement in performance.

Comparing Greece's recycling performance of 18.9% to the 2020 **target** of 50%, it is obvious that this target is unlikely to be reached this year and Greece must make a lot of effort to improve this performance the soonest possible. Raising of awareness and educating the citizens is a critical part of this effort.

4.2 EU Waste Framework and Greek legislation

Greece adopted its [National Waste Management Plan](#) (NWMP) in 2015 - expected to be updated in 2020 - based on [EU directive 2008/98/EC](#), as well as the [National Waste Prevention Plan](#) (NWPP).

Another important EU framework is the [Single-Use Plastics \(SUP\) directive 2019/904](#) of 2019 that aims to preventing and reducing the impact of certain plastic products on the environment. A special committee of the Greek authorities is currently working on its transposition into national law. After public consultations, the legislation is anticipated to be formulated for implementation by summer 2020. This directive, among other issues, presents measures for the reduction of consumption of plastic products, restrictions on placing and product requirements, marking requirements, **extended producer's responsibility**, separate collection and awareness raising measures.

Considering the European, but also national attention on the SUP prevention topic, an increase of the resources available for its awareness raising and communication measures is assumed by the authorities.

4.3 Ongoing recycling programs in Greece

There are several networks and programs for municipal waste recycling currently operating in Greece:

- A wide and dense network of **blue bins** for the disposal of packaging waste (paper, glass, plastic, metal), covering most areas of the country
- A network of special bins for **glass** (blue - bell shaped) and paper (yellow), though less dense and covering less areas.
- In parallel, there are other separate collection systems for packaging waste, using bring schemes (e.g. recycling kiosks).
- A network of **brown bins** is currently being expanded, for the separate collection of organic waste by Municipalities to be forwarded mainly for composting.
- **Green waste produced** during the year i.e. parts of plants, tree branches and leaves from public parks and households are separately collected by municipalities for composting.
- **Construction and demolition waste** is also collected by municipalities through dedicated services.
- Additional networks for collection of **batteries, lamps, electric devices** are in place, using special bins in public buildings and business premises
- Networks for old **cars** and car parts, **tires** and **engine oil**.
- **Paper** and **ink cartridges** are collected in special bins placed in business premises, organisations and collaborating stores.
- Other, **special waste streams, such as used cooking oils** are collected, by some corporations or municipalities (e.g. cooking oils).
- **Used clothes and household items** are collected by the local church authorities and some NGOs and donated to those in need.
- Finally, there are numerous **independent private internal networks** for collection, operating in corporations for their employees. Some of them are quite well designed and sophisticated, providing notable results, and they could be considered good practices (e.g. OTE group).

The collection and management of materials is mainly **operated** by specialized producer responsibility organizations (PROs) and companies, **supervised** by the Ministry of Environment and Energy and its bodies. In some cases, **municipalities** handle part of the collection procedure themselves.

Sources: [Recycling Programs on EOAN's website](#) and the [detailed planning report by EOAN, 2019](#)

Separate collection of waste

According to the requirements of the national planning and provisions of the EU legislation, the existing single-stream network of blue bins (joint collection of paper, glass, plastic and metal packaging waste) must evolve to a **multi-stream separate collection** system, with bins dedicated to each stream. However, this implementation has certain technical and social barriers to overcome, such as available space for separate bins in densely populated areas and proper public education to use them. The speed and extent of this implementation cannot be safely predicted, it is most likely that there will be a **"mixed" system** of collection for quite a long time (or even forever in some areas), with single-stream and multi-stream collection co-existing.

From the **communication point of view**, this is a challenge, as a unique message and instructions cannot be easily used for all areas and citizens. The public must be educated to use the separate collection system, while many of them will have to continue using the mixed one. However, even if this makes planning more difficult, it has to be adapted to the conditions. In any case, **waste prevention** (through reduce and reuse) is an approach of higher value, not affected by the transition to multi-stream collection.

4.4 Awareness and attitude

Although there are few official data sources or surveys' results on awareness and attitude available, small-scale surveys show that Greeks are relatively aware of environmental issues and are rather positive to protecting it and taking relevant measures.

Figure 1 shows how much the Greeks are worried about the environment, according to WWF research:



Figure 1 How much the Greeks are worried about the environment

Source: [WWF SURVEY - LIFE-IP 4 NATURA 2018](#)

This raises the question: “If Greeks care so much about the environment, why are the recycling rates so low in Greece?” The answer to this question forms the strategy of this communication action plan (CAP).

Despite no available official, large scale survey, the answer can be assumed according to the results of smaller studies in Greece, but also after consultations with the stakeholders involved in this CAP, in particular YPEN and HRA. Furthermore, the NWMP project guided two graduate students of the Athens University of Economics and Business (AUEB) on behalf of YPEN from July 2019 to February 2020 on their master thesis to understanding citizens' behavior towards recycling in the city of Athens.

The consolidated answer may be concluded as follows:

It must be done, but not by me / someone to blame

Many Greeks care about the environment and believe that **something has to be done** for waste management to be more effective, but in some grade, **they expect others to do it** (the national government, the businesses, the EU, the municipality etc.). In addition, many Greeks tend to give more importance to “**who's to blame for the problem**” than “**how to solve it**”.

Figures 2 and 3 show who the Greeks consider responsible for climate change and their own contribution, according to Eurobarometer:

QB3 In your opinion, who within the EU is responsible for tackling climate change?
(MULTIPLE ANSWERS POSSIBLE)
(%)

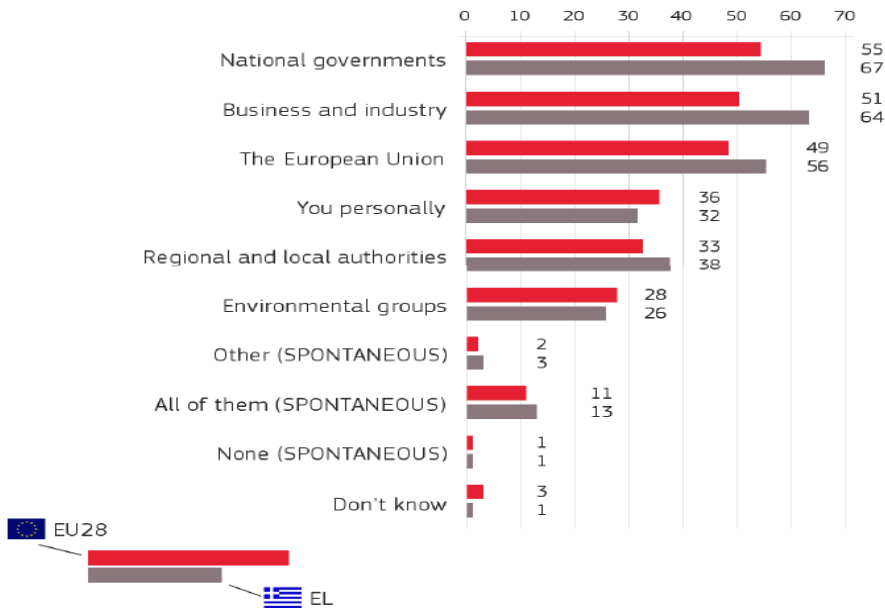


Figure 2 TAKING ACTION ON CLIMATE CHANGE 1/2
Source: [Special Eurobarometer 490 – Climate Change, April 2019](#)

QB5 Have you personally taken any action to fight climate change over the past six months?
(%)

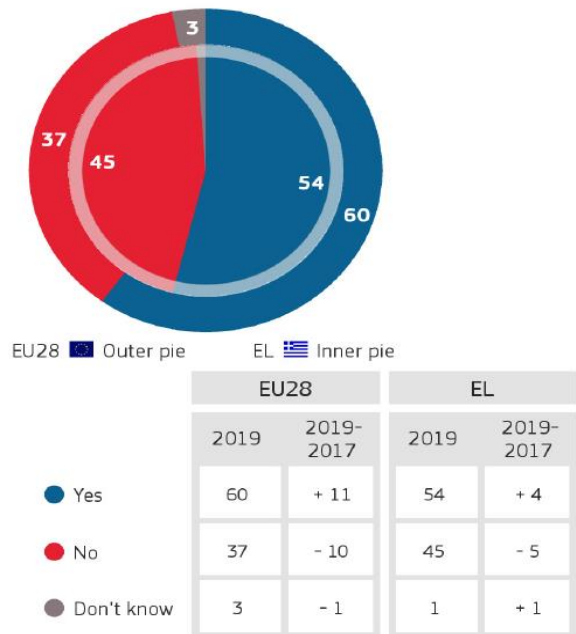


Figure 3 TAKING ACTION ON CLIMATE CHANGE ½
Source: [Special Eurobarometer 490 – Climate Change, April 2019](#)

The Eurobarometer results are also confirmed through the AUEB study 2019/20, in which in particular male respondents age 18-30 and 40-60 blamed the government, the municipality and the infrastructure for the lack of recycling. The majority stated they have not seen actions of the municipality.

Easy, clear, convenient

Many Greeks would like to participate, but they are not ready to **sacrifice** much money, time, nor their convenience. They would possibly not make a great effort to recycle, for example they would not look for a proper bin or carry their waste away of their home to dispose it properly. They would expect the right bins to be **near their home** and the procedure to be as **easy, clear and simple** as possible. Finally, they would rather not accept to take any cost for the procedure.

In fact, many of them **may feel uncomfortable** for not participating enough, even if they would not easily admit it. It is possible that, if the whole procedure was easy and convenient enough, and if there was the right awareness, information, and motivation (and maybe incentives), there might be a much better performance.

Figure 4 shows the reasons why Greeks claim they do not recycle, according to GOU research:

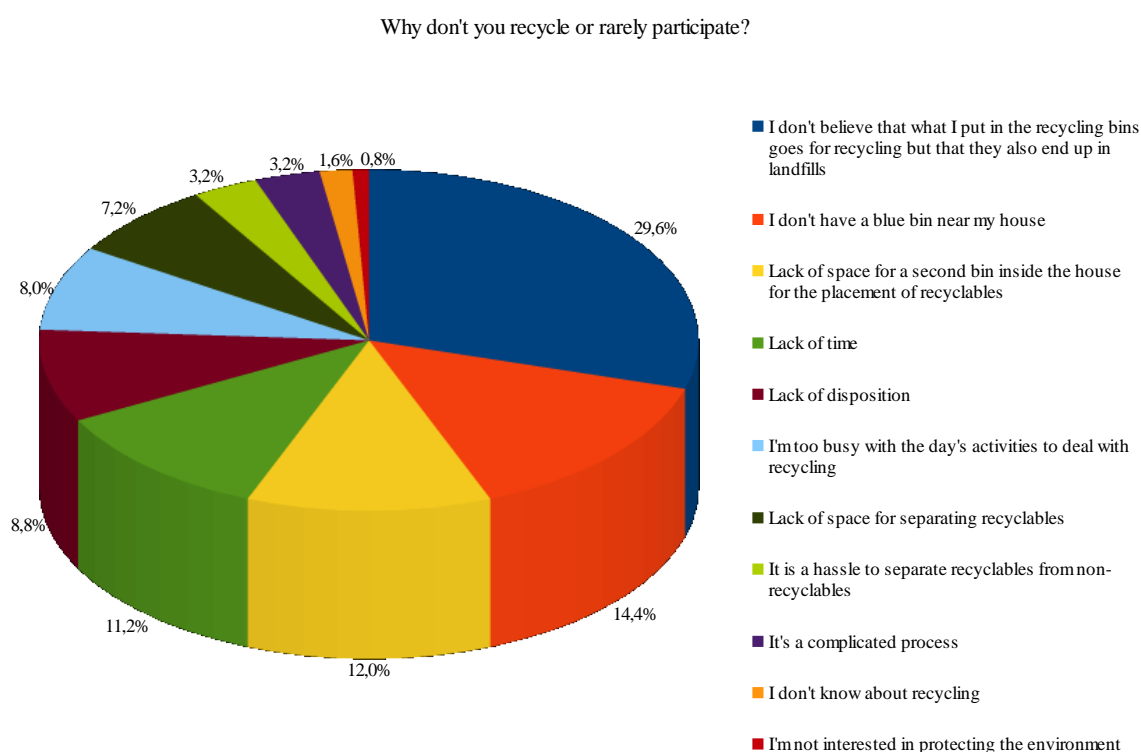


Figure 4 What is the reason for not recycling?
Source: [Koutelidakis and Alexandri, Greek Open University, 2019](#)

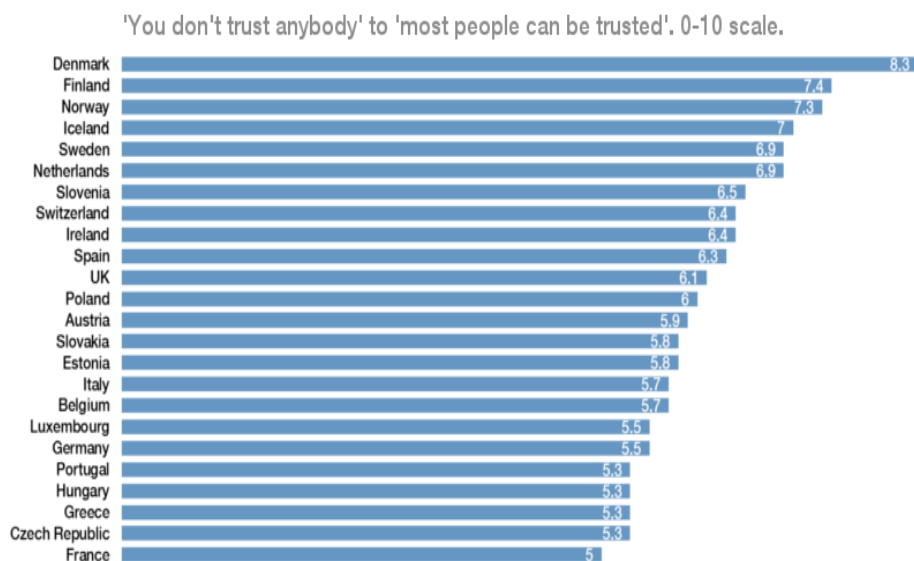
Lack of trust

Many Greeks **don't easily trust** anyone. They tend to believe that others are trying to fool them and lie. In the case of recycling, they often believe that the waste placed in the blue bins is **not actually recycled**, but is finally lead to landfills, along with other garbage. Or, they may believe that the companies that collect and recycle don't do the job properly and they are only interested in their profit.

Trust by the public is even lower when it comes to **government and state authorities**.

Figure 5 shows how willing are different nations to trust according to OECD research, and figure 6 shows the Greek Trust Index according to Dianeosis:

Europe's most trusting nations



Source: OECD, How's Life 2015

Figure 5 Europe's most trusting nations

Source: [OECD - World Economic Forum – How's Life 2015](#)

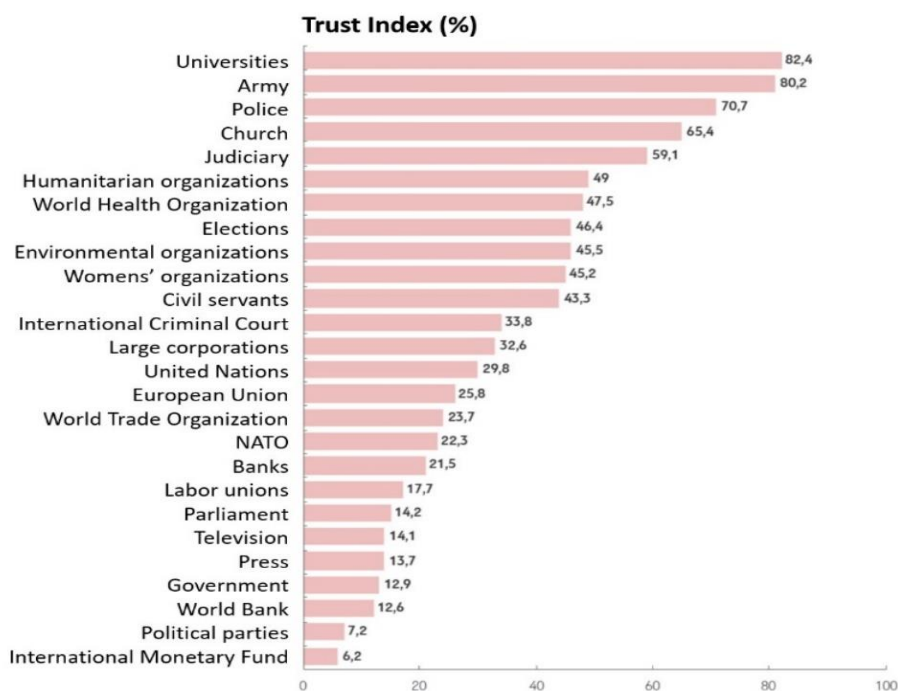


Figure 6 Trust Index (%)

Source: [Dianeosis 2018](#)

The AUEB study 2019/20 also shows a significant disinterest for the recycling topic that is perceived as “dirty” and “inconvenient”, in particular among male respondents at the age of 18-30 and 40-60.

Lack of incentives

Many Greeks have difficulty to **connect their actions to protect the environment with a direct benefit** for them. Currently, there are no significant incentives for the citizens (in most cases), so the possible benefit for them seems to be rather unclear and positioned in the future and doesn't cover their query "What's in it for me?". This is a matter of policy, attitude, but also a matter of information and education.

The **financial situation** and the relative problems of recent years have made things worse, monopolizing the interest of many Greeks, making everything else looking less important. Many Greeks believe that dealing with issues like waste management is a "luxury" at this stage.

Lack of awareness and know-how

Many Greeks believe they have quite good awareness and know-how about the environment and waste management (as well as about many other subjects), but they are, in fact, **poorly informed or misinformed**.

Figure 7 shows what would encourage people for recycling, saving energy and resources, and participating in activations by environmental organizations or their municipality, according to Novoville research:

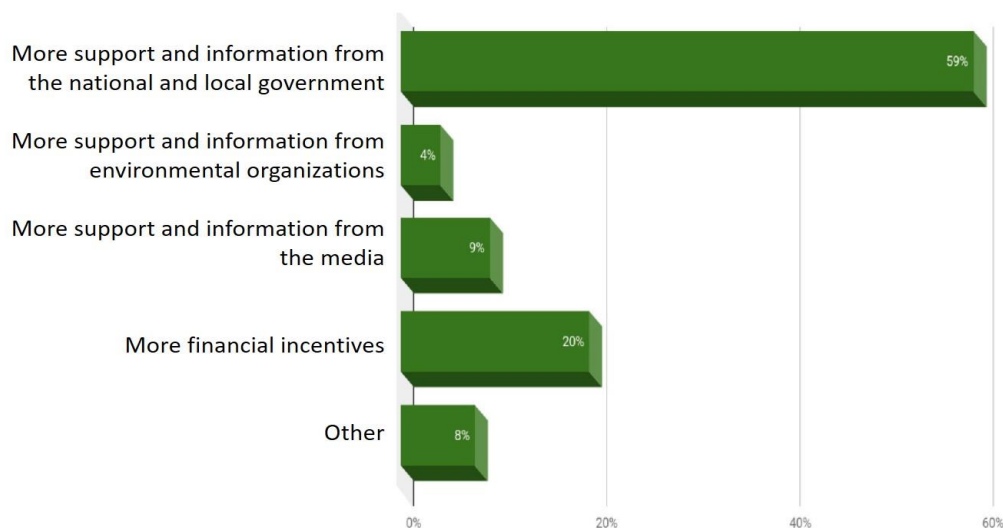


Figure 7 What would encourage people for recycling, saving energy & resources and participating in activations by environmental organizations.

Source: [Novoville – Recycling, 2019](#)

According to the study "Citizens' Perceptions in Participating in Recycling and Circular Processes" of [Koutelidakis and Alexandri, Hellenic Open University in 2019](#), only around 54% of the respondents think they are provided with sufficient information to recycle properly. Compared to other European countries, Greece provides very little information about how to recycle through local media or mass media, e.g. on public transport stations.

Public authorities

Public authorities (in national, regional, and local level) are often **poorly informed**, and their effort and performance on waste prevention and recycling could be improved.

In fact, public authorities could (and should) lead this effort, offering best practices and being a “role model” for the public. And these good practices and performance should also be presented and promoted to the public, so they can operate as reference points for the citizens.

There is the interesting example of the Metro network of Athens: Since the first day of its operation, the operating company made a great effort to keep it clean and educate passengers keeping it this way. Nowadays, many years later, it is probably the cleanest area in Athens. Passengers are educated to keep the stations and trains clean and there is no garbage on the floor or writing on the walls. It is a clear proof that there is a way to change the way people think and act!

Municipal authorities

It is the obligation of the municipal authorities to run the waste management and recycling schemes in their municipalities to ensure conformity with legislative requirements. The Municipalities need to allocate appropriate resources (skilled personnel, external assistance, financial resources) to design, implement, monitor, evaluate and improve continuously their performance in the waste management sector to ensure protection of the environment and public health. Municipal services have to be consistent and of high quality so that citizens trust is gained.

The Municipalities that have ensured political will of Mayors and waste managers achieve the best results (get funding, implementation performance etc.). Inspiring managers / personnel make things go!

The waste management personnel are not always employed /involved in the activities of the waste department, as short-term employment is the only way to increase their personnel but then afterwards staff is allocated in different departments / tasks.

Genuine interest on waste management and environmental issues could be a vital requirement / desired skill for future job positions.

Furthermore, the short-term/temporary collaboration (8 months) does not help the improvement of capacity building in municipalities, as trained personnel is released after their contracts' end and the municipality has to spend again resources training the new personnel on the basic principles of sustainable waste management.

Of course, these attitudes do not represent all Greeks and may also represent many citizens of other countries as well, in the EU or not. In any case, they must be taken into consideration designing the campaign, in order to make it work and be efficient.

4.5 Campaigns and awareness measures so far applied in Greece

Many campaigns and actions were implemented in the last years, by different authorities, organizations, corporations, municipalities, NGOs etc.

- Some of them used **videos** or **print** material and **banners**, used on the conventional or digital media. Some **posters** were used as well.
- Several **leaflets** and **booklets**, including information and instructions about recycling, were produced and distributed by companies, authorities and bodies, as well as municipalities.
- **Internet sites**, operated by the companies that handle the waste management, provide information about recycling, educational material for adults and kids and Q&A sections (e.g. [Blue Bin's World](#), [Instructions by EOAN](#), [FAQ by Herrco](#), [Instructions by Herrco](#), [FAQ by Electrocycle](#) etc). They also provide **games for kids**, intending to educate them on recycling (e.g. [Recycle Toys by Herrco](#) and [Blue Man by Herrco](#))
- **NGOs** (e.g. [Greenpeace](#), [WWF1](#), [WWF2](#), [Lascaridis Foundation](#) etc.) provide awareness and educational material and programs, often of quite a high quality.
- Many **media** and **internet sites**, related to the environment or not, often provide information and educational material as well. They usually reproduce information from related authorities, organizations and NGOs, or surveys' reports.
- Some **corporations** also get involved, especially the ones that use recyclable packages or products (e.g. [Zero Waste Future by Coca Cola](#), [Cyclefi by Sanitas](#) etc.). This choice could be considered connected to the upcoming extended producer's responsibility measures.
- There are some **mobile applications** related to recycling, such as [Glass Recycling by Herrco](#), [Recycling in East Salonica](#). They have limited penetration and efficiency.
- Good practices in EU countries and Greece prove that is very rare and inefficient to have a lot of different mobile applications or websites to display only one activity. **The usage and efficiency will be greater if in one app or webpage the visitor can have multiple tasks**, e.g. a tourism/sightseeing app is combined with recycling bin locations. Existing tools that can combine multiple activities are:
 - [GRE-cycle website and application](#) developed during EOAN project
 - [Follow green platform](#) (awarded) has already 16 municipalities engaged across Greece
- Many **events** and **below the line activities** have been implemented throughout the country, usually of small scale and short duration. There were also some **educational programs** for school children, implemented in schools or external premises accepting visits. These events, activities and special programs were implemented by authorities, NGOs, municipalities and corporations.
- Activities organized by the **European Union** (e.g. The European Week for Waste Prevention). Greece took part in these events, but with quite a little participation.

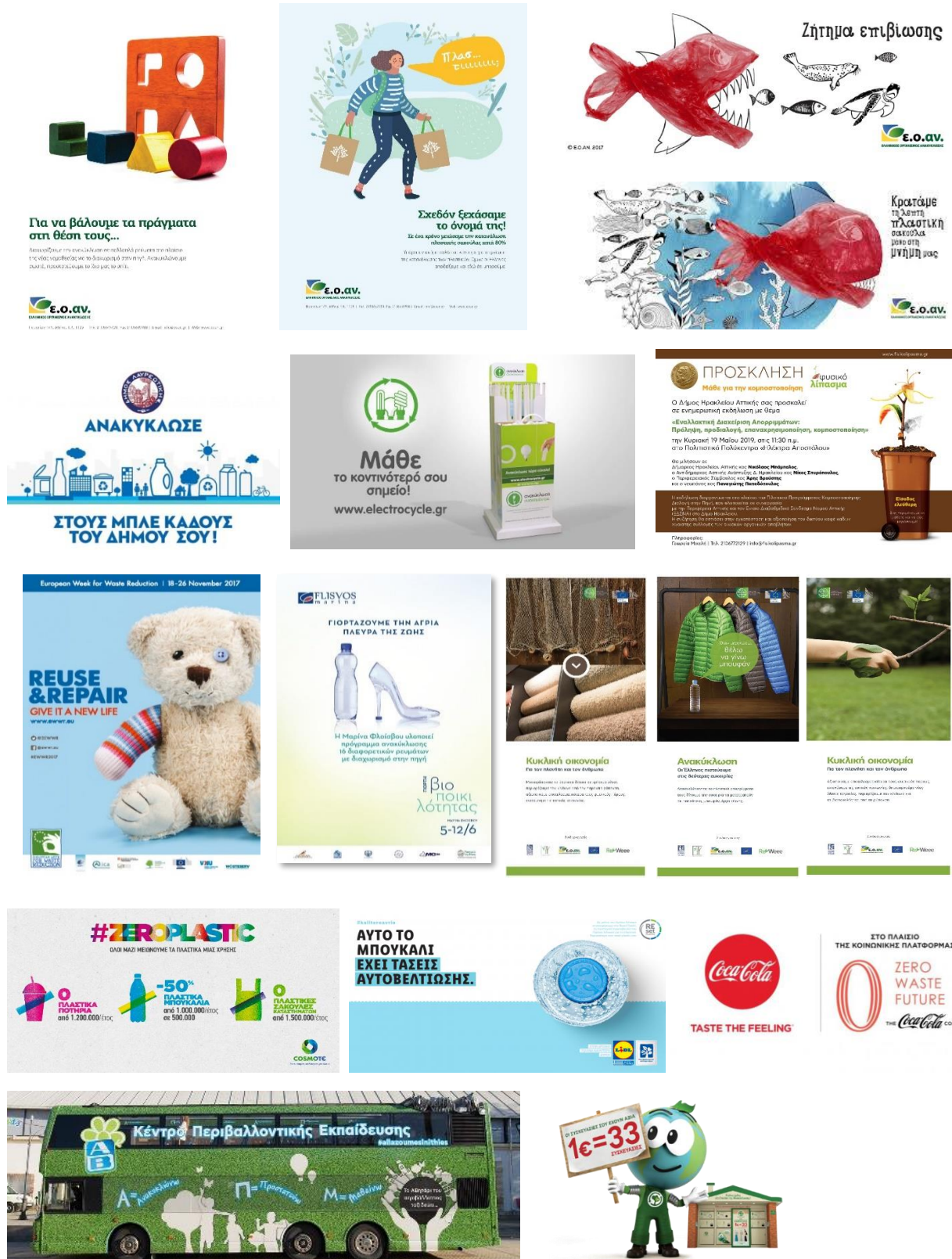
Many of the above campaigns and activities were **well designed and implemented**, and they could be considered successful and efficient. However, they were **not connected** to **and coordinated** with each other, so the potential synergies were partly lost, and the cumulative outcome was finally lower than it could be.

A **common, long term strategy** would multiply the efficiency. Nowadays, expecting possible additional resources for communication from extended producer's responsibility measures, this common strategy and planning becomes even more important, in order to get the best out of the available resources.

All the above communication has mostly focused in **waste recycling**. On the other hand, **waste prevention** is something quite "new" for the Greek public. It was recently introduced, mainly through the campaigning against single-use plastics and, especially, plastic shopping bags. However, if there is lack of awareness on recycling, the problem is even more intense when it comes to waste prevention. Designing a campaign

about waste prevention, someone should keep in mind that it is important to “introduce” and “explain” it to the public, instead of just “supporting” it.

Indicative samples of past campaigns and activities in Greece



Indicative samples of past campaigns and activities in Greece

4.6 SWOT analysis

Communication activities on waste prevention, separate collection and recycling in Greece offer a lot of opportunities, but also show weaknesses and threats, as described in the following.

Strengths

- High **interest** about the environment among most citizens
- Quite high **acknowledge** of waste issue
- Many citizens are **open and positive** to information
- The country largely depends on the tourism sector – **beautiful, clean landscapes** are necessary to gain/maintain customers
- Lack of awareness raising measures so far, much **room for improvement**
- Fairly good **network of blue bins**

Weaknesses

- **Low trust** in government and public authorities
- **Low trust**, suspicions that recyclables end up at landfills
- **Low awareness** and know-how level on waste **recovery**
- **Very low awareness** and know-how on waste **reduction**
- Public **misinformed** about the items to be put in the blue bins
- Poor network of **separate collection** bins (except for the blue ones)
- Bad **financial situation** of households is priority instead of waste management
- **Recycling corporations** are **not open** enough to the public, creating suspicions
- **State and public authorities** not always operating as a **good practice**
- **Limited resources** for communication
- **Bureaucracy**, poor organization and difficult **cooperation between authorities**

Opportunities

- **Extended Producer's Responsibility** upcoming measures and possible additional resources
- Corporations of the **private sector** possibly positive to cooperate / fund / sponsor
- Possible help from **business associations, media, institutions and NGOs**
- Many **good practices** available **worldwide** and communication tools available in Greece
- Utilization of **EU activities**, possible cooperation with other countries
- Higher performance in **other countries** may operate as a motive in Greece
- Public and authorities currently getting more familiar with **digital tools** (e.g. distant learning)
- Recent **increase in trust** in government and state by the public

Threats

- **Other issues monopolize** everyday news (COVID-19, financial, tension with Turkey etc.)
- Expected deterioration of the **financial situation** due to COVID-19
- Recent **problems with recyclables'** disposal and processing brings trust even lower
- **Resources** for communication may further decrease
- Possible **delays** in approval, assignment and implementation by **authorities**
- **Poor cooperation** between different authorities, lack of support
- **Poor cooperation** from **business** associations, professional bodies and corporations
- **Negative position** from media, institutions or NGOs

5. Campaign parameters

Aiming to raising public awareness on waste prevention and recovery, a campaign has been developed to address different target groups. This chapter provides the key parameters of the proposed campaign. YPEN and HRA decided to focus on a campaign that highlights the first step of the waste hierarchy: waste prevention, meanwhile showing how citizens can benefit from its environmental, life quality and economic aspects.

5.1 Campaign slogan and logo

To strengthen the simplicity, saving and nature aspect of this waste prevention and recycling campaign, the following logo with the slogan “*We reduce waste, we give room to life*” has been agreed to, see more details in chapters 10.3 and 10.5.



**Μειώνουμε τα απορρίμματα,
δίνουμε χώρο στη ζωή**

(We reduce waste, we give room to life)

5.2 Target groups and priorities

Campaigns on recycling awareness need to address not only a part of the population, they should reach everybody. On the other hand, these so called “massive” campaigns are rarely effective, nor provide the desired results, unless they are well focused and adapted to different target groups and their characteristics.

Thus, the best approach is setting up parallel actions, each one addressed to different groups. All these actions must be well coordinated and connected, so they finally achieve the maximum synergies.

In order to design the campaign, some different target groups and their characteristics must be reviewed, along with some basic strategic directions for each group. The next chapters will provide a review with high detail specific tools and actions, adapted to these groups’ needs.

5.2.1 Children and youth

→ Core target / Reached through a set of activities

Children and Youth are the most important and critical group for many reasons:

- Children and young people are the **citizens of tomorrow**, this is the right chance to build a better society.
- They are often **more open**, more sensitive to fair arguments and purposes, more willing to give effort for something if they believe it is worth.
- They are **easier to reach** through schools, universities etc. If the right approach is used, this can be very effective.
- They are **consumers themselves**, with a significant buying power, especially the older ones.
- They **influence the household decisions**, often in a decisive way.
- They can significantly **influence** the opinion and attitude of their **parents and relatives**, based on the knowledge they have received from school and other sources. If their position is substantiated, parents and relatives are very likely to follow their prompts. Thus, children can operate for us as a “door” to the whole household.

Younger children below 6 years can be targeted through **kindergartens, playgrounds, adventure parks** etc. The age group up to 17 years can be reached via **schools**, meanwhile young people aged 18 or older via **Universities**. In addition, young men serving in the **army** may be easily educated through activities in military bases.

Alongside, children of different ages can be reached through **scouts, summer camps, sports and other youth clubs and associations**. People that interact and influence children and youth can also be of use, like **teachers, professors, educational and administrative staff, military commanders** etc.

Children can finally be reached through massive channels, like media, social networks, events etc. A wide set of tools and actions are proposed for this target group, including the cooperation and coordination with related authorities and bodies.

5.2.2 Businesses

→ Core target / Reached through consultation and some special events and activities

Businesses form a very important group for a series of reasons:

- They **produce or distribute products** that finally turn into waste.
- They have **employees** that spend the most of their time in their working place. So, there is a chance to educate them there. The employers are rather not expected to be negative, of course given that they will not carry any cost and that all the material and information needed is provided to them.
- They have **customers or visitors** who are also influenced, getting in touch with the company's policies. In addition, stores and transportation vehicles can accommodate informative or promotional material (e.g. posters, leaflets, screens etc.) addressed to the public. It is a matter of consulting, collaborating and maybe dealing with business owners.

Communication with the business sector is completely different than the one with consumers or the public. Different tools must be used, like **consultation** and **special schemes of cooperation**. The upcoming **Extended Producer's Responsibility** measures might be a new, interesting factor, that might help to set up new some forms of cooperation.

Some large-scale corporations might need a direct contact. On the other hand, **business associations, federations and professional bodies** can also be used to reach sectors with smaller business units.

5.2.3 General public, heads of households

→ Secondary target / Reached mainly indirectly, through other groups and activities addressed to other groups

The reach of the public may be more difficult. It may be perceived as more expensive, but the amount of people that will be reached is remarkable. The traditional way is Above the Line (ATL) communication, meaning advertising on media. This is usually an effective and quick solution. On the other hand, it requires a very high budget that is not anticipated to be dedicated based on information from YPEN.

To allow reaching the public with a lower budget, the use of **alternative channels** (such as below the line activities, special events, creative outdoor, digital communication and dissemination through the media) may provide the same or even better results. Combining communication efforts with either several topics (such as biodiversity and waste management, or upcycling and innovation) or several target groups (such as children and private sector), synergies can be maximized and a multiplier effect can be achieved. All these alternatives are further described and analyzed in the following sectors of this report.

5.2.4 Senior citizens

→ Secondary target / Reached mainly indirectly, through other groups and institutions

Senior people usually have notably set habits and attitudes and may require more effort to change and adopt new practices. Nevertheless, targeting this group has a big advantage: Elderly usually have more free time and are keen to engage with things to keep them busy. In addition, they are much more familiar with concepts like “reuse, repair, keep products for a long time, saving resources etc.”, as these were part of their everyday lives when they were young and many of them never really liked and approved the “modern” concept of “use and dispose”.

Senior citizens are proposed to be reached via cultural institutions and clubs, though less through mass media. The municipalities’ services and church authorities may also be tapped to engage this group. In addition, they can be indirectly reached through other groups (such as families, children and grandchildren), using information dissemination through the media (especially their favorite one, television).

In some cases, seniors can be very useful as ambassadors to spread the idea of waste prevention.

5.2.5 Media

→ Intermediate target / Reached through a proper mechanism

The category of media includes all kinds of them: Television, radio, print, digital. In the case of traditional advertising, media are the vehicles for the message and they are willing to support, as long as they are paid. In our case, things are quite different. Given that the media will have a lower or no income from the campaign, they may be less willing to support and participate. So, they should be considered **as one more target group than just a vehicle**. If they are treated in the proper way, they are expected to provide support, even for free.

Consultation with the media is important, as well as constant production of proper (and formed in the proper way) **information and material** to be disseminated, as well as a system to handle this relationship. This is an important job for the press office, possibly supported by external consultants.

Social networks are a special case. The rules of the game are totally different for them, compared to the traditional media. A proper and constant presence on them must be ensured.

5.2.6 Academic / Scientific / Research Institutions

→ Intermediate target / Reached indirectly and through consultation and some special events and activities

Beyond the reach of students, the connection with professors, researchers and scientists is important for many reasons:

- They are **influencers** for the public.
- They provide information **to the media**, so they can disseminate our messages.
- They enjoy **higher trust** of the public.
- They can add **credibility** to the campaign and boost awareness.

These stakeholders can be reached through consultation and direct communication, special events and forums, presentations or scientific projects.

5.2.7 NGOs

→ Intermediate target / Reached through consultation and a proper mechanism

Environmental NGOs are quite strong in Greece and can be considered as one of the key players when rolling out and scaling up campaigns. Some of them enjoy a high level of organization, know-how and sophistication. They also enjoy a fairly good level of trust from citizens, more than from public authorities.

It is very important to ensure they will operate **as allies than as critics**. They must be part of the process, through proper **consultation and cooperation**.

Heads of these NGOs often also belong to the previous category, being scientists or researchers focusing on environment.

5.2.8 State, government, public sector

→ Intermediate target / Reached through consultation and a proper mechanism

The state, the government and the public sector (less) does not enjoy a high **reputation and trust** in Greece. This fact has worsened during the last years of economic recession.

This directly affects our campaign, as this campaign is designed for and with the government, it will be of utmost importance to keep possible (negative) effects in mind and actively provide a good example on how to create and ensure trust.

It is therefore recommended to make an extra effort for the state to “**show a new face**”, at least regarding the campaign. Greeks have a strong need to see and feel that “**something changes at last**”. If the state and the public sector succeeds to give this feeling, this will be valuable for the campaign and its effectiveness (and not only, of course).

The first step for such a feeling, is for the state to **follow the rules and directions** that asks the citizens to follow. There has to be a full, properly operating **waste reduction and recycling system** in any public building, so the state and public sector must stand as a **good practice** for the public. This will be the best promotion for the campaign and a very good chance for the government to gain back some of the lost trust of the citizens.

In this sense, it is useful to consider public authorities, public services and public employees as an extra target group, that will need a different approach and communication.

5.3 Strategy directions

Here are some points of the proposed strategy, adapted to the needs of the target groups, as described in the previous section. These points will be implemented through the proposed tools and actions in the following sections.

5.3.1 Target priorities

- ✓ **Waste prevention** is the top priority. It provides the maximum efficiency in waste management, it is the ultimate solution. In addition, the public is less informed and educated in prevention, so there is a greater need for raising awareness.
- ✓ **Recovery / recycling** provides lower efficiency than prevention. It is necessary, but not the first choice. It must be supported as a second choice, after prevention.
- ✓ **Separate collection** is important but problematic in implementation (not expected to be implemented soon everywhere, mixed systems expected), therefore it is challenging in communication as well. It must be presented along with mixed collection in blue bins.

5.3.2 Use of media / communication channels

- ✓ **Avoid traditional**, above the line advertising. Weight to alternative communication.
- ✓ **Use of below** the line communication, special activities and events.
- ✓ **Use of digital** technology and social networks.
- ✓ Make **good use of the budget**, save resources where possible, respect taxpayers.

5.3.3 Information dissemination / word of mouth

- ✓ Utilization of the **media**, **dissemination** of information through broadcasts, articles, interviews. Set up of a **proper system**.
- ✓ Utilization of chances to **place** informative material to **any available spot**.
- ✓ Utilization of **volunteers**, training of **ambassadors**, network effect. Feed **word of mouth**.

5.3.4 Mobilization of citizens

- ✓ **Mobilization** and good coordination of all players, at all levels.
- ✓ Activities encouraging **interaction** and **active participation** of the public. Audience to operate, not as a passive receiver, but as a transmitter and multiplier.
- ✓ **Creative, original, out of the box** approaches for maximum public attraction and impact. Not “one more campaign”. Something to be **part of their lives**, to **change their view**.

5.3.5 Synergies

- ✓ **Parallel actions** for all target groups.
- ✓ Gain maximum **synergies** among activities and target groups.
- ✓ Use and promote **co-operation** with other ministries, authorities, NGOs, corporations.
- ✓ Promote the connection with the **EU**, feel as a part of a wider system.

5.3.6 Public and private sector, institutions, bodies, NGOs

- ✓ **Consultation**, presentations, forums, special events for **specific target groups**.

- ✓ Cooperation with the **private sector** (associations, business bodies, corporations), common activities, possible sponsoring.
- ✓ Use of the **public sector** as a good practice.

6. Campaign support structure

This structure of the campaign provides the proper frame and supports the implementation of the targeted activities.

6.1 Task force for campaign coordination by YPEN

A task force that will control all the actions and activities and coordinate all involved authorities (such as YPEN communication department and minister's office, EOAN, EYSPED etc., as well as other Ministries) and external agencies and consultants.

It will also coordinate the design, approval, and production of materials. Finally, it will inform, train and support the stakeholders involved (school teachers, municipalities etc.) and train / coordinate the ambassadors' / volunteers' network, or coordinate the experts that will be assigned to handle it.

It must include representatives of all related ministry authorities and experts from both specialties: environment / waste management and communication. This task force might be also supported by external agencies and consultants.

It is important, as far as possible, that the resources are concentrated in one single campaign on the subject and not many in parallel. If this is not possible and there are more campaigns, at least they should be fully coordinated, in order to achieve the maximum possible synergies.

Time plan: This is the first step, must be completed the soonest possible.

Cost: As long as no external staff is involved, no cost is expected.

6.2 Contact officers in other Ministries

There should be corresponding officers in other Ministries that are involved in the campaign. These should be the Ministry of Education (schools, universities etc.), Interior (regions, municipalities), Press (media), Defense (army), Commerce (corporations/chambers), Maritime affairs (ship lines), Development (possible related investment) etc.

The cooperation and coordination of all these authorities is crucial and may determine the success or failure of such a campaign. They will all be coordinated by the task force in YPEN. The detailed procedures of coordination (planning, meetings, information flow, reporting etc.) must be designed by YPEN.

Time plan: This is essential for many activities, so must be completed the soonest possible.

Cost: As long as only ministries' staff is involved, no cost is expected.

6.3 Press office

The press office deals with the cooperation with the media and the dissemination of information and promotional material through them. It is expected to:

- **Produce press releases** and forward them to the right persons at the media. The number of the press releases depends on current activities, but a rough estimation could be about 40-50 per year, giving information on upcoming and ongoing activities, or feedback from implemented ones. The press releases must include the proper informative material.
- **Follow up** the journalists / producers / publishers so they publish the material.
- **Review, report and evaluate** the outcome, throughout the year.
- **Forward proper material** to the media, to be used in journals and shows production.
- **Encourage shows, articles, interviews** etc. related to waste prevention and recycle.
- **Connect existing shows** with waste prevention, through references.
- Develop and constantly upgrade a good **relationship** with journalists, media directors, publishers, producers, broadcasters etc., especially the ones involved in environmental subjects.
- Etc.

It will be controlled by YPEN, probably connected to the task force for coordination and the permanent press office which already operates in YPEN, as well as the communication specialists of YPEN. However, since this job is important and demanding, if the dynamics of the department are not sufficient, the use of external consultants could be considered.

Time plan: It is an essential tool of the campaign, so must be completed the soonest possible.

Cost: As long as only ministries' staff is involved, no cost is expected. But, if external experts or agencies are involved, there will be a cost, estimated to €18,000-24,000 yearly (handling of approximately 50 press releases).

6.4 Knowledge base

A central knowledge base, a library with possible questions and answers regarding waste prevention, recovery, and separate collection. It will be used as a tank to feed press releases, articles, interviews etc. It will ensure that all involved material is aligned and gives the same answers to the same questions, raising public's trust. It does not have to be directly available to the public, parts of it will be used, according to the audience and condition. It will contain all kinds of Q&A, starting from the "simple" ones (e.g. "which items should be disposed in blue bins") to more "difficult" ones (e.g. "why some recyclables end up in landfills and what will be done about it"). This base will be created by YPEN with the support of all related authorities and will be constantly updated.

Time plan: It is an important tool of the campaign, so must be completed the soonest possible. It must be constantly updated.

Cost: As long as only ministries' staff is involved, no cost is expected. In the case that internal resources are not considered sufficient and additional external experts were contracted for a total of 10-15 days, there could be a cost of up to €5,000.

6.5 Design and production of informative material

The following material, among others, is recommended to be designed and produced:

- Press releases for the media
- Posts for social networks, handling of chat
- Pictures, infomercials, infographics (to be used in the campaign website, social networks posts, press releases and articles on media, posters and leaflets, videos etc.)
- Videos (in various types, versions, subjects, lengths etc, to be used in the campaign website, social networks, media broadcasting as spots or in shows, digital signage networks etc, according to the target group and medium they will be used on)
- Presentations (to be used in congresses, events or on the media)
- Posters (to be placed in public buildings, events, or to be downloaded, printed and placed in public or private spots by corporations, municipalities or individuals)
- Leaflets (to be used in events or to be downloaded and printed by everyone interested)
- Radio spots (to be used on radio stations or internal stores' sound systems)
- Newsletters (to be distributed to subscribers)
- Extra supporting material kits (for specific actions and activations)

The design, approval, production and distribution will be **coordinated** by the task force in YPEN, probably supported by external agencies and consultants. In some cases (e.g. material to be used in schools) it must be designed in cooperation and / or approved by the corresponding authorities (e.g. Ministry of Education).

This material should be **digital** if this is possible. Printing on paper should be avoided, or at least **recycled** paper should be used (marking this on the material). Single use materials (e.g. leaflets) should also be avoided if possible, and when printing is unavoidable, at least forms that will be used for a long time should be preferred.

The **speed and effectiveness of these procedures** will be crucial for the campaign, passing by bureaucracy is a challenge.

One more crucial point is that all this material must be effective from a communication point of view, but also **environmentally / scientifically consistent**. So, the public can understand and adopt the message, while the experts (scientists, NGOs) accept and support it. This might be a difficult combination in some cases, but it is an absolutely necessary prerequisite for success.

Time plan: Material production is essential for the campaign, so it must start as soon as possible and continue with additions and updates throughout the campaign.

Cost: External experts must be involved: Communication experts, graphic designers, web designers, video producers, depending on the material approved. The final total cost is quite difficult to estimate, as it depends on the kind, specs and volume of the material. It is not expected to be lower than €50,000 and could rise to €100,000. Indicatively, the artwork for a total of 20-30 posters, 30-50 banners and 15-20 videos is roughly expected to cost about €70,000-80,000 (not including possible reproduction, printing etc.).

Examples: [Video material used in the EU](#), see 14.2.2/ [Print material used in the EU](#), see 14.2.3.

6.6 Above the line advertising

Traditional advertising on media provides effective and fast reach and O.T.S., but it is also quite expensive and not suitable for young targets, that are our core ones. Given that financial resources are limited, focusing in communication forms that suit better to the campaign's needs is recommended. However, the media should be utilized at the best possible grade, indirectly, feeding them with press releases and proper material to use in news bulletins, broadcasts, articles, interviews etc. This is an important job, coordinated by the press office of the campaign. All media try to show an "environmental and social profile", so it is feasible to get their support and cooperation, through the proper handling.

Finally, some media would likely accept to broadcast messages with no charge, as a "common interest campaign". YPEN must provide media with proper material (possibly using the material already produced for other purposes) and ask for free of charge use, following the existing standard procedure.

Time plan: The available material will be used as soon as it is ready.

Cost: No cost is expected. The material will be already produced for other purposes. Buying of advertising space and time is not proposed. Media dissemination is not charged. Material of common interest is broadcasted free of charge.

6.7 Campaign website

This is a very important tool for the campaign. This website will play different roles, containing:

- **Information** about waste prevention, separate collection and recovery to the **public**. It will contain relevant informative and educational articles, graphics, videos etc. This material must be designed to reach different target groups and ages and be organized in a way to make the navigation in the site as easy as possible.
- **Games and other interactive material** about waste, mainly addressing children.
- **News and photos** about the campaign, implemented or upcoming activities, directions to participate.
- **Information** that can be used by the **media** (media kits in various versions).
- **Information** addressed to specific **stakeholders** (e.g. teachers, businesses, hotels, stores etc.)
- Special material **available to download**, for use by the public or stakeholders. For example:
 - Posters with waste management directions that citizens can download, print and place in their houses or workplaces, or volunteers can place in public places they have access.
 - Informative material designed for special use (e.g. in hotels or restaurants)
 - Material suitable for use in school or university studies or presentations by teachers, pupils and students.
 - Material to use on social networks or web sites (banners, pictures and videoclips etc)
 - Facebook cover pictures, memes
 - etc

In a separate section, only accessible by authorized users, extra information can be placed:

- Information and material for the **authorities** involved (ministries, municipalities etc)
- Information and material for cooperating **corporations or organizations**
- Information and material for the **ambassadors' / volunteers' network**

At a next stage, a section with **local information** could be added, fed by the local authorities (e.g. regions or municipalities), containing for example the locations of each kind of bins, the procedure and terms of waste collecting by the municipality (e.g. large items, electric devices, oil etc). This section requires the cooperation and coordination of many local authorities. So, it might be added gradually in a second stage, without delaying the rest of the site implementation.

This website must be absolutely **mobile friendly**, so it can be used through mobile devices. It must also be **friendly to all target groups**.

Time plan: It is an essential tool of the campaign, so must be completed the soonest possible.

Cost: The cost for a website development depends on its specs. The development is expected to cost €15,000-25,000 and the yearly maintenance €2,000-3,000.

The content update is expected to be done by YPEN's staff, with no additional cost.

Examples: [Campaigns and online applications in the EU](#) , see 14.2.1 below 14.2.1.



*Indicative campaign screenshots
See section 14.2.1 for more information*

6.8 Mobile application

The development of a **standalone mobile application** is not proposed, as its initial design, support and constant update (for two operating systems at least) can be quite complicated and costly. However, a website can serve mobile devices (given that it is properly designed) and it is something that cannot be replaced by mobile applications. An alternative could be an application fed by the website content.

Time plan: If an application is considered useful, it should follow the website, based on it.

Cost: Provided the possible application would be fed by the website and based on it, the development cost and maintenance would be expected to cost €2,000 - €5,000 yearly.

6.9 Social networks

Social networks are a part of citizens' life, especially speaking of the younger ones. A good presence at them must be ensured.

Facebook is the leader in Greece, it is a must for such a campaign. **Instagram** is quite strong, especially among young ages, so both should be used. **YouTube** is ideal for videos uploading.

Twitter is less popular in Greece, and more appealing to older groups. So, if a network should be skipped (to make things simpler and the cost lower) this would be it.

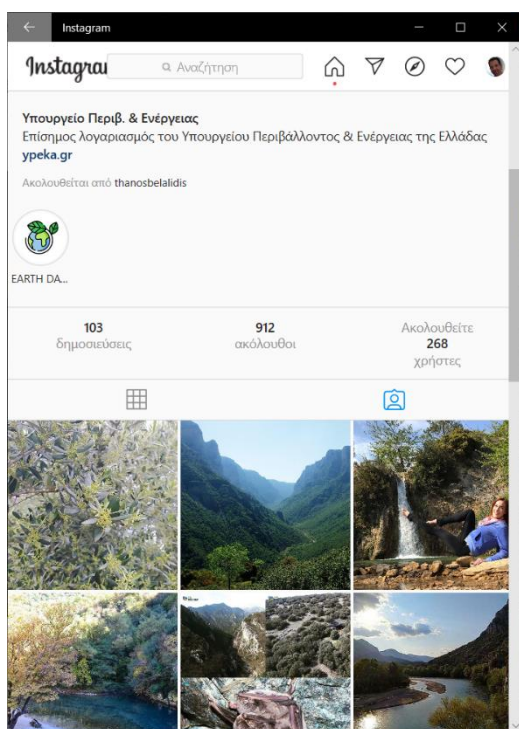
The regular update and effective administration of the pages is crucial, as well as the quality of the content. The social network pages are recommended to be created and administrated by **professionals** specialized in social media, but also closely supported by environment experts.

As is the case throughout this campaign, **two specialties must be combined**, that of communication and that of the environment. In the case of social networks, this becomes even more important, since there is room for control, the dialogs are live and mistakes can be devastating.

Time plan: The pages should be created the soonest possible, so they have the time to grow their audience.

Cost: If the social networks' pages are handled by YPEN's staff, there will be no cost.

If an external agency or expert is involved, there will be a yearly cost of about €12,000-24,000, depending on the posts' number and type and the way comments are answered.



Ministry of Environment and Energy Instagram and Facebook Page & Hellenic Recycling Agency Facebook Page

Source: [ypeka.gr](https://www.ypeka.gr) and [eoan.gr](https://www.eoay.gr)

6.10 Ambassadors' network

There are many citizens who care about the environment and would like to participate more actively for its protection. These citizens often work voluntarily for NGOs or projects organized by NGOs, municipalities etc.

Organizing an official, centrally controlled volunteers' movement requires a lot of management effort and may be quite demanding, expensive, and sometimes "dangerous". On the other hand, an unofficial network provides significant advantages, avoiding most disadvantages, compared to an official one.

This "unofficial" network does not consist of "official members" that YPEN could "control" or "command and, on the other hand, they do not represent YPEN nor have any official duties and obligations. It is just a group of environmental sensitive people, willing to volunteer for the environment. They just have to be equipped with the right knowledge, arguments and informative material, so they can disseminate this knowledge and raise awareness among their circle and the general public.

Specific actions to take:

- Provide **training and information** about waste management to these people. This can be easily done through the campaign website, and maybe through a short course of webinars, open for everyone interested.
- They can be asked to **download** proper material from the website (e.g. campaign posters), **print** it and **place** it at spots they have access (workplace, university, school, stores or workplaces they own or visit etc.).
- They can be asked to register, providing their contact information, in order to receive **newsletters** and updates from the website (following all the regulations about the protection of personal data). Creating a **mailing list**, they can later be invited to participate in activities organized under the campaign or disseminate information.
- If it is considered useful to grow a closer connection with them in the **future**, this can be done, for example inviting them at a **special event or live seminar or forum**.
- These people may prove to be a **valuable tank of environment friends**, and also **potential volunteers** in a later time.

Additional possible sources for volunteers / ambassadors are NGOs and corporations with internal volunteer programs.

Time plan: Creating the unofficial network can start as soon as the co-ordination task force is ready and grow throughout the campaign's duration.

Cost: If YPEN's staff handles the network, there will be no cost for this. If an external agency or expert is involved, there will possibly be a yearly cost of €12,000-24,000.

If special events, seminars, special informative or promotional material is decided to be produced, there will be additional costs.

Examples: [Ambassador networks in the EU](#) , see 14.2.8.

6.11 Support by celebrities / influencers

Many celebrities are interested in the environment and, in addition, want to show out a social profile.

They could play in short videos or participate in events and activities. They could also create artwork with a relevant subject to be used in the campaign. Their acceptance is not granted, but many of them are expected to be positive. For example:

- **Singers, actors, models, media broadcasters, athletes** playing in short videos or participating in events and activities.
- Popular **scientists, businessmen** through testimonials and public support.
- **Painters, sculptures** creating artwork related to waste management, e.g. sculptures made of trash to be placed in public places.
- **Cartoon artists** creating material to be used in print or digital media.
- **Graffiti artists** creating graffiti artwork related to waste management, on high visibility walls.

The participation of celebrities would increase the campaign's impact. It would also multiply the interest of media, making them more willing to disseminate this news and support the campaign. It would also add reliability, as people trust and appreciate celebrities more than politicians or public authorities.

Many of them are expected to agree providing their support, free of charge. However, there could be some expenses for events or promotion and possibly a fee for an agency that would be assigned to contact them and handle this cooperation.

A contact with Olympic Athletes Association is already done by YPEN and they are positive to support. This is a group enjoying high appreciation and trust by the public, so it can be considered a valuable ally.

This job is recommended to be handled by the campaign's press office, possibly externally supported.

Time plan: Contacts with influencers can start as soon as the Press Office is ready and grow throughout the campaign's duration.

Cost: If YPEN's staff handles the job, there will be no cost for this. If an external agency or expert is involved, there will possibly be a yearly cost of €6,000-12,000.

If special events, informative or promotional material is decided to be produced, there will be additional costs.

6.12 External supporting agencies, consultants

The designing, planning and implementation for this campaign is quite demanding and complicated and needs special attention, as it **requires two specialties to be combined**, that of **communication** and that of the **environment**. The campaign must be well-communicated and consistent scientifically and environmentally at the same time. It also requires other specialties and experience, for example on consultation.

It is easy to find an agency that handles well communication, but it is not likely to have environmental and consultation knowledge as well. In the same way, it is easy to find an environmental expert, but he would likely not know much about communication.

In the case of this campaign, agencies and consultants should be enlisted, to **have all these specialties**. In addition, it is important to have **strong connections to the stakeholders**, like authorities, media and NGOs.

Finally, all units, authorities, agencies and consultants must **work together** and be **well organized** and **coordinated**, in order to gain the best possible results from this challenging campaign.

7. Proposed activities per target group

7.1 Activities for children

Target group:	Children (core) / Teachers, staff (intermediate) / Parents, relatives (indirect) / Media, all others (indirect)
Aim:	<p>To educate the children, so they act like responsible citizens (now and in the future), influence their household practices and their parents' and relatives' attitude. Make them ambassadors for the environment.</p> <p>To feed information dissemination and create buzz on the media, reaching other target groups indirectly.</p>
Advice:	<p>Schools are many and scattered all over the country, difficult control > Use of digital formats that are easier and cheaper to distribute, make good use of the communication and information networks for teachers.</p> <p>Teachers are not always aware and informed on the subject and not necessarily positive to such activities > Inform and educate teachers, through digital material and webinars. Special effort to develop a good relationship with them.</p> <p>The cooperation and good coordination with the Ministry of Education is crucial. Fast and effective procedures needed. > Extra effort needed. Involvement of higher-level officers can be considered. Alternative approaches could be used meanwhile.</p>
Stakeholders:	<p>Main: Ministry of Education, teachers and school staff, children, heads of private schools</p> <p>Secondary: Teachers' association, parents, municipalities, media, public</p> <p>Additional: Scouts of Greece, Greek Guiding Association, sport clubs, summer camps, recycling companies</p>

Description:

Activities are implemented in schools (or clubs, camps, scout units etc). They are centrally designed (in different versions, addressing different ages), the material needed is centrally designed, produced and distributed, along with detailed manuals for teachers. The activities are implemented by the teachers, supported by the coordination task force, mainly through the website.

7.1.1 Provision of “Waste Prevention, Recycling and Resource Efficiency” as an obligatory subject matter in schools

Currently, there are several references on the protection of the environment and recycling in schoolbooks, and some school directors and teachers implement related presentations on their own initiative. However, there is not a dedicated official subject matter dedicated on waste prevention and recycle, while most **EU countries** have already officially integrated this topic in their schools, appearing in the syllabus of geography or earth/environmental sciences lessons every 2-3 years. See also more detailed related information in the [Notes from Interviews Conducted, see Annex 14.3](#).

Waste prevention and recycling is recommended to be included in standard schools’ curriculum and official schoolbooks. It can be an independent course under “circular economy” or be integrated into existing courses, such as environmental studies, geography, home economics, etc. depending on grade.

For this procedure, the **co-operation** of the two ministries (YPEN and MoEdu) is required. There should be one expert officer from each ministry coordinating each ministry’s involved staff, so the required material is developed and approved by both sides. As soon as it is developed and approved, it can be integrated in curriculums and books. The material should be updated and re-approved every year by both ministries’ experts, to be adjusted for the next school year.

Additional **training** for the teachers is proposed, through digital material and webinars, implemented by YPEN in cooperation with MoEdu.

However, this procedure may require quite a **long** time, until it is completed, and curriculums and books are updated. Therefore, in the meantime, as the above process progresses, the **activities of the next subsequent chapters**, which can be implemented more quickly, are proposed to start being implemented immediately. All these activities are not competitive with each other, but they are expected to finally maximize the result, operating in parallel.

Time plan: Est. 6-12 months for design, approval and production, possibly update for every next school year. Possible launch in school year 2021-22.

Cost: **No additional cost is expected.**

- No cost for material development, since it will be jointly prepared by experts from YPEN and/or EOAN and the Ministry of Education. In the case that additional experts will be involved, e.g. graphic designers, the cost is expected to be covered through the schoolbooks’ development accounts.
- No cost for printing and delivering since it will be included in schoolbooks’ production.
- No cost for teachers’ training, using experts from YPEN and/or EOAN, MoEdu and available tech platforms.

Additions:

This activation can be enriched by educated **experts** visiting schools and supporting the teachers. This could be effective but makes the project more difficult and raises the cost. Using the teacher himself, after informing and educating him, is recommended as the best alternative.

7.1.2 Activity kits to be used by teachers

Special **digital kits** are designed, produced, and distributed to schools all over Greece, in different **versions** (for different ages). They may contain informative material (e.g. videos or presentations to be projected in class) and other material to be used by the teacher, games to be played in class (e.g. quiz games or active games to be played in the school yard), instructions or material for crafts or drawing / painting activities etc., fairy tales for younger children, debates for older ones, even theatrical shows to be played by the kids. It will also contain a handy user's manual with instructions for the teacher.

The program is implemented by the **schoolteachers**, supported by the **instructions** included in the kits. Since there is not (yet) an official course in schools' curriculum, the implementation can be done in other courses' time, **initiated by teachers**.

The material will be **designed and produced** by YPEN's and/or EOAN's experts. The support from an expert in education from the **Ministry of Education** would be valuable. YPEN may also consider hiring an **external expert** in education, waste management and environmental protection, if internal resources are not sufficient. Finally, external graphic designing and video producing experts can be used.

This material must be **updated** when necessary. It is recommended for YPEN to assign one officer to approve the actuality of the material once per year, for example by March, in order to adjust material before school starts in September.

The use of **digital material** is recommended to minimize the use of paper. Producing and delivering any printed material to all schools would be very expensive and complicated (there are more than 12,000 schools and about 1,25 million school children in Greece). In case hardcopies are essential, it can be printed in the schools.

Any kind of material must be **approved** by the Ministry of Education, following the existing standard procedure, so it is allowed to be used by teachers and students in schools. After this approval, the material can be **uploaded** on the campaign's website, properly organized, so teachers and students can easily locate the proper kit for their needs, download and use it.

Then, all teachers must be **informed** about the program and the links to find and download the material and encouraged and motivated to do so. This can be done through the regional and local directorates of Education. They can inform the teachers through e-mails and, ideally, present and promote the program to school directors. Regional and local education coordinators, environmental education officers etc. should be contacted and asked to support.

Further **training** for the teachers is proposed, through digital material and webinars (implemented by YPEN) as well as a support line in YPEN, used by teachers that may require additional information or clarifications. Teachers should be encouraged to provide **feedback** (through the website or directly) on the material they have used in class, so updating gets more efficient. Alternatively, the ministries could provide an expert carrying out a training of teachers for each school, to make sure teachers are familiar with the topic and train them how to best - interactively and motivating - implement the activity kit with children.

It is important to build a good **relationship with teachers** and make them often visit and use the campaign website. Since they work quite independently, the relationship with them is important. If this relationship is established, things will be easier every year. Many teachers are already aware of environmental subjects and willing to deal with them, even working voluntarily (in many cases overtime or in weekends). If someone provides them with information and support, an unofficial set of volunteers can be gradually

created, that will significantly contribute to the purpose of the campaign. They can be the most valuable **ambassadors**.

It would also be a good opportunity to distribute some extra material to the children, aiming their **households and families**. For example, a poster with waste management guidelines to be placed in their kitchen. However, the central production of it might be unrealistic, due to its cost, unless it is funded through private sector sponsoring. A simpler alternative would be letting the children **draw this poster** (under directions and supervision by the teacher) and then take it back home and use it, as a part of the program.

The above information mainly refers to **public schools**, that host the majority of children. Private schools are easier to deal with, through their directors, who are likely expected to be positive to cooperation.

Time plan: Est. 3-6 months for design, approval and production, possibly update for every next school year. Possible first launch in school year 2020-21.

Cost: **Up to €45,000** depending on the content and the personnel involved.

- 0 – 15,000 € for production of material.
€0 if the material will be jointly prepared by experts from YPEN and/or EOAN and the Ministry of Education, or up to €15,000 if an education expert with experience in waste management and environmental protection may be contracted for 20-40 days.
- €15,000 - €30,000 for graphic design and video production, depending on the volume and specs of the material, according to the experts' plan.
- €0 for printing and delivering, since all material is in digital format.
- €0 for teachers' training, webinars and help line, using experts from YPEN and/or EOAN and available tech platforms.

The volume / number of schools / classes is not important, provided the material will be digital and the distribution / coordination will be done through the existing channels.

Additions:

The activation can be enriched by **experts** visiting schools and implementing the program instead of the teachers, or with them. This could be effective but makes the project more difficult and raises the cost. Using the teacher himself, after informing and training him, is considered the best alternative.

The same activity can be easily adapted for other structures for children, like **Scouts** and **Guides** (girl scouts), **sport clubs**, **summer camps** for children etc. These stakeholders are expected to be positive and cooperative, as long as the material is provided to them ready to use and free of charge.

7.1.3 Digital Information kits to be used by pupils

Ready to use kits, addressed to children, to be used in their school projects or presentations. The kits can be exclusively in digital format and distributed through the campaign web site (properly organized in the appropriate section, so they are easily found and downloaded by students). The teachers only have to inform their class about this source and encourage them to use it.

The material must be approved by the Ministry of Education and the teachers must be informed (along with the rest of the material for activity kits from 7.1.2) and be uploaded on the website.

Time plan: Est. 3-6 months for design, approval, research for funding and preparing for implementation. Possible launch in school year 2020-21.

Cost: **Up to €10,000** depending on the personnel involved.

- Up to €5,000 for production of material.
(€0 if the material will be jointly prepared by experts from YPEN and/or EOAN and the Ministry of Education, or up to €5,000 if an education expert with experience in waste management and environmental protection may be contracted for 10-15 days).
- €3,000 - €5,000 for graphic design (depending on the volume and specs of the material, according to the experts' plan).
- €0 for printing and delivering, since all material is in digital format and distributed through the campaign's website.

The volume / number of schools / classes is not important, provided the material will be digital and the distribution / coordination will be done through the existing channels.

7.1.4 Information centers in schools

They do not have to be large or expensive. A simple board would do. The content is the important issue. Posters, infographics, relative news could be placed there, along with tips on waste management.

The design of the content must be attractive to children, clear and easy to understand and remember and updated regularly. The children can contribute to the content, through school projects.

It would be convenient if the school (or the local municipality) could take care of the board construction. The placement and management must be done by the director of the school or a teacher involved in environmental subjects. In the cases that an environmental project or team is active in the school, the teacher leading it can also handle the board. The creation and operation can be significantly supported through the activity kits program (section 7.1.2) and the teachers participating.

The content can partly be provided centrally through the website (e.g. posters updated every month to be printed in school) and partly locally from the school (e.g. artwork or informative material created by the children).

Time plan: Est. 3-4 months for design, approval, and production. Possible launch in school year 2020-21.

Cost: Up to €5,000 depending on the personnel involved.

The content is provided centrally through the website, or by the directors, teachers and students. So, the cost only refers to the board itself, that could possibly be covered by each school, or municipality. Even if external experts are used additionally for the content (e.g. graphic designers for posters or layout development), the cost is expected to be lower than €5,000.

7.1.5 Special activities in schools

Special activities can be organized in schools, connected to national or European / international ones (like Environment's day, European Week for Waste Reduction etc.) or not.

They can be, indicatively:

- Presentations, video projections, exhibitions
- Contests for the children related to waste prevention and recycling (on drawing/painting, writing, crafts, ideas and proposals, graffiti, music or video creating, presentation etc. promoting good practices on waste)
- Games (e.g. a championship based on quiz related to waste)
- Theatrical shows with subjects related to waste management, played by the children
- Compactor construction
- Visiting related facilities

Such special activities can be supported with material by the campaign's website and connected to the program with activity kits (section 7.1.2) and the teachers participating.

In case of contests and championships, there should be awards for the winners. They do not have to be expensive, but they must be attractive for the potential participants. They can be funded by local corporations (e.g. books from local bookstores). The awards can also be intangible (e.g. subscription, event admission, one day working with a manager in the Ministry of Environment, or in a recycling facility) or sponsored by the private sector.

Time plan: Est. 3-6 months for design, approval, and production. Possible launch in school year 2020-21.

Cost: Up to €10,000 depending on the personnel involved.

- Up to €5,000 for production of material.
(€0 if the material will be jointly prepared by experts from YPEN and/or EOAN and the Ministry of Education, or up to €5,000 if an education expert with experience in waste management and environmental protection may be contracted for 10-15 days).
- Up to €5,000 if an external expert is involved for graphic design (depending on the volume and specs of the material, according to the experts' plan).
- €0 for printing and delivering, since all material is in digital format and distributed through the campaign's website.
- €0 for possible awards, as they can be funded by the private sector.

7.1.6 Contests among schools

Such contests can be implemented on regional or national level. There must be awards for the winning schools, possibly sponsored by the private sector.

Indicative content:

- **Quantity & Quality of recycling:** Schools will be asked by the ministry to provide waste volume on separately collected waste of recycling streams: paper, glass, plastic, packaging (blue bin) and the residual waste. Note: metals may also be raised if separate collection is guaranteed. The quantity and quality of the collected waste need to be assessed and recorded by the waste collectors! A timeline of 3 months ensures a high recycling rate for the area of influence. **It is an excellent awareness measure that may lead to long-term results in recycling!** It should be followed and NOT stop afterwards. Teachers need to endorse and remind children but also the waste collection service need to continue.
- **Upcycling:** Based on specific criteria such as waste stream/material that may be used, and size and purpose of the object.

This kind of activations is interesting and can create a good deal of buzz and media coverage, but it may be more suitable for next stages, after children in schools have reached a higher level of awareness and after school teachers and directors are more educated and experienced in this kind of projects.

Time plan: Est. 3-6 months for design, approval, and implementation. Proposed for next stages. Possible launch in school year 2021-22.

Cost: Up to €7,000 depending on the personnel involved.

- No cost for material development, since it will be jointly prepared by experts from YPEN and/or EOAN and the Ministry of Education.
- Up to €2,000 if an external expert is involved for graphic design (depending on the volume and specs of the material, according to the experts' plan).
- €0 for printing and delivering, since all material is in digital format and distributed through the campaign's website.
- €0 for possible awards if they are funded by the private sector, or up to €5,000 if they are funded through internal resources of the schools or the Ministries.

EU example: ["Waste prevention goes to school"](#) competition by the Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology (BMK) in 2018, aiming to provide project ideas for avoiding waste and conserving resources from the 5th graders of all schools in Austria.

7.1.7 Local awareness raising campaigns by children / teenagers

Groups of children (in schools, clubs, scout units etc.), directed by one or more teachers or officers, can design and implement an awareness raising campaign (or a short film, a TVC etc.) in their area, possibly in cooperation with the local municipality and the campaign coordinating task force of YPEN.

The children (and teachers) may get all the necessary information and material, get help with contacts (e.g. recycling companies or scientists), consulting support by experts, support on equipment etc. The YPEN task force may assign a suitable officer as a consultant supporting the team at the beginning, or even throughout the local campaign design and implementation.

The local campaign can be recorded (ideally on video) and forwarded to the campaign's website and the media.

This kind of activation can be very effective, as it provides results not only among the children participating, but the whole of the local community and it is a great subject for media coverage.

The whole activation may be implemented in the form of a contest for the best local campaign, where local campaigns are recorded, promoted, evaluated and prizes are given to the groups.

However, such an activity may be more suitable for next stages, after children and teachers are more familiar to the subject and they have reached a higher level of awareness and experience.

It can be connected to the activity kits program (section 7.1.2) and the teachers and students involved and can operate as a second stage of involvement. It is ideal for Environmental Teams of high schools.

Time plan: Est. 3-6 months for design, approval, and implementation. Proposed for next stages. Possible launch in school year 2021-22.

Cost: Up to €3,000 depending on the personnel involved.

- No cost for material development, since it will be jointly prepared by experts from YPEN and/or EOAN and the Ministry of Education.
- No cost for the tutoring and support of the groups, if it is done by YPEN and MoEdu staff. In case of external experts involved, there will be additional costs (tutoring is expected to cost €300 - €500 per day).
- No cost for printing and delivering, since all material is in digital format and distributed through the campaign's website and MoEdu.
- €0 for possible awards if they are funded by the private sector, or up to €3,000 if they are funded through internal resources.

7.1.8 Composting bin construction workshop

This could be an interesting activity implemented in schools. Probably addressed to children of a higher grade and possibly only some of them (e.g. Environmental Teams operating in high schools).

A kit of the materials is needed for every bin and manuals with instructions for the construction (text and possibly video) for the attending teacher and the children.

The bins could stay in school, so the children can bring their organic waste from home to compost it there or get the compactors home and use it there. Both alternatives could be considered, depending on local conditions.

The activity is useful in many ways, directly (children learn about composting and how to construct and use a composting bin) and indirectly (parents, relatives, neighbors etc. learn about composting).

The activity can be fit in the school plan as an extra workshop for Environmental Teams (usually working out of school hours) or in existing related school subjects (e.g. technology project).

The instructions can be approved by the Ministry of Education (along with the rest of the material for activity kits and information kits for pupils from 7.1.2 and 7.1.3) and be uploaded on the website.

Time plan: Est. 3-6 months for design, approval, research for funding and preparing for implementation. Proposed for next stages. Possible launch in school year 2021-22.

Cost: Up to €5,000 depending on the personnel involved.

- No cost is expected if the production of the digital instructions is done by the experts of YPEN. In the case that external support is needed (e.g. a graphic designer or video producer) there could be an extra cost up to €5,000.
- Regarding the materials needed for the construction, it is difficult for YPEN to provide and distribute it to schools, so this cost is recommended to be covered externally, possibly by the local municipality or by private sector sponsoring (e.g. a local store).

7.1.9 Visiting recycling facilities

Recycling companies do not enjoy the best reputation and trust from citizens. It is crucial to show transparency and openness to the public. A first step for recycling facilities could be to facilitate visits for school children. Visits can be arranged by schools (in their existing program of educational visits), given that the recycling companies are ready to accept and manage the visitors, providing a good level of information and, of course, safety.

A material to take back home would be very helpful (e.g. a leaflet or poster with instructions for use in the family).

Time plan: Est. 3-4 months for design, approval, and production. Possible launch in school year 2020-21.

Cost: Up to €2,000 depending on the personnel involved.

- No cost for material development for YPEN/EOAN, since it will be jointly prepared by experts from the recycling facility or corporations.
- Up to €2,000 if external experts are involved (e.g. for graphic design / depending on the kind and specs of the material, according to plan).
- The possible printing would, ideally, be covered by the recycling corporations or private sector sponsors, but this is an issue to negotiate. In this case, there is no cost for printing and delivering. If this cost is covered by YPEN's resources, there will be additional production and distribution cost, depending on the material and the volume.
- No cost for transfer, as for this kind of educational visits, it is usually covered by parents or municipalities.

7.2 Activities for youth

7.2.1 Universities

Target group: Students (core) / Professors, scientific staff (secondary + intermediate) / administrative staff (intermediate) / Parents, relatives, friends (indirect) / Media, all others (indirect)

Aim: To educate the youth, so they act like responsible citizens (now and in the future), influence their household practices and their families', relatives' and friends' attitude. Make them ambassadors for the environment.

To address professors and scientific staff, as they are a parallel target

To feed information dissemination and create buzz on the media, reaching other target groups indirectly.

Advice: Universities are many, scattered all over the country and independent. Difficult control. > Use digital formats that are easier and cheaper to distribute, make good use of the communication and information networks for professors. Consultation with the ones considered as more important.

Professors are not always aware and informed on the subject and not necessarily positive to such activities. Some of them are aware but may disagree with the campaign's positions. > Consultation with professors. Develop a good relationship with them.

The cooperation and good coordination with the Ministry of Education and the heads of the institutions is crucial. > Extra effort needed. Alternative approaches could be used meanwhile.

Stakeholders: Main: Universities, Ministry of Education, educational and administrative staff, students, heads of private universities

Additional: Municipalities, media, public

Description:

Activities can be implemented in universities, in two levels:

- A general level, placing informative material (e.g. posters) in universities or campus. Education of all students in waste prevention and recovery.
- A second, more focused level, in coordination with professors whose subject is related to the environment, waste, quality of life etc. They could encourage their students to perform projects, studies, and presentations on waste, using data from the campaign's website or contacting and getting help from experts, through the campaign's coordination task force. These studies could also be published on the website and forwarded to the media.

This activity requires consultation with these professors and a basic design of procedures.

Time plan: Est. 3-6 months for design, approval, and implementation. Proposed for next stages. Possible launch in the second year.

Cost:

A. Posters: Up to €5,000.

- Up to €5,000 for graphic design (depending on the volume and specs of the material, according to plan).
- €0 for printing and delivering, since all material is in digital format and distributed through the campaign's website to be printed by volunteer students.

B. Consultation:

- If the consultation with university administration and professors is done by YPEN's experts, there will be no cost. If external consultants are involved, there will be an additional cost (expected €300 - €500 per day for an expert).

7.2.2 Army

Target group:

Soldiers (core) / Commanders, officers, permanent staff (secondary + intermediate) / Parents, relatives, friends (indirect) / Media, all others (indirect)

Aim:

To educate the soldiers, so they act like responsible citizens (now and in the future), influence their household practices and their families', relatives' and friends' attitude. Make them ambassadors for the environment.

To improve performance on waste prevention, separate collection and recovery in military facilities.

To feed information dissemination and create buzz on the media, reaching other target groups indirectly.

Advice:

Military facilities are scattered all over the country and partly independent. Difficult control. > Starting from the top (MoDef) may make things easier.

Commanders and officers are not always aware and informed on the subject and not necessarily positive to such activities. Some of them might also believe that waste management is not a priority for the army, especially considering the current condition. > Starting from the top (MoDef) may make things easier. Though, the contact with lower levels will probably be essential, through proper consultation.

The cooperation and good coordination with the Ministry of Defense and the facilities Commanders is crucial. > Consultation with the MoDef administration, as well as local commanders. There must be a study about current condition and measures to be designed and taken for waste management in these facilities.

Stakeholders:

Main: Ministry of Defense, staff, soldiers

Additional: Municipalities, media, public

Description:

The military service is mandatory for all male citizens in Greece. The age of soldiers is usually between 18 and 30-35 (students can postpone their service).

It is easy to reach these young men and train them in some environmentally friendly attitude. Incorporating some good practices in military camps' and ships' everyday life, educates soldiers and influences their future attitude. However, it might be quite difficult and complicated to implement such a project, at least currently. The time of implementation is a question.

Time plan: Est. 3-6 months for design, approval, and implementation. Proposed for next stages.
Possible launch in the second year.

Cost: A research and study is required, in order to investigate the current condition, needs and procedures. There must also be a consultation with related authorities. Then, there must be a plan of actions and a number of materials to be used.

Though, since the conditions and needs are quite unclear, it is unsafe to make any estimations at this stage yet.

7.3 Activities for seniors

Target group: Seniors / Families, relatives, friends (indirect) / Media, all others (indirect)

Aim: To educate the seniors, so they act like responsible citizens, influence their families', relatives' and friends' attitude. Make them ambassadors for the environment.

To feed information dissemination and create buzz on the media.

Advice: Lower flexibility, lower trust. > Inform and educate them, with messages adapted to their view and needs. Gain their trust and support, develop a good relationship with them.

Reachable mainly through television. > Make good use of dissemination through television. Also use alternative channels, such as КАПН and church.

Stakeholders: Municipalities, Seniors' day centers (КАПН), church.

Description:

Seniors are often less flexible to change habits and attitudes in everyday practices. In addition, they sometimes tend to be more suspicious and their trust is lower than average. Therefore, they may need an extra effort to be convinced.

On the other hand, they have more free time and they are keen to engage with things to keep them busy. They are conscious about health and safety and they really care about the quality of life of themselves and their children and grandchildren. In addition, they are more familiar with concepts like "reuse, repair, keep products for a long time, saving resources etc", as these were part of their everyday lives when they were young and many of them never really liked and approved the "modern" concept of "use for a while and dispose". This is a point that should be used in the material addressed to this group.

They are heavier media consumers than average (especially television), so they are generally informed through news bulletins and shows, although not necessarily with correct information.

Having limited the above-the-line communication, some important channels for them are:

- Indirect communication through the media (information dissemination).
- Indirect communication through relatives, especially children and young people.
- Indirect communication through activities open for the public.

EU example:

Waste separation campaign of Berlin, Germany: With humor and a wink, the heroes of the campaign were people in garbage piles. An older couple, for example, drinking their red wine surrounded by tons of empty bottles. The ambiguous text: "Separate before it's too late."

Waste separation campaign of Berlin, Germany "Separate before it's too late"
Source: [BSR 2019](#)



7.3.1 Seniors' day centers (ΚΑΠΗ)

They operate in most municipalities, hosting seniors during the day. Several activities could be implemented in these centers, in cooperation with the local municipality:

- Presentations, video projections etc.
- Possible involvement of specific seniors that belong in the ambassadors' network.
- Placement of informative posters, distribution of posters or leaflets.
- Visits to recycling facilities, organized by Seniors' day centers (ΚΑΠΗ) and / or municipalities. The only thing to do is informing the Seniors' centers and the municipalities about this possibility and giving some basic directions about the procedure to book a visit. The reaction is expected to be positive.

Time plan: Est. 3-6 months for design, approval, research for funding and preparing for implementation. Possible launch in the second year.

Cost: Up to €35,000.

- No cost for development, if it is done by YPEN and/or EOAN experts, or up to €5,000 for external experts involved (graphic design, video production etc., depending on the kind and specs of the material, according to the experts' plan).
- If posters are printed, there may be an additional cost of up to €30,000 for printing and delivering (more than 1000 spots all over the country, with 3-4 each). This cost could be, ideally, covered by private sector sponsoring. The distribution and placing can be assisted by municipalities.

EU example:



Cantabria with its campaign "Third in age, First in recycling" is perceived as a pioneer in Spain in promoting recycling in and through elderly centers. Senior citizens present signs, e.g. "Separating & Recycling – everything is starting"

Cantabria campaign "Third in age, First in recycling"
Source: [News portal, October 2018](#)

7.3.2 Church

Many seniors keep a strong connection with church, so it should be a part of this plan. Possible related activities:

- Communication through the local church authorities.
- Reference by priests.
- Placement of informative posters out of churches.

Church authorities are already involved in the collection of used clothes and household equipment to donate them to families in need. They would be possibly positive to cooperate in raising awareness, if they are properly contacted (consultation).

Time plan: Est. 3-6 months for design, approval, research for funding and preparing for implementation. Possible launch in the second year.

Cost: Up to €30,000.

- No cost for development, using the material already developed for seniors' day centers.
- If posters are printed, there may be an additional cost of up to €30,000 for printing and delivering (placement at 3000 churches all over the country, with 1-2 posters each). This cost could be, ideally, covered by private sector sponsoring. The distribution and placing can be assisted by municipalities.

7.4 Activities for the general public

7.4.1 Road show

Target group: General public / Media, all others

Aim: To inform the public and raise awareness.

To feed information dissemination and create buzz on the media.

Advice: Many areas to reach, scattered all over the country. Demanding planning and logistics. Especially reaching islands is an extra challenge. > Such a campaign requires detailed design and planning, probably by a specialized agency.

The cooperation and good coordination with the municipalities and local authorities is crucial. > There is a need for planning for each area and consultation with local authorities.

The cost for such a project can be quite high. > The cost can be partly covered through private sector sponsoring. Cooperation with the private sector on such an activation must be researched.

Stakeholders: Municipalities, local authorities, local media, general public

Description:

The activation requires a vehicle, rather a truck or a bus, wrapped in suitable creative and properly adapted to accommodate promotional activities in its interior. It must be equipped with informative material, screens, computers, internet connection etc. There must be also promotion personnel, properly trained and educated on environmental and waste management subjects.

The vehicle will follow a route throughout Greece, stopping at every city for one or more days. During its stay, it will operate as an informational and educational center. It will contain proper material (video projections, presentations, exhibitions etc.), games and activities to help kids learning experientially about waste and contests related to the subject.

The visit in every city must be promoted by the municipality and the local media. The presence of it may be combined with additional activations by the local municipality, schools, media etc. This kind of activation can provide a very high impact and an impressive media coverage. It covers all media groups, directly and/or indirectly.

However, it is quite a complicated, demanding and expensive project, although worth the effort and cost. There must be a detailed dedicated study for the activation to be fully designed and planned.

Considering the high requirements of resources, a cooperation with the private sector for co-funding could be a choice.

Examples: [Road shows](#) , see 14.2.6.



Indicative examples of roadshows implemented in Greece or the rest of Europe
See the section [14.2.6](#) for more information

7.4.2 Creative outdoor

Target group: General public / Media, all others

Aim: To raise awareness in all target groups.

To feed information dissemination and create buzz on the media.

Advice: The proper spots must be located and proper surfaces / space must be found. > There is a need for a research, possibly by a specialized agency, in cooperation with public authorities.

Only some areas / cities may be selected (probably the larger ones), not possible to cover all areas and cities in the country. > There must be a selection of cities/areas/spots. Their total number depends on the cost per spot (provided by the related research) and the total available budget.

Stakeholders: Municipalities, local authorities, building owners, artists

Description:

The traditional outdoor advertising spots are expensive and not suitable for this campaign's needs. But there are other alternative solutions for outdoor exposure, which are efficient and of a lower cost.

- **Public vehicles wrapped** with promotional creative (public transportation or vehicles used by the state or municipality). No rent would be charged (license by the state or municipality) and only production would be paid.
- **Selected walls** of buildings in the cities, hosting **graffiti artwork** related to the subject of the campaign. Graffiti is particularly popular to the young audience and would be a pleasant surprise to them, multiplying the impact to these groups, speaking in their language. If the wall is granted by the state or municipality there may be no rent. If it is owned by a company or individual it must be negotiated. The artists could be asked to volunteer.
- **Sculptures made of trash**, placed on city squares or other suitable public places, or near beaches. There will be no rent if the place is granted by the state or municipality, the cost of materials could be low and the artists could be asked to volunteer.
- **Temporary banners** printed with related creative, covering buildings under construction or renovation at suitable spots in the cities. There will likely be no rent if it is licensed by the state or municipality, the cost of production must be paid.

In any case, the production / materials cost depends on the volume / size and specifications. Finding volunteer artists is expected to be possible. The creative must be proper for each installation, efficiently delivering the message while providing the maximum impact.

Time plan: Est. 3-6 months for design, approval, research and preparing for implementation.

Examples: [Creative outdoor in the EU](#), see 14.2.5.

Cost: Depending on spot, size, ownership etc. Indicatively:

Rent:

If the wall/space/vehicle belongs to the state or municipality, it may be provided free of charge and this option is strongly recommended. If it is privately owned, the cost must be negotiated with the owner. In this case, the expected cost would vary, depending to the spot and size.

Taxes:

Municipality taxes are normally charged for any outdoor advertising site and the rates depend on each municipality's policy. In this case, the relevant municipalities could be negotiated not to charge any taxes or use a lower rate.

Production:

The **artwork** could cost €2,000 - €3,000 per theme.

The cost of wrapping a **vehicle** depends on the specs and the size of the vehicle. Roughly, wrapping a vehicle is likely to cost between €500 and €1,000 for a small one, or between €2,000 and €4,000 for a truck/bus.

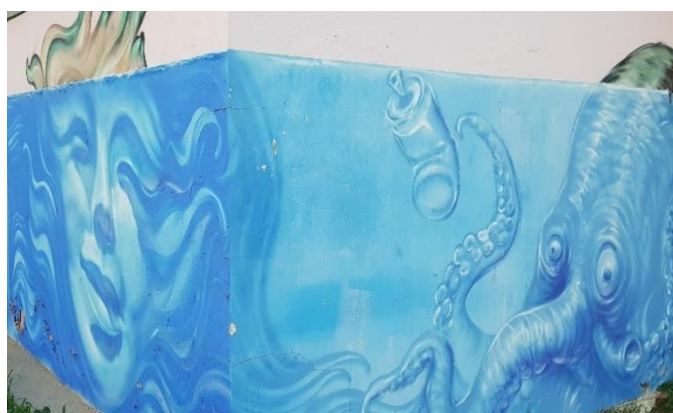
The cost of production for a **graffiti** is expected to be between €8,000 and €10,000 for a medium wall. The cost for the materials used for a **sculpture** depends on the material (e.g. if market materials or trash is used).



Nychos, Sea Walls: Artists for Oceans Street art festival Cancun, Mexico 2017. Photo Credit Tre' Packard.



Mateus Bailon, Sea Walls: Artists for Oceans Street art festival Cancun, Mexico 2017. Photo Credit Tre' Packard.



Street art at Glyfada bay area, Greece: Octopus playing with a can. Source: Ringhof GIZ 2019

7.4.3 Online events / competitions

Special online events are recommended to be organized on a regular basis, to remind the public about and keep the media involved. These events do not have to be of a very large scale or cost, they just must be innovative and creative.

YPEN already has recently implemented several them, such as:

- Green Women (a movement for women who love the environment and are ready to act to protect it).
- Earth day celebration (asking people to post of a photo of nature on social media, with hashtags #earthday2020 and #ypen).
- Photo competition 2020 “Refuse/Reduce/Reuse – we are preventing waste!” for this summer.

This kind of events can be based on social media (making use of the accounts of YPEN) and involve, as much as possible, the media.

Generally, competitions are a good practice, as they are usually attractive to the public, especially if there are awards for the winners. They also fit well with social media, providing easier spreading and, on the other hand, growing followers of the pages. In addition, asking people to provide material or make proposals on the subject, involves them in the most effective way, while spreading the message to everyone in their cycles. Indicative examples of competition subjects:

- Post **photos / videos** presenting **good practices** on waste prevention (examples to follow).
- Post **photos / videos** presenting **bad practices** on waste prevention (examples to avoid).
- Propose **creative** material to raise awareness about waste prevention or separate collection (e.g. slogan, artwork, banner, video etc.).
- Propose **ways and measures** to raise awareness about waste prevention or separate collection (activities, events, measures etc.).
- Propose measures **for corporations** and ask them to adopt them.
- Organize **online surveys** on subjects related to waste prevention and separate collection. This can be an excellent way for bi-directional communication.
- Organize **online events** (e.g. concert or interview / show with celebrities on live streaming).

All activities implemented through the social media should promote YPEN’s pages on them, so they grow their followers, as well as the campaign’s website where more information is provided.

Since the social media pages are created and operating, there is no additional cost expected for such activities, except for possible awards, that can be sponsored by private sector corporations.

Cost: Since the social media pages are created and operating, there is no additional cost expected for such activities, except for possible awards for competitions, that can also be sponsored by private sector corporations.

If celebrities are involved, they are expected to contribute with no charge.

If awards for each competition are covered internally, they could cost up to €3,000.



7.4.4 Warning messages on single-use packaging

Single-use packaging (SUP) warning messages can be placed on disposable drink and food packages that are not covered under the ban of selected single-use plastic cutlery, cotton buds, straws, and stirrers.

- **Container criteria:** This refers to **take-away and delivery packing**. Already packaged drinks/food in supermarkets may be excluded if hygienic reasons require it.
- **Binding nature:** It needs to be defined as an **obligation** for all SUP used in the country.
- **Labeling:** For instance, from 2021 onwards, manufacturers will need to **print** it on the packaging. A **sticker** needs to be used for imported products. As a positive side-effect, the obligatory need for stickers would most probably also reduce the number of imported plastic SUP and ensure more revenues for Greek manufacturers!
- **Print instructions:** a **warning message**, a **shocking picture** and a **“Learn how to recycle” QR-code** that guides users to the Ministry webpage with concrete information.

Benefits of this campaign:

- **No costs** because the manufacturers will pay for the printing when the product is anyway labeled. The ministry could include it in an ordinance – the **SUP transposition**.
- High **awareness** raising measure for citizens and **synergies with other legislative measures**.
- High **results in waste prevention**, considering that every day 1,000,000 single-use plastic cups are consumed in Greece just for a take-away coffee (Source: www.stopotirimou.gr). Health warning labels on cigarette packaging had a huge effect. A lot of people changed their behavior due to the labeling, while on the other hand, raising taxes and increased cigarette price has very little effect.
- **Lighthouse project for Europe:** this kind of labeling has not been done before and might be used also from others - Greece would take the lead.



Indicative creative samples

Artwork: [Laura Expósito](#)

The image is a crab caught in a plastic cup.

Warning message: **Plastic packaging may cause irreversible damage to nature and beings.**

7.4.5 Reward / punishment systems

No matter how effective the awareness measures are, there are always those who are not going to participate unless they are forced to. For this reason, the relevant legislation already presents fees on products and penalties or fines for violators. However, fines for littering are usually not applied to individuals (though the law is better applied for corporations), giving a sense of impunity. If the law were properly applied for individuals (fines to litterers applied from state or municipality police), littering would probably be reduced, provided adequate infrastructure was available (e.g. enough bins).

An interesting recent example was the environmental fee on single-use plastic bags, that led to a dramatic reduction in their use. Accordingly, fees may be applied on single-use packages, this is an issue concerning the expected relevant legislation.

Another example to consider is the restriction on smoking. After many failed attempts in the past, the state recently managed to impose the restrictions, through significant fines, intense policing and, above all, showing **determination and strong political will**. It is interesting that this political will was expressed by the Prime Minister himself, leaving no room for misinterpretation.

A milder approach would be that of recommendations or reminders instead of fining. This approach was used in the Athens Metro during its first years of operation, where besides the signs that were pointing out that food and beverages were not allowed, there were individuals on the platforms pointing out the exact same thing. This, along with the constant cleaning so that the stations are always perfectly clean, finally registered the specific places as “clean” in the mind of the public.

Applying police measures or fines like the ones above may not directly refer to communication, however, their effectiveness will significantly increase if people are properly informed and reminded about them.

Examples: [Communication based on fines in the EU](#), see 14.2.7.



Highway sign in France: “Do you do that at home?”, see more information in [section 14.2.7](#).



Street sign in Switzerland: “Leaving me lying costs 100 francs”, see more information in [section 14.2.7](#).

Να πετάτε τα
σκουπίδια
στον κάδο
απορριμμάτων



“Throw rubbish in the trash” indicative campaign by Hellenic Marine Environment Protection Association (Helmepa)

7.4.6 Campaign press events

Target group: General public / Media, all others

Aim: To raise awareness.

To spread the message that this is a high priority for the country.

To feed information dissemination and create buzz on the media.

Advice: It is important to host top officers and representatives of the government, as well as academics, NGOs etc. > Invitations and follow up must be handled by specialized staff, possibly assisted by external agency.

The media coverage is critical. > Extra effort by the Press Office, possibly assisted by external agency.

Stakeholders: Government, authorities, media

Description:

The campaign can attract the media exposure and dissemination through special events. They do not have to be very sophisticated or expensive, only to be creative and host the right participants.

An example could be a press conference, launching the campaign and providing some basic information about it.

It is important to host the right participants, such as:

- The Minister of the Environment and the Ministry's top officers.
- Representatives of other ministries and authorities, as well local administration.
- The Prime Minister himself! The issue is really important, and the MP's presence will send a clear message about it to everyone (including the public, as well as all authorities and corporations of both the public and private sector).
- Representatives of business and professional bodies, chambers and associations, as well as big corporations.
- Scientists, academics, experts, research institutes, universities.
- Representatives of NGOs.
- Representatives of EU authorities.

Finally, it is crucial to host the media. Though, having an audience like the one described above, makes it quite easy to ensure a good media coverage.

Time plan: Est. 1-3 months for design, approval and preparing for implementation.

Cost: Starting from €0 and rising, depending on possible rent, number of guests, possible catering and giveaways, possible informative material to produce and distribute, possible external equipment and personnel required etc.

7.5 Business / Private sector

Target group: Business owners and management / Media, all others

Aim: To raise awareness and educate managers, employees, customers, visitors etc.
To ensure implementation in offices and corporations.

To ensure the support and cooperation of all categories of business.

To get additional resources, through sponsoring and co-funding and additional media coverage through communication sponsoring.

To get more spots to place promotional material.

To feed information dissemination and create buzz on the media.

Advice: Larger corporations can be reached through consultation. Smaller ones can be reached through many associations and chambers. > Consultation needed by specialized staff, possibly assisted by external agency.

Stakeholders: Government (ministries), public authorities and municipalities, larger corporations' management, business associations, chambers

Description:

The corporations of the private sector are considered a core group for this campaign, it can play a crucial role for many different reasons.

- Corporations have **employers** that can be easier reached, informed and educated in their workplace than in their home. So, a high percentage of the population can be reached.
- Corporations have **customers** who visit their premises (especially the ones in the retail sector). They can be reached, informed and educated while visiting businesses (e.g. while shopping).
- They **produce** waste themselves or produce / **distribute** products that will turn into waste. They can intervene in this chain, especially after extended producer's responsibility measures.
- Some of them may be **willing to participate** in this effort, through common activations or funding / sponsoring of communication activities. Such a cooperation needs attention and fine balance, but it can be very fruitful.

This target group cannot be approached through the vehicles used for the general public, other tools must be used, especially **consultation**. One to one interviews and meetings with the bigger players, in groups for the medium ones, through associations for the smaller ones. Also, presentations, forums, congresses and special events may be used to contact this target group.

Time plan: Est. 1-3 months for design, approval and preparing for implementation of consultation. The consultation itself would likely take several months and should probably evolve to a constant procedure.

Cost:

Given the range of different stakeholders involved and the complexity of the procedure, the support of external experts will most likely be needed, in particular to organize events and presentations. Depending on the measure, the expected daily cost for a consultation expert range from €300 to €500, excluding travel expenses.

An additional cost for the event itself, e.g. the catering, may be expected, though it could be partly funded by private sector sponsors. Making use of additional resources through co-funding or sponsoring from the private sector shows joint commitment and facilitates a smooth collaboration event.

The main categories of private sector organizations that should be contacted are described in the following pages.

7.5.1 Cooperation with media, communication sponsoring

Media is a special category of corporations. Some of them have organized and implemented such campaigns in the past (e.g. SKAI media group has been leading activities for environment and charity for years). A potential **cooperation with media** in designing and implementation of activities would provide the advantage of free airtime to promote the activation/s.

A simpler version of cooperation with media would not involve them in organization and implementation, but only in communication, so they would only appear as “**communication sponsors**”. Media in Greece are quite familiar with this kind of sponsorship, showing a “social profile” with no expense, except for some airtime which actually costs nothing to them.

In case of special events, especially in smaller cities, cooperation with local media would cover the need for local promotion, that would cost a lot otherwise.

The media should be contacted through proper consultation, after a good preparation, so there are viable proposals ready to discuss.

7.5.2 Cooperation with corporations for funding, sponsoring

Many larger or smaller corporations would be interested to participate through **funding or sponsoring**, for many reasons:

- To easily implement a **corporate social responsibility** program.
- To grow their **social profile**.
- To **promote** through the activation.
- For **tax** purposes.
- Because the owners / officers / employees are **personally** interested in the purpose.

Some of them already implement such programs, in some cases providing great results. Others are interested to do so, but they cannot organize or afford a program on their own. Such corporations should be contacted through proper **consultation**, after a good preparation, so there are viable proposals ready to discuss. Support by external experts could be considered for this procedure.

YPEN has to be very careful **setting the limits and the specs** for such co-operations, so no corporation appears to “**dominate**” the campaign. This kind of common actions needs attention and fine balance but can multiply the resources and the dynamics of the campaign.

7.5.3 Producers

Corporations that, directly or indirectly, produce waste (e.g. refreshments or milk producers), can play a critical role. In any case, they will soon be obliged to do so, due to **EPR measures**. Participating in a campaign for raising awareness might be helpful for them too. There has to be further investigation, through consultation with the larger players in a first phase and smaller ones in a second one.

7.5.4 Retail sector

The retail sector corporations can play an important role. For example, supermarkets could **promote reusable packaging**, or **offer such solutions** to their customers. They can also help with **separate collection** of recyclables (e.g. some stores already collect cooking oil, batteries, appliances, and bulbs). Finally, they can **host informative material** in their premises (posters, leaflets, sound or video clips, promotional events etc.).

Retail chains (AB, Lidl, Dixons etc.) have already implemented related activations, they could possibly be positive to a well-designed cooperation.

Again, the tool needed is consultation, through one-to-one meetings with the larger ones and then with the associations for the smaller ones.

7.5.5 Tourism sector

The tourism sector is very important, as it contacts millions of tourists every year, producing huge amounts of waste. There are three main issues:

1. Raising **awareness** among tourist **corporations**, so they reduce their own waste and recycle. This can be done through consultation and informative material, directly for the larger corporations or through associations and municipalities for the smaller ones.
2. Raising **awareness** among **tourists** (locals and foreigners) and educating them so they reduce waste and recycle. This can be done through the tourist corporations (hotels, restaurants, bars, beaches etc.), placing informative material (e.g. signs or posters) in their premises.
3. Ensuring proper and adequate **infrastructure** everywhere, especially on islands. There is currently a significant lack of infrastructure in many areas and islands, especially of recycle and separate collection bins. This gets even more important, as many visitors come from countries with more developed systems and awareness, and they would be willing to recycle if the necessary infrastructure were available.

A consultation program must be designed and implemented with tourist corporations, possibly also involving the Ministry of Tourism, municipalities of tourist areas and related business associations, such as Hellenic Hoteliers Federation (ΠΟΞ) and Hellenic Association of Travel and Tourist Agencies (HATTA).

A topic for the consultation with the Hellenic Hoteliers Federation or HATTA and Commercial Chambers of Greece could be the development of an **(nation-wide) identity sticker/label** for the businesses that participate in waste prevention/recycling activities. This identity sticker/label could also be available in digital form and be displayed in the business website or applications such as tripadvisor. Then consumers would choose upon their preference.

A study about available infrastructure and its upgrade is also important, especially in the case of islands. The law obligation (since 2018-2019) for the large producers to implement the separate collection of packaging waste and biowaste in their premises was not efficient, due to insufficient law enforcement.

7.5.6 Transportations

Transportations' corporations could:

- **Host informative material** in buses, trains, ships, stations, motorist service stations on highways etc. It could be posters, video / sound clips, stickers etc., depending on available infrastructure. These messages could be signed by both YPEN and the corporation. Hosting of such material could be negotiated to be free of charge.
- They could also **press F&B stores** operating in stations or vehicles to quit single use items.

A consultation program must be designed and implemented directly with transportation companies (e.g. Athens Metro, Train Organization, Maritime companies etc.)

7.5.7 Food and beverage

F&B corporations (restaurants, bars, café, hotels etc.) could participate in many ways:

- **Preventing single use items**, like plastic bottles, cups, plates etc., see also 7.4.4 Warning messages on single-use packaging.
- **Offering to consumers and promote the choice** to use their own cup for buying coffee, getting a discount if they do so.
- Implementing **food waste prevention** programs, possibly in cooperation with NGOs or organizations that can distribute food to people in need.
- Properly disposing their **organic waste** for composting and recycling their **cooking oil** waste (as required by law)
- They could also **host informative material** (e.g. posters) for their visitors.

The corporations that adopt such a policy, e.g. quitting single use items, should promote it to their customers through **proper material** (e.g. posters stating “We care for the environment, so we don’t use single use plastic items”, along with proper artwork and information, provided by the campaign’s website). This would be useful both for the corporation and the campaign.

A **consultation** program must be designed and implemented with associations (e.g. Federation of Hellenic Food Industries - ΣΕΒΤ) and directly with some larger companies.

7.5.8 Service providers

Corporations that may not host many consumers and visitors in their premises, but they have **employees** that spend many hours in their offices every day. It is important to ensure that the **corporations** follow good practices on their own waste management (e.g. avoidance of single use items, reducing of printing and paper use, recycling of used paper and ink cartridges etc.) and employees are informed and trained, so they reproduce these good practices in their personal life and household.

For these purposes, **proper informative / promotional material** would be helpful, addressed to corporations' management as well as employees (two categories of material). This material can be in digital format. The corporations can print and hang it when needed.

A consultation program must be designed and implemented with associations and chambers (covering smaller corporations), or directly with some larger companies.

7.5.9 Recycling corporations

The recycle corporations appear to be "distant" in Greece, most people do not even know who they are and how they operate. This brings the trust to them even lower.

If they took a more "open attitude" and come closer to the consumer, they could be more trusted. They could accept visits in their facilities (planned, possibly only on certain days) and appear on media to explain what they do and how they do it and why it is so important.

Any information disseminated should be aligned to the central knowledge base (see related chapter above). The first stage should be a proper consultation and designing this approach.

7.6 Public sector and municipalities

The public sector is the one who signs the campaign and must be the first to follow its instructions. It must be the good practice, the role model, the “good example” in Greek.

This means that waste prevention, recovery and separate collection must be implemented in the best possible way in public sector’s buildings, premises, offices, and public servants must be the first to be informed and trained. And this effort and its results must be reported and promoted to the public. This is an important job, that will make communication with the population far more efficient.

7.6.1 Public services

A complete system for waste prevention and recovery, with separate collection must not only be fully operational in all public buildings and services, but also be presented and promoted to the visitors. The infrastructure must be visible by them and there must be posters about waste prevention and recovery. The visitors must feel that the public sector is the first to participate in this effort.

All public services should implement:

- Separate collection bins for all streams, including paper, batteries, devices, ink cartridges etc.
- Reduction of the use of paper (use of digital format archives, use of both sides of paper etc.).
- Replacement of single use items with reusables (plastic bottles / cups / bags etc.).
- Placement of informative / promotional material (e.g. posters) for employees and visitors.
- Raising of awareness and training of the employees on waste management.
- Encouraging and support of potential ambassadors among them.
- Taking waste prevention into account in their procurements and supplies (larger packages, recycled products, upgradable / refurbished devices, low consumption and long-life lamps etc.).

In any case, all good practices are important to be adopted, but they should also be well promoted and communicated to the public, so the public sector can operate as a good example for the community.

7.6.2 Municipalities

Municipalities are the parts of the public sector that is closer to the citizens. Some of them are already aligned with the directions of efficient waste management, while others still have a lot of room for improvement.

YPEN must support them, providing know how, ready to implement solutions and consulting. Beyond any direct support, municipalities could find information and material in the dedicated sector of the campaign's website, such as ideas and instructions, as well as posters and leaflets to print and use, or even ready to locally implement activations. In addition, the presentation of already implemented activations and measures in other cities, could be used as inspiration or ready-to-use solutions to implement. The respective task force in YPEN should always be available to consult or support any effort by local authorities.

All municipal buildings must host waste management programs like the one described above for the public sector, as well as informative material. In addition, municipalities must participate in the campaign for raising awareness, in any available way.



The Ministry of Interior and the Municipalities' Association of Greece (KEDE) can also be involved, making the co-operation and co-ordination easier, since there are more than 300 Municipalities in Greece.

More detailed recommendations for Municipalities are provided below:

Infrastructure

- Drinking water **taps and coolers** must be available at many spots in the Municipality (municipal buildings, shopping malls, squares, playgrounds, etc.) with reminder for filling multi-purpose utensils by employees and the public.
- There must be studies for a **network of recycling bins** for separation collection, at as many as possible and more suitable spots in the Municipality (depending on every area's characteristics).
- There must be a system for collection of waste of **large volume and weight**, on request by citizens (large electric appliances, mattresses, plants' branches etc.). A telephone line should be available for this purpose and citizens must be informed about the line and the procedure.
- A network for collection of **used items** (such as special bins for clothing) and forwarding to citizens who need them could be created (or supported, if it already exists.), possibly in cooperation with the social services of the Municipality.
- Municipalities should consider creating **composting facilities**, so they process their organic waste themselves. Some municipalities in Greece have already implemented such programs.
- **Home composting** is another alternative (or both choices can co-exist). Composting bins can be distributed to citizens who are interested and have suitable available space (e.g. house yard or garden). These citizens must be educated from experts, so they learn how to use the bins. Municipality officers should keep in contact and follow up with them, to assist them and ensure they keep using the equipment and its condition is good. In some cases, the bins could be used by more citizens (e.g. a bin for use of all the residents of a block of flat, or a neighbor).
- **Composting bins** can also be provided to corporations, schools, universities, clubs etc.

Municipal services as a good example

- The Municipality's **employees** should be at the top level of awareness and training on waste prevention and recycle. Special seminars, workshops and informative material would help.
- The municipality should make good use of any **volunteers** from its staff, giving them the chance and motivation to be active, and supporting them in any possible way. YPEN could help municipality on training and handling these valuable ambassadors.
- A **recycling program** with separate collection of all streams must be implemented in municipal buildings and services.
- National or European **networks and programs** related to waste prevention and recycle must be investigated by municipalities, and good use of them should be made.
- Maximum effort should be made on the implementation of **recycling procedures** (installation and maintenance of bins, collection), so it is done in the best possible way and the trust of citizens is gained at the maximum possible degree.
- A **waste reduction program** should be implemented in municipal buildings and services.
- The **use of paper** should be reduced (use of digital format, use of both sides of paper etc.).
- Replacement of **single use items** with reusables (plastic bottles / cups / bags etc.).
- Appropriate specifications must be set in the **supplies** of the Municipality and its services, with preference in larger packs with less plastic or cardboard, recycled (or at least recyclable) items, devices with a longer life cycle and with the possibility of repair / upgrade in the future, devices that come from repair or upgrade (refurbished), low consumption and long-life lamps
- This effort must be **recorded**, and the results must be **presented** to the citizens. Everyone should know that municipal services are the first to set an example.

Cooperation with shops, businesses and social institutions

- Municipalities should encourage **waste reduction policies** and **support** such programs and incentives (eg elimination of disposable items by corporations or serving coffee in the customer's cup). Corporations should be informed about what they could do and be motivated by the municipality (e.g. with a discount on municipality taxes, if they apply such a policy).
- Stores and businesses could **place informative material** for the citizens and their employees (e.g. posters on shop windows, or entrances of offices). This material should be provided by YPEN through the campaign website, so it can be downloaded, printed and placed by the municipality and/or the corporation. The participation of the local corporations would be maximized if they are supported and motivated by the municipal authorities.
- Municipalities should investigate and review corporations' and stores' **needs** (e.g. placing bins near them). Supporting them and covering their needs makes it easier for them to participate in this effort.
- Municipalities should encourage the **forwarding of products / food** to redistribution networks, in cooperation with their social services (e.g. bakeries donating bread that was not sold, at the end of the day).
- Municipalities should inform corporations and encourage them to support **recycling programs** (e.g. collection of oils, appliances, batteries and lamps from stores).
- Finally, municipalities could create a **special program for raising awareness** on waste prevention, with participating corporations - members. The members, which meet the set conditions, would be awarded with a special sign / certification by the Municipality, to place in their store. In addition, the members would be promoted through the communication channels of the Municipality and possibly enjoy extra benefits.

Informing - educating the citizens

- All the information must be available to the citizens in a friendly, attractive, understandable **format**. So, they can understand why it is important to reduce waste and what are the benefits for the environment, our health and the economy. It is important to **point out** the cost impact for the municipality and the municipal fees for the citizens, thus the final impact to themselves. This information can be distributed through all available channels.
- Using **articles and interviews** on local media (analog and digital). YPEN can support with content and material to be used and experts to consult.
- Using **informative material** created by the municipality (or created by YPEN and distributed by the municipality). Posters, leaflets etc.
- Organizing **presentations, seminars and workshops** by experts (possibly provided by YPEN), organized in municipality's premises with a free admission by all citizens.
- Organizing **visits to recycle or waste management facilities**, for schools, clubs, elders or just interested citizens.
- Making good use of the **municipality website**, as well as other websites of local interest for articles, interviews, banners etc.
- Making good use of **local media** for articles, interviews, banners etc.
- Making good use of municipality **newsletters**.
- Use of special **information kiosks** in proper spots of the Municipality, or in the context of celebrations and events.
- Use of permanent **information boards** in municipal services.
- Organizing special information - awareness **events**.
- Information distribution through **schools**: Informative material, presentations, seminars, workshops, events, exhibitions, competitions etc. Since the schools are already being involved in this subject, cooperation between the school administration and the municipality will multiply the results, making the job easier and more effective for both sides.
- Information can also be distributed to children through local **coaching or foreign language schools, summer camps, scout units, sport groups** etc.
- Local **shops and businesses** can also support (see previous paragraph).
- Local **clubs, sports clubs, gyms, stadiums** can be used for placement of material or events.
- Local **scouts and guides** (girl scouts) are usually involved in environmental issues and would likely be positive to support such policies and programs.
- The **day centers for elders (ΚΑΠΗ)** are an excellent way to reach elders. Since they operate under local municipalities, they can be easily be a part of an information distribution network. They can host signs and posters, presentations and workshops. In addition, members of them would possibly be interested to act as volunteers or ambassadors.
- Finally, local **church** authorities would be a valuable ally. Posters and informative material could be outside churches, and possibly priests could make references on waste prevention and donating products instead of disposing them. Church, in many areas, already operates in collecting goods and redistributing them to people in need.

The participation of municipalities is very important, as they are the state authority operating closest to the public. Therefore, **they must be actively supported in any way by YPEN**, so they can contribute efficiently to raising awareness and improve performance in recovery.

The **campaign website** can provide information, material and support. In addition, **an expert of YPEN** (and possibly EOAN) is recommended to be available to consult and support them, through a dedicated **telephone line**. In some cases, the expert's **physical presence** could be required, to support planning and implementation of activities or presentations and events.



8. Indicative cost estimation

The cost of actions is very difficult to be estimated, as it depends on many parameters. A more accurate cost prediction can be made after the determination of the specifications of each activity. In addition, the real cost depends on the extent of use of internal resources vs external / paid ones (e.g. extent of use of external consultants, experts, agencies etc). However, the proposed activities are roughly estimated and matched to four cost ranges:

€0-€1,000	€1,000-€10,000	€10,000-€50,000	€50,000+
Activity	Cost in 000 € (Yearly)	Comments on cost estimation	
SUPPORT STRUCTURE			
YPEN Coordinating task force	0		
Contacts in other ministries	0		
Press office	18-24	Using external support	
Knowledge base	0-5		
Design and production of material	50-100	Depending on the kind and quantity of material produced	
Above the line advertising	-	Not proposed	
Campaign website	15-25		
Mobile application	2-5		
Social networks	12-24	Creation and handling of profiles	
Ambassadors' network	12-24	Using external support, not including events	
Support by celebrities / influencers	6-12	Using external support, not including events	
External supporting agencies, consultants			
CHILDREN			
Provision of lesson in schools	-	Using internal resources.	
Activity kits for schools etc.	15-45	Exclusively in digital format	
Information kits for pupils	3-10	Exclusively in digital format	
Info centers in schools	0-5		
Special activities in schools	0-10		
Contests among schools	0-7		
Local campaigns by children	0-3	Not including tutoring by external experts	
Composting bin construction workshops	0-5	Instructions only, not including materials	
Visiting recycling facilities	0-2	Only covering leaflet's designing, no printing	
SENIORS			
Seniors' centers (ΚΑΠΗ) through municipal.	-35	Including printing and distribution	
Church	-30	Including printing and distribution	
GENERAL PUBLIC			
Road show	...	Depending on duration, extent, planning / Proposed in cooperation with private sector	
Creative outdoor / Graffiti	34-43	Indicative cost for 4 sites, with no rent and tax	
Creative outdoor / Vehicle wrapping	22-43	Indicative cost for 10 large vehicles, with no rent and tax	
Online events / competitions	0-3	Per competition	
Campaign press events	...		
BUSINESS / PRIVATE & PUBLIC SECTOR			
Consultation with stakeholders	0.3-0.5	Daily cost for a consultation expert, excluding possible travel expenses	

This information is also presented in Greek in annex 14.5.1.

9. Indicative time plan

Design/Preparation  Constant reevaluation, adaptation, fine tuning. Evaluation every 6 months, redesigning where needed.
Implementation 

	Year: Y1				Y2				Y3				Y4				Y5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
SUPPORT STRUCTURE																				
YPEN Coordinating task force																				
Contacts in other ministries																				
Press office																				
Knowledge base																				
Design and production of material																				
Above the line advertising																				
Campaign website																				
Mobile application																				
Social networks																				
Ambassadors' network																				
Celebrities / Influencers																				
External agencies, consultants																				
CHILDREN																				
Activity kits for schools etc																				
Information kits for pupils																				
Info centers in schools																				
Visiting recycling facilities																				
Special activities in schools																				
Contests among schools																				
Local campaigns by children																				
Compactor construction workshops																				
YOUTH																				
Universities																				
Army																				
SENIORS																				
Seniors' centers (ΚΑΠΗ) through municipalities																				
Church																				
GENERAL PUBLIC																				
Road show																				
Creative outdoor																				
Online events / competitions																				
Campaign special press events																				
BUSINESS / PRIVATE & PUBLIC SECTOR																				
Consultation																				

This information is also presented in Greek in annex 14.5.2.

10. Indicative creative proposals

10.1 Arguments

Here are some alternative arguments about waste and why it should be reduced (by preventing or recovering). They may have different impact, depending on the target group they are used for. This table marks an evaluation of impact expected per target for each message. Four groups are reviewed: Children, youth, seniors and general public. Other target groups (business, media, institutions, NGOs, public sector) will be approached through consultation, with the communication adapted by case.

3= Higher impact, 2= Medium impact, 1= Lower impact

	Children	Youth	General public	Seniors
Protect wildlife and animals	3	3	2	2
Protect the environment for future generations	3	3	2	2
Avoid ugly/nasty trash, keep surroundings beautiful	3	3	3	3
Protect public health (food chain etc)	2	2	3	3
Saving of resources, energy	1	2	3	2
Saving of money, lower cost (taxes etc)	1	2	3	3
Waste is not trash, but raw material	1	2	3	2
Things should last more, value of products	1	2	2	3
Trend for less waste	2	3	2	1
Matter of civilization, culture	1	3	3	2
Social responsibility	1	2	2	2
Other countries do better with waste	1	2	2	2

According to the above matrix:

- Children would be more receptive to messages connected to animals and wildlife, wellbeing of future generations and aesthetic aspects.
- Young citizens would be receptive to the same messages, plus the trend and the culture. They also start caring more about health and economic efficiency.
- Adults consider waste ugly too. They also care about waste of resources and economic cost, health and safety, culture.
- Seniors are more respectful to messages connected to waste of resources and money, to the value of products. They are sensitive in health issues. They also dislike watching waste around, spoiling their space.

Concluding:

- Animals and future generations are top messages for younger audiences.
- Health and safety and waste of resources are top messages for middle and older ages.
- Culture and trend are quite strong, especially for middle ages.
- Finally, the fact “waste is ugly and nasty” is strong for all groups, as no one likes to see them.

The above conclusions are based on experience from many similar projects and studies, as there is no related research available.

10.2 Creative / content directions

This campaign is addressed to many target groups, so the approach and “language” of communication must be adapted to each one of them. However, there are some general directions, valid for all groups:

- Simple language, easy to understand and be accepted. No sophisticated, scientific point of view. Messages that people will easily adapt, not make them feel angry or stupid.
- Positive, optimistic view. Give hope and inspiration, not fear.
- Use of humor. Clever approach, but not arrogant or snobbish.
- No accusations, no “insults”. Make people feel strong and capable, not guilty or angry.
- Emphasis on benefits, not on duty. Explain the benefits. Describe the target.
- Especially for children: present the procedure as a game and a part of our life, not a job or duty.
- Also explain personal benefits for the individuals, not only “for the society” or “the planet”.
- Use scientifically responsible and consistent data and information, not giving handles for questioning.
- Not making the procedures look difficult or complicated, but easy and simple.
- Give the feeling that “we already do good and we can do better”, no feeling of failure.
- Accept that we ALL have to try: citizens, government and state, corporations. Justice.
- Use of drawings, paintings, cartoons. Connect the campaign to children.
- Use of material made by kids, addressing kids as well as adult groups. Give the feeling to older groups that dealing with waste is in favor of our children.

10.2.1 Words to use: «Απόβλητα», «Σκουπίδια», «Απορρίμματα»

These three words have a similar, but not the same meaning.

The word «**Απόβλητο**» is usually translated as “waste”. But, in modern Greek, it is usually perceived as connected to industrial waste.

The word «**απόρριμμα**» is usually perceived as an item or material that is not used anymore and it is thrown away (inside or outside a bin). There are also two more words described, being directly related to this one: «απορριμματοδοχείο» / «κάδος απορριμμάτων» (trash bin) and «απορριμματοφόρο» (garbage truck), words that are commonly used in modern Greek as well.

The word «**σκουπίδι**» has a meaning similar to «απόρριμμα». It is commonly used, it is less formal and includes the sense of “dirty”. It is quite an “emotional” word, while «απόρριμμα» is perceived as more formal and sophisticated. The words «σκουπίδι» and «απόρριμμα» are described as synonyms by all dictionaries checked.

Therefore, the use of the word “**απόβλητα**” is not recommended in communication, as it is expected to confuse many people as connected to industrial waste.

The words “σκουπίδια” and “απορρίμματα” are considered “safer” to use. Having to choose between them, the word “**Απορρίμματα**” is more formal and sophisticated, therefore recommended for formal use, such as ministry’s material. On the other hand, the word “**Σκουπίδια**” is more strong, emotional, negative, and informal. However, it could also be used in some cases, to make the message more provocative, thus stronger and more impactful.

The word “**Απορρίμματα**” is used in this report’s applications, being recommended for communication.

10.3 Slogan

Two different directions are considered:

The first direction is based on the statement that “waste is bad, unwanted and ugly” and that everybody would like to avoid it. Such a statement is expected to be accepted by most people paving the way for more specific guidelines for prevention or recovery.

The slogans of this direction are based on contrasts of the type “less [bad] versus more [good]”.

[bad] is represented by waste, while [good] is represented by open space, beauty, purity, health, freedom, life. Especially “life” is a very strong, positive word, connected to health, wellbeing, animals and wildlife.

Μειώνουμε τα απορρίμματα, δίνουμε χώρο στη ζωή

(We reduce waste, we give room to life) → This slogan has been jointly selected.

Μειώνουμε τα απορρίμματα, στηρίζουμε τη ζωή

(We reduce waste, we support life)

Μειώνουμε τα απορρίμματα, βελτιώνουμε τη ζωή μας

(We reduce waste, we improve our lives)

Λιγότερα απορρίμματα, περισσότερη Ελλάδα

(Less waste, more Greece)

Λιγότερα απορρίμματα, καθαρότερη Ελλάδα

(Less waste, cleaner Greece)

The second direction is based on the statement that “waste is useful and valuable”, since it can be reused or converted to different products or materials, saving valuable resources.

Τα "απορρίμμάτά" μας κρύβουν θησαυρούς

(Our "waste" is a hidden treasure)

Τα απορρίμματα έχουν αξία

(Waste has value)

This direction could be considered a “second step” after the first one, possibly being more suitable for people that are more aware, educated and receptive. Regarding the Greek audience, recycle is already introduced, but waste prevention is quite something new for the majority.

Therefore, the use of the first direction is proposed at this stage. However, some years later, when the Greek society is more educated and mature on this matter, a turn to the second direction could be re-considered.

10.4 Indicative copy

First Direction:

Σου αρέσει να ζεις ανάμεσα στα σκουπίδια;
Λιγότερα σκουπίδια, περισσότερος χώρος για ζωή!

Do you like living among waste?
Less waste, more space (room?) for life!

Παράγουμε τόνους σκουπιδιών κάθε μέρα.

Όσο μακριά ή βαθιά και αν τα κρύψουμε, αυτά τελικά επιστρέφουν σε εμάς. Σαν μικροπλαστικά ή δηλητήρια στο φαγητό μας, στο νερό μας και στον αέρα που αναπνέουμε.

Η λύση δεν είναι να τα κρύψουμε καλύτερα, αλλά να παράγουμε λιγότερα σκουπίδια.

Γίνεται;

Ναι! Γίνεται και είναι ευκολότερο από όσο νομίζουμε!

Είναι καλό για το περιβάλλον και την άγρια ζωή, για την υγεία μας, για την οικονομία μας, για τη ζωή μας!

We produce tons of waste every day.

No matter how far or how deep we hide them, they finally get back to us. In the form of microplastics or poisons in our food, our water and the air we breathe.

The solution is not to hide them better, but to produce less waste.

Is this possible?

Yes! It is and it's easier than we think!

This is good for the environment and wildlife, for our health, for our economy, for our life!

Second direction:

"Ένα αντικείμενο πάλιωσε, ξέβαψε, χάλασε ή δεν μας εξυπηρετεί πια και είναι "για πέταμα"; Η συσκευασία ενός προϊόντος άδειασε και είναι "για τα σκουπίδια";

Όχι! Διότι μέσω της επισκευής, της ανακατασκευής, της επανάχρησης και της ανακύκλωσης, η κοινωνία μας ωφελείται από την αξία των υλικών αυτών και ταυτόχρονα μειώνουμε τον όγκο των απορριμμάτων.

Εξοικονομούμε φυσικούς πόρους και ενέργεια, προστατεύουμε τη φύση και την υγεία μας, δημιουργούμε θέσεις εργασίας και οικονομικό όφελος για την χώρα μας.

Ταυτόχρονα, φροντίζουμε να μειώνουμε τις συσκευασίες "μίας χρήσης" στην καθημερινότητά μας, για να αποφύγουμε τη σπατάλη φυσικών πόρων και την πλαστική ρύπανση, που ταλαιπωρεί τις θάλασσές μας.

Προσέχουμε, για να μην έχουμε απορρίμματα! Ας δούμε πως: ...

Is an object obsolete, faded, damaged or no longer of service to us and are ready to "throw it away"? Is the packaging of a product empty and it is just "garbage"?

No! Because through repair, reconstruction, reuse and recycling, our society benefits from the value of these materials, and at the same time we reduce the volume of waste.

We save natural resources and energy, protect our nature and health, create jobs and economic benefits for our country.

At the same time, we reduce "one-time" packaging in our daily lives, to avoid wasting of natural resources and plastic pollution, which afflicts our seas.

We are careful, so we have no waste! Let's see how: ...

Τα απορρίμματα ΔΕΝ είναι «σκουπίδια».

Αυτό που εμείς δεν χρειαζόμαστε μπορεί να είναι χρήσιμο για κάποιον άλλο.

Αυτό που πετάμε μπορεί να περιέχει χρήσιμες ή και πολύτιμες πρώτες ύλες.

Με την επαναχρησιμοποίηση και τη μείωση των απορριμμάτων ωφελούμε το περιβάλλον, την οικονομία, την υγεία και την τσέπη μας.

Waste is NOT “trash”.

What we don't need may be useful for someone else.

What we dispose may contain useful or even valuable raw materials.

With reuse and waste prevention we benefit the environment, the economy, our health and our finances.

10.5 Logo

The proposed logo connects the nature (represented by two trees) and the waste management (represented by the recycling symbol, the one better recognized by the public).

It uses hues of green, referring to the environment and exudes a sense of optimism and balance, and is accompanied by the slogan.



**Μειώνουμε τα απορρίμματα,
δίνουμε χώρο στη ζωή**

11. Campaign evaluation / KPIs

It is important for every campaign to set specific goals during planning and to evaluate its performance during and after implementation. In this way, possible corrections and adjustments can be made along the way, and useful conclusions can be drawn for future implementations.

For this reason, Key Performance Indicators Metrics (KPIs) are used. They are set out during the detailed planning of the campaign and depend on the type of activities.

Indicatively:

Activity	Indicative KPIs (for a specific period)
Website	Number of sessions, unique visitors, page views, pages per session, duration per visit, duration per page, bounce rate, traffic distribution, visits by area, feedback
Social networks pages / posts	Views, members/friends/followers/subscribers, involvement (like, share, forward etc.), feedback
Social networks events, competitions	Number of participants, involvement, feedback
Informative material	Number produced / distributed, number downloaded, number placed / broadcasted / viewed, feedback
Knowledge base	Number of Q and A, feedback
Media dissemination	Number of press releases / media packs / interviews, number and list of shows involved, number and list of media, number of publications / references, value estimation, feedback
Ambassadors' network	Number of participants, level of involvement, level of training, loyalty / stability, feedback
Support by celebrities	Number of participants, level of involvement, level of training, loyalty / stability, feedback
Activity kits to be used by teachers	Number of kits produced by kind and age group, number downloaded, number used (?), number of teachers informed through MoEdu, number of teachers involved and distribution (grade, area, specialty, level, sex and age), rate of returning, number of children involved, feedback
Digital info kits to be used by pupils	Number of kits produced by kind and age group, number downloaded, number used (?), number of teachers informed through MoEdu, number of children involved and distribution (grade, area, course, sex and age), rate of returning, number of teachers involved, feedback
Special activities in schools	Number of activities / schools / teachers / children, rate of repetition, feedback
Contests among schools	Number of contests / schools / teachers / children, results, media coverage, feedback
Local awareness raising campaigns	Number of campaigns / schools / groups / children / teachers / municipalities / presentations, media coverage, feedback
Composting bin construction workshop	Number of workshops / schools / groups / children / teachers / municipalities, media coverage, feedback
Visiting recycling facilities	Number of visits / schools / classes / children / teachers, feedback

Seniors' day centers (ΚΑΠΗ)	Number of centers / municipalities / members, number of events / visits / presentations / participants, number of posters / signs,
Church	Number of churches / municipalities, audience, number of posters
Roadshow	Number of cities / municipalities / areas, duration, number of activities / events, number of participants and distribution (area, activity, sex and age), estimated reach of audience, number of media and volume/value of promotion, number of media and volume/value of media coverage, feedback
Creative outdoor	Number of cities / municipalities / areas / spots, duration, number of artists involved, estimated reach of audience, number of media and volume/value of media coverage, feedback
Online events / competitions	Number of events, views, number of participants, involvement (like, share, forward etc.), volume and value of media coverage, feedback
Campaign press events	Number of events, number and level of participants, number of media attending, volume and value of media coverage, feedback
Private sector consultation	Number of corporations / chambers / associations / corporations represented, number of interviews / meetings / presentations / congresses / events, proposed activities / measures, deals, feedback
Private sector funding / sponsoring	Number of corporations / chambers / associations / corporations represented, number of proposals, number and value of sponsoring deals, feedback
Consultation with media / communication sponsoring	Number of media, number of proposals, number and value of sponsoring deals, feedback

12. Conclusions and the way forward

The first step is the creation of the **backbone**, the campaign support structure.

The **central coordination task force** must be formed and staffed and start operating in YPEN, the soonest possible. Connections with other ministries must also be arranged, so the cooperation between different ministries gets easier.

The central **knowledge base** must be created with the support of all involved authorities.

The **press office** must be ready to support. If its internal resources are not enough, it must get additional support internally or by external experts or agencies.

A list of the required **informative material** to be designed and produced must start being formed. This list will be further completed, depending on the activities that will be approved to be implemented and their needs.

The campaign **website** must be designed and developed. Possibly, also a **mobile app** connected to it.

Social media pages must be created and administrated, hosting and supporting online activities.

The possible support of **celebrities and influencers** must be investigated and planned.

The creation the **ambassadors' network** must also be designed, and start being implemented.

Available internal resources must be evaluated and, if there is a need, the use of **external experts or agencies** must be considered.

Consultation with all categories of stakeholders and corporations must be planned and start being implemented. Possible opportunities for co-operation or private funding and sponsoring must be investigated and evaluated. This consultation is expected to continue throughout the whole campaign's implementation. Support by external consultation experts must be considered.

Alternative **activities** must be evaluated and prioritized. A first set of approved ones must be planned and designed in detailed, so they can be properly implemented.

Required **resources** must be recorded and compared to availability. If available resources are not enough, additional resources must be searched, or activities' specs must be adapted. Additional funding through sponsoring by private corporations and/or institutions must be considered and investigated.

An **initial plan of activities** must be created. This plan may have to be **updated** along the way, according to possible new data: changes in conditions (e.g. EPR legislation), evaluation results or feedback, new opportunities (e.g. proposals from stakeholders to cooperate), changes on funding availability etc. However, an indicative plan should be formed for a 5-year duration, and a more specific one for the first year.

In any case, implementation of activities must be reviewed and **evaluated**, so there is always the chance for adjustments and an effective feedback.

13. Sources / reference list

13.1 Indicative research and survey results about citizens attitude towards the environment

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[WWF SURVEY - LIFE-IP 4 NATURA / 2018](#)

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[Greenpeace – Plastic recycling / 2019](#)

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[Greek Open University - Citizens’ opinions on Recycling and Circular Processes \(thesis 2019\)](#)

http://www.promitheasnet.kepa.uoa.gr/images/Koutelidakis-Alexandri_Circular_PROMITHEAS_2019.pdf

[Eurostat - Generation of municipal waste per capita](#)

https://ec.europa.eu/eurostat/databrowser/view/cei_pc031/default/table?lang=en

[Eurostat - Recycling rate of municipal waste](#)

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13.2 Websites related to Waste Prevention and Recycle

Ministry of Environment: <http://www.ypeka.gr/el-gr/>

National Legislation:

<https://ekpa.ypeka.gr/thesmika-keimena/ethniki-nomothesia-diaxeirisi-apovlitwn/>

NWMP/NWPP:

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EOAN: <https://www.eoan.gr/el/>

Recycling instructions: <https://www.eoan.gr/el/content/20/ti-ulika-anakuklonoume>

2019 Planning Report: <https://www.eoan.gr/uploads/Programmatismos-EOAN-2019.pdf>

Hellenic Recovery Recycling Corporation: <http://www.herrco.gr/>

Hellenic Solid Waste Management Association (HSWMA) <https://eedsa.gr/site/>

Appliances Recycle: <http://www.electrocycle.gr/>

Texan: <http://recycling-center.gr/>

Follow green: <https://www.followgreen.gr/>

European Commission –Waste Prevention: <https://ec.europa.eu/environment/waste/prevention/>

EU directive 2008/98/EC:

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Single-Use Plastics (SUP) EU directive 2019/904:

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European Week for Waste Reduction: <https://ewwr.eu/>

14. Annexes

14.1 Waste prevention guidelines

Two factsheets with Guidelines for Waste Prevention and Recycling have been developed, one addressed to citizens and one addressed to municipalities. They are suitable for online use (e.g. in pdf format), while parts or pages of them can be used in articles or social media posts (in picture format).

The factsheets can also be printed, if it is considered essential, although printing is recommended to be generally avoided when possible. In the case of printing, the recommended format for the citizens' version is 20x20 cm, and for the municipalities' one A4 or so. The page order may have to be adapted to the way of printing and folding, so the first page is always the front cover and the last one is always the back cover (e.g. if the citizens' version is printed as a triptych). Recycled paper should be preferred if possible. In this case, the use of recycled paper can be marked on the leaflet.

The guidelines have been prepared in both languages, Greek and English, and will be used for dissemination by YPEN, EOAN and other stakeholders such as municipalities and businesses.

The following section will show a snapshot of the English version.

14.1.1 Waste prevention guidelines for citizens



**We reduce waste,
we give room to life**

Practical tips for a more sustainable and cleaner Greece



Plastic waste

760,000

tons of plastic waste are produced annually in Greece; **just 11,3% of it is recycled.**

40,000

tons of it leak into the environment and **11.500 tons end up in the sea.**



€26 million

annual damage to **Greek economy.**

Plastic waste **can hurt or even kill animals**, in particular birds and fish.

Plastics dissolve in **microplastics**, which are detected in the air, water and food we consume, **threatening our health.**

What can we do?



Fill a thermos or glass bottle with tap water or our own refreshment.



Take food boxes and cutlery for multiple use.



Ask for coffee to be served in our own cup.



Avoid products with multiple packaging, e.g. toothpaste or glass jar with extra paper or plastic.



Avoid using straws or choose reusable ones. (Think whether it is really needed).



Use shopping bags for multiple use.



Choose large packs with less packaging material.



Buy bulk products in our own jar/container (e.g. legumes, nuts, fruit, vegetables).



Use wax cloths or paper for food protection/transfer, instead of plastic wrap.

Sources: YPEN (2018 data), WWF (2019 report "Plastic pollution in Greece")

Organic waste (food and green waste)

>2.5 million

tons of biowaste are produced in Greece.

~500,000

tons are garden and park waste containing nutrients that can be returned to the soil as natural fertilizer.

Households are the main producer of food waste at a rate of more than **50%**.



~70-100 kg

of food waste is produced by every citizen in Greece every year; 1/3 of which could be avoided.

Huge environmental and social impact, waste of resources but also financial loss for the households themselves, at the same time that many of our fellow citizens are malnourished.

Fruits and vegetables are the main food waste group that is discarded unreasonably.

What can we do?



Plan our grocery shopping better, use a shopping list (we buy what we really need, in the right quantities, paying attention to the expiration dates).



Improve food storage and preservation, e.g. use the freezer (avoid spoilage, know what is stored and where).



Be mindful on how to store products and adjust the menu (consume products before they expire).



Dispose leftovers from organic waste, such as food scraps or green waste from our plants, in the brown bin, which, through composting, they turn into natural fertilizer or other useful products.



Dispose used cooking oils in the proper collection bins (usually in stores or supermarkets), which are used for the production of biodiesel and soaps.

Sources: YPEN (2018 data), EPPERAA (guidelines 2012), World Resources Institute, European Commission, Harokopio University, European Environment Agency

Electric and electronic devices, light bulbs, batteries

These items contain highly toxic materials for the environment and our health, but also have great value. **We do not throw them in the residual bin.**

What can we do?



Choose electric and electronic devices with a **long-life cycle** and the possibility of **future repairs or upgrades**. Thus, we also save money.



Donate devices you do not use anymore to others who need them.



Get devices from **second-hand or upgrade** shops.



Use **rechargeable batteries** and **long-life lamps**.

Printer paper and ink cartridges

Their production consumes valuable resources, while they have significant value after use. **We do not throw them in the residual bin.**

What can we do?



Reduce printing, prefer digital format.



Use the **back side of printed paper** for notes.



Keep files and records in **digital format**.



Buy **recycled paper**.



Print on **both paper sides**.



Use **refillable ink cartridges** and toners, whenever it is technically applicable.

Items we don't use anymore

Most items still have value, as products or as secondary materials.
Please rethink and do not throw them in the residual bin.

What can we do?



Clothes



Shoes



Toys



Furniture



Utensils



etc.



Repair | Reconstruct | Reuse | Redesign | Upcycle

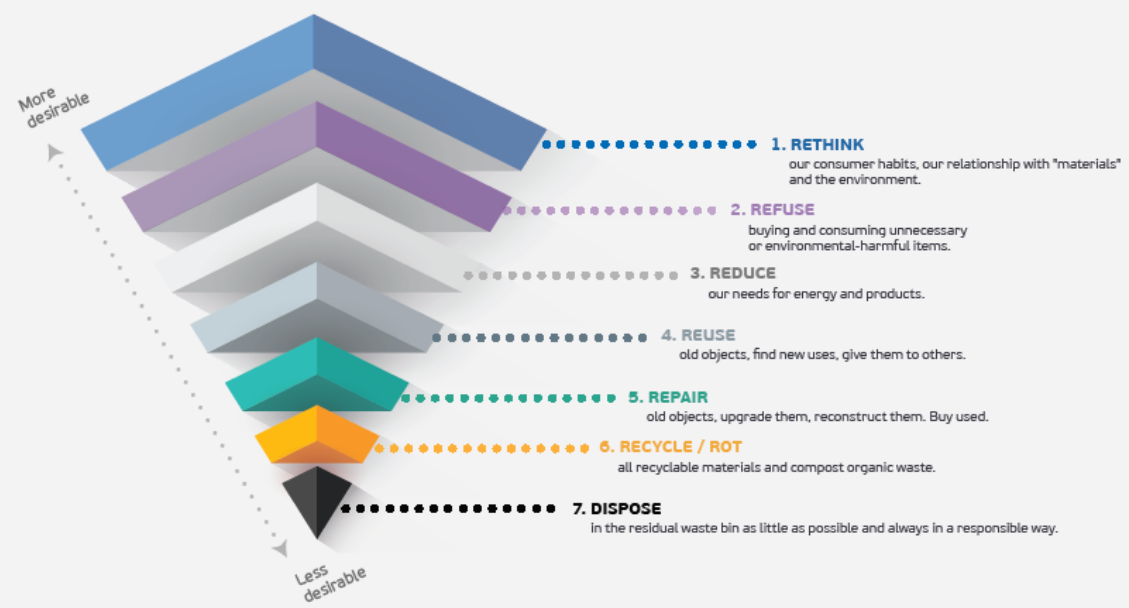
We can also donate them to friends who can use them, or to dedicated spots in our municipality, to be used by others who need them.

What we can't avoid at all, we recycle! How do we recycle?

- Put **only recyclable materials**, each one in the **dedicated bin**, depending on the waste system in our area.
- **Rinse liquid and food leftovers from the packaging.**
- **Compress packaging** as much as possible.
Bulk in each bin and not in bags.
- **Separate at source the biowaste**, by using biodegradable bags (EN standard 13432), simple paper bags or newspapers to collect them and dispose them properly in the brown bin or directly in our home composter. Plastic bags should be avoided, as they are mixed with the pure organics and deteriorate the quality of the compost produced.
- **Dispose electric and electronic devices, batteries, light bulbs, ink cartridges** only in proper collection points or networks, never in the residual waste bin.



Taking waste out of our lives, in 7 simple steps:



By preventing waste, we save money and contribute to our Greek economy!

www.ypeka.gr

 @ypen.gov
 @ypen_gr

www.eoan.gr

 @eoan

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14.1.2 Waste prevention guidelines for municipalities (English)

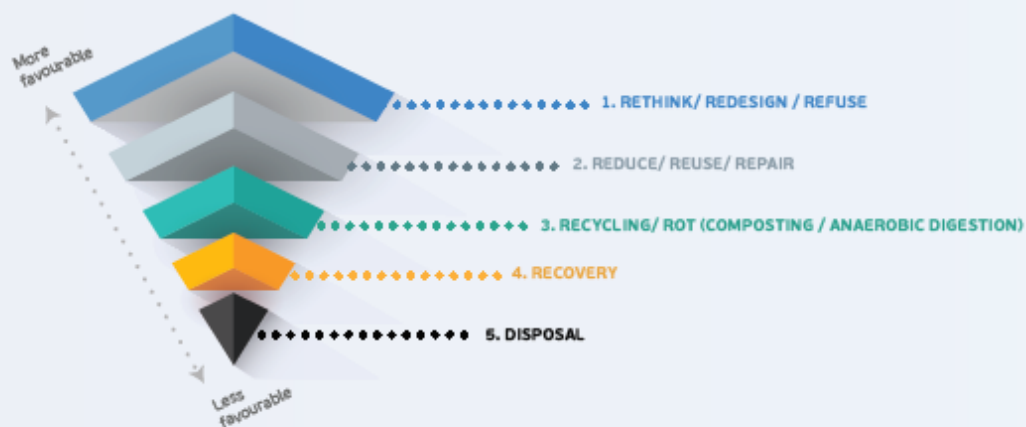


We reduce waste, we give room to life

Practical tips for reducing waste in your Municipality



We manage waste produced in the Municipality with 5 basic steps



- 1. Rethink/Redesign/Refuse:** We make smart choices in our procurements. We remember that single-use items and materials are harmful to the environment.
- 2. Reduce/Reuse/Repair:** We reduce the consumption of products and the amount of packaging materials. We promote secondhand stores and markets, and encourage citizens to repair damaged items.
- 3. Recycling /composting/ anaerobic digestion:** We inform about what and how to recycle. We promote separate collection of bio-waste and composting, at community or home level. We inform and engage citizens in circular economy.
- 4. Recovery, including recovery of Energy:** We recover materials and energy from waste.
- 5. Disposal:** Safe disposal of waste to landfill should be the last choice, and it should be reduced to a minimum, since in the circular economy the basic principle is to keep materials and products in the economic cycle as much as possible.

Waste prevention is the first choice to minimise waste management costs and maximise the environmental benefits and life quality in our city!



What can we, Municipalities, do? We....

- Develop a **local waste prevention strategy**.
- **Inform and raise public awareness** on environmental topics.
- **Be a good example** on how to preserve natural environment by responsible consumption.
- Promote the **use of alternative resources**, as well as **repairing and reusing** materials.
- Continuously **collaborate** with institutions, private sector and citizens.
- **Clean the city's public areas** to enhance citizens' quality of life.

What are the benefits of waste prevention?

- Saving resources and energy.
- Reducing environmental impacts.
- Decreasing waste management costs.
- Ensuring compliance with **legal obligations**.



We reduce waste – by material

Single-use plastics and packaging materials

- Campaign to use **reusable bags/containers**, endorse local businesses to provide incentives to consumers e.g. charge a small amount for single use items.
- Campaign to use **ceramic cups and glass bottles**, instead of plastic ones in **restaurants**.
- Promote consuming **tap water**, and install **water filters** on taps where needed and **coolers** for filling reusable bottles.
- Encourage choosing products with **less packaging materials** and **reuse** old glass, metal or plastic containers.
- Support the operation of **stores that sell local products**, and/or bulk without packaging, e.g. through reduced service fees, financial subsidies, tax benefits or vouchers.



Paper

- Campaign with **tips to reduce the use of paper** (for schools, public services and local businesses).
- Inform how to store **municipal files and records in digital format**.
- Introduce obligatory **recycling for printed files**, when the legal retention period expires.
- Promote **double-sided printing** of documents.



Food waste

- Introduce **home composting** programmes for neighborhoods, schools, etc. with the support of volunteers and cultural organisations for technical support and operation.
- Create **urban gardens** in combination with community **composting** in public places, parks, etc.
- Campaign with **instructions for proper food storage, recipes** using leftovers, promotion of a diet with **reduced meat consumption**. Collaboration with local schools, businesses and volunteers.
- Promote the **sale of mature or unsold products** from open farmers' markets and stores at a **lower price**:
 - To local cooperatives or households for preparing **home-made sweets and sauces**.
 - To local breeders for **animal feeding**.

Green waste

- **Use a shredder** to reduce the volume and facilitate easy transport (purchased by the Municipality, in cooperation with neighboring Municipalities or at home or neighborhood level).
- **Set-up composting** in special facilities or on site for low fertility soils.
- **Provide the produced compost** to households for gardening or to public entities for landscaping, as far as possible.



Clothes and fabrics, toys, furniture, books, electrical and electronic devices

- **Promote the reuse** of the above items and its environmental, social and economic benefits through relevant initiatives and programmes.
- **Implement collection programmes**, in collaboration with other organisations, if necessary.
- **Create spots for collecting and redistributing items** for reuse by citizens, managed by the Municipality or local businesses, supported through reduced service fees or financial benefits.
- **Create spots for placing items for donation** by citizens, for free use by their fellow citizens (e.g. "the wall of compassion/ the hangers of love", discreet support of vulnerable groups).
- **Promote the repair of electrical and electronic devices** by professionals or volunteers, with the support of the Municipality.

Construction and demolition waste

- Campaign to prevent improper **disposal of debris** in the environment.
- Campaign to advise **manufacturers and contractors on the environmentally sound management of debris** and the benefits of implementing prevention measures.
- Organise competitions **for manufacturers** on the ecological design and construction of buildings.
- **Inspect the implementation** of legislative requirements for licensed construction works.

Hazardous household waste

- Inform citizens about the dangers of **using dangerous chemicals improperly**.
- Promote the **use of rechargeable batteries** to citizens and entities.
- Inform citizens about the **safe disposal of old mercury thermometers and medicines that have expired**.
- Organise the **separate collection of hazardous household waste**, e.g. paints, varnishes, solvents, medicines or cleaning products.
- Collaborate with the established **Producers Responsibility Organisations**.

We reduce waste – by site

Green points

- Use every opportunity to **promote green points** and inform citizens about their contribution in waste reduction.
- **Organise the collection of clothes**, shoes, toys, electrical and electronic devices, furniture and utensils, for reuse and repair.
- **Organise the green waste collection** and distribution of compost back to households.

Schools

- **Implement pilot programmes for schools** with indicative topics:
 - "Breakfast or lunch without packaging".
 - "Environmentally responsible supplies".
 - "Organisation of volunteer teachers" and students' groups to inform and raise public awareness".
 - "Collection of used items at school for reuse by students".
 - "Promotion of intangible gifts", such as admissions for events, subscriptions, etc.
- Organise **school competitions** for essays, paintings, photographs or videos on waste reduction.
- Organise **recycling competitions among schools** for one or more materials.
- Encourage students to **reuse or recycle school books** and support a possible state decision on their mandatory return at the end of the year.
- Handout **school documents** in digital form.
- Incorporate **messages about waste reduction on school computers' screens**.





Offices

- Display **informative posters** - in rooms or on printers - on waste reduction, reuse and recycling, with tips on issues such as:
 - Reduction of paper use.
 - Reduction of printer ink use.
 - Promotion of printer ink cartridges refill, whenever it is technically applicable.
 - Promotion of rechargeable batteries use.
 - Incorporation of messages about waste reduction on computer screens.
- Promote the **replacement of disposable items** (glasses, dishes, cutlery, etc.) with **reusable ones**.
- Promote the **reuse of packaging materials**.
- Promote **the use of less but of higher quality electrical and electronic devices** (printers, copy machines, document destroyers, etc.).
- Organise **waste prevention/recycling competitions** among office buildings with award prices in form of vouchers and honoring of teams.



Hotels, restaurants, grocery stores

• Promote:

- Application of the "**European Union Eco- label**" and "**HACCP food safety**" in the hotels and restaurants of the Municipality, ensuring reduced food waste.
- Choice of food with **reduced packaging materials**.
- Provision of **half or children's portions** at a reduced price.
- Use of **glasses and multi-use cutlery**.
- Use of **multi-use tablecloths**.
- **Composting** of food waste.

• Support information activities for guests and customers, such as placing or distributing information material through the reception or cash registers, advising to:

- **Not leave garbage** or cigarette butts on the beaches/ in the environment.
- Consume water and other beverages in a **glass**.
- Pack their shopping in **multi-use bags**.

• Inform on recycling:

- Separation at source for **packaging materials** (glass, paper, plastic, and metal).
- Separation at source for **organic waste**, if the necessary infrastructure is available.
- **Cooking oils**.

• Promote the redistribution of food to vulnerable groups in collaboration with relevant organisations.

• Organise **waste prevention/recycling competitions** among similar businesses with an award of honor for eco-friendliness published in the local media/website.

Special awareness actions

Organise **WASTE REDUCTION AND/OR RECYCLING FESTIVALS** on the occasion of special days (e.g. Earth Day).

Deploy **FAMOUS PERSONALITIES AS POSITIVE ROLE-MODELS**.

Implement **CREATIVE WORKSHOPS**, use **3D PRINTERS** supplied with recyclable material.

Campaign for **ACTIONS TO PROTECT ENVIRONMENT AND ANIMALS** with special guidance hints, e.g. constructing a beach ashtray.

We inform - educate the citizen

We use...

- Articles, informational material.
- Posters, leaflets.
- Presentations, seminars by experts.

We explain...

- Why it is important to reduce waste.
- Benefits for the environment, health and the economy.
- Cost impacts for the Municipality and municipal fees for citizens.

We utilise...

- Website of the Municipality.
- Websites of local interest.
- Electronic newsletters of the Municipality.
- Local media.
- Special applications for mobile phones, to be used by the services of the Municipality and the citizens, for matters related to waste management and circular economy.

By buying local, we are not only able to reduce packaging waste – we can boost our economy!

World and European Special Days:

LET'S CLEAN UP EUROPE!

March 1 to June 30

EARTH DAY:

22 April

EUROPEAN DAY NATURA 2000:

21 May

WORLD ENVIRONMENT DAY:

5 June

INTERNATIONAL PLASTIC BAG FREE DAY:

3 July

EUROPEAN WEEK FOR WASTE REDUCTION (EWRW)

last week of November



We research, follow up and utilize co-financing programs from the European Union and national funds.

We ask for information, promotional or informational material and consulting support by EOAN and the Waste Management Directorate of the Ministry of Environment and Energy.

www.ypeka.gr

 @ypen.gov

 @ypen_gr

www.eoan.gr

 @eoan

Implemented by:



Funded by:



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14.2 Examples of implemented campaigns in the EU

Indicative material from implemented campaigns in the EU.

14.2.1 Campaigns and online applications

14.2.1.1 European Week for Waste Reduction



European Week for Waste Reduction
Source: ewwr.eu

The European Week for Waste Reduction is an initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. It encourages a wide range of audiences (public authorities, private companies, civil society as well as citizens themselves) to get involved.

14.2.1.2 “Let’s clean up Europe” by the “European Week for Waste Reduction”



Let's clean up by Europe!
Source: ewwr.eu

Every year, millions of tonnes of litter end up in oceans, beaches, forests and elsewhere in nature. The primary causes of this littering issue are our society’s unsustainable production and consumption patterns, poor waste management strategies and a lack of awareness of citizens. Would you like to organise a clean-up? Register it through [this form](#) and join the movement!

* Let’s Clean Up Europe is on hold for the time being, due to CoVID-19.

14.2.1.3 Campaign of Berlin City Cleaning Services (BSR) (Germany)



TrenntMap - sustainable trends in Berlin
Source: trenntstadt Berlin

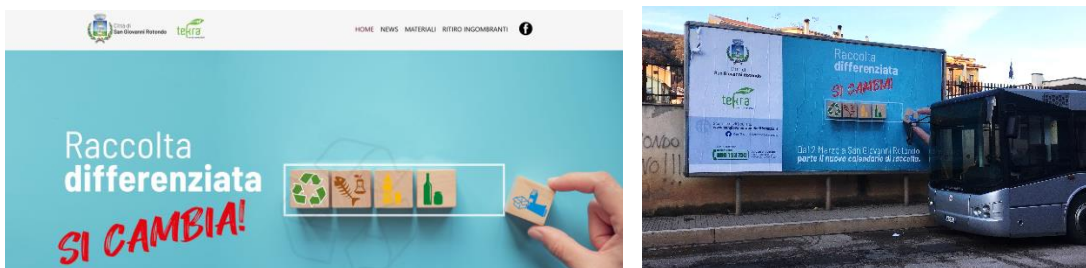
They developed great posters and attracted a lot of agers by real life and funny examples. The slogan is a play of words, it means “Berlin city separates” but also “Berlin city is trendy”.

14.2.1.4 Waste campaign in Berlin (Germany)



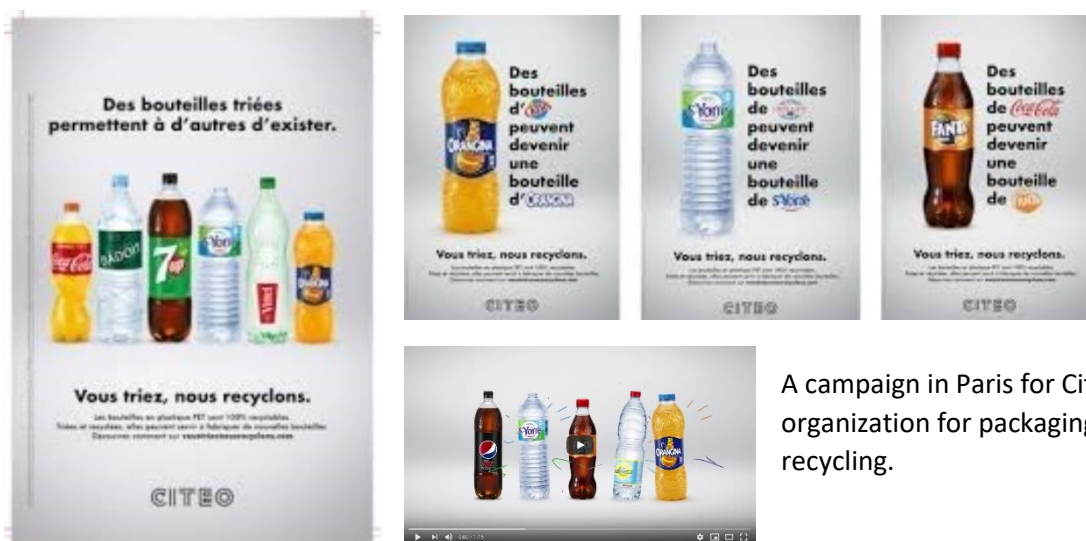
Waste campaign in Berlin
Source: [Marketing bei der BSR](#)

14.2.1.5 A campaign on separate collection from Region Puglia (Italy)



A campaign on separate collection from Region Puglia “Raccolta differenziata si cambia” (en translation separate collection is changed), Source: [sangiovannirotondodifferenzia.it](#)

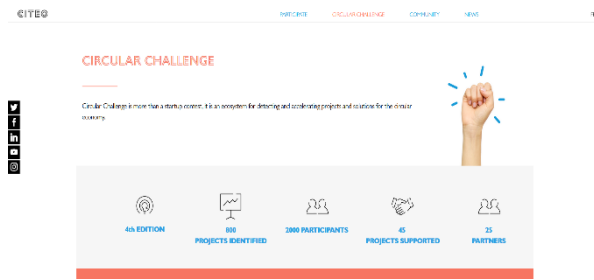
14.2.1.6 Citeo Recycling Campaign (France)



A campaign in Paris for Citeo, the organization for packaging and paper recycling.

Campaign “Des bouteilles triées permettent à d'autres d'exister” (en translation Sorted bottles allow others to exist)
Source: CITEO (the posters are not available at CITEO website anymore, they are available [here](#)). More information regarding the video campaign [here](#).

14.2.1.7 Citeo Circular Challenge (France)



Citeo Circular Challenge is a program to detect innovation, essentially in the paper and packaging sectors. The main objective is to **identify, support** and **accelerate** the development of projects able to bring solutions to present-day socio-environmental issues. Since 2016, Circular Challenge identified over 700 projects across the entire worldwide circular economy value chain.

Citeo Circular Challenge
Source: [circular-challenge](http://circular-challenge.com)

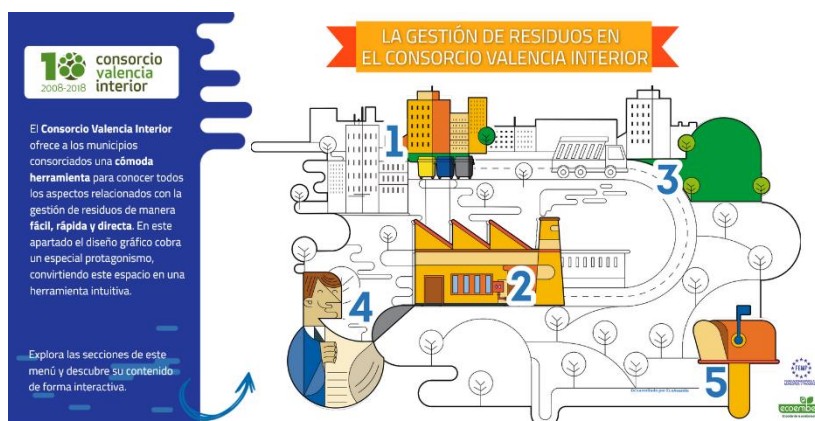
14.2.1.8 Online material by Municipalities and Regions Association (Spain)



Federacion Española de Municipios y Provincias (FEMP)
Source: view.genial.ly

[Website](http://view.genial.ly) of the Federacion Española de Municipios y Provincias (FEMP), where you can find the downloadable guide for communication about waste management, a short motion graphic video explaining the tool (genial.ly), and the on-line access to the tool and template for local councils (private). Example here: <https://view.genial.ly/5e4e6d1336ca082e1158ca30>

14.2.1.9 An interactive online tool in Valencia (Spain)



An example of the interactive tool implemented by Consorcio Valencia Interior (they represent 61 local councils) (older template).

LA GESTIÓN DE RESIDUOS EN (en translation Waste Management)
Source: view.genial.ly

14.2.1.10 “Ecoheroes” campaign for Junta de Andalucía (Spain)



“Ecoheroes” campaign for Junta de Andalucía.

“Ecoheroes” campaign
Source: juntadeandalucia.es

14.2.1.11 #RecycledBeats (UK)

A campaign addressed to young audiences, that connected live music and bands with the recycling of beer cans, in Manchester. The campaign ran across Out Of Home poster sites, digital channels and local newspapers/magazines.



Take the #RecycledBeats challenge for a chance to win prizes.*

recycleforgreatermanchester.com/beats
#recycle4gm



*Terms and conditions apply.

Recycle for Greater Manchester
#RecycledBeats
Source: R4GM



Take the #RecycledBeats challenge for a chance to win prizes.*

recycleforgreatermanchester.com/beats
#recycle4gm



*Terms and conditions apply.

Recycle for Greater Manchester
#RecycledBeats
Source: R4GM



Take the #RecycledBeats challenge for a chance to win prizes.*

recycleforgreatermanchester.com/beats
#recycle4gm



*Terms and conditions apply.

Recycle for Greater Manchester
#RecycledBeats
Source: R4GM

14.2.1.12 “From throwaway society to zero waste role model?” (Germany)



An interesting article on how and why Berlin takes a role model on zero waste.

Reason why Berlin

Source: reason-why.berlin

14.2.2 Material – Video

14.2.2.1 Campaign videos by BSR in Berlin (Germany)



Campaign Videos by BSR in Berlin

Source: [dot-gruppe Social Media Marketing 2020](https://dot-gruppe.com)

[“Waste separation is a home game” of the Foxes Berlin](#) (handball club in the highest national league) was shown as a cinema spot in 2012 and 2015, receiving excellent feedback.

[“Reuse crafting tips for Valentine's Day”](#) explains how to create romantic decorations from old newspapers, involving citizens emotions in upcycling.

14.2.2.2 Campaign “For a clean carnival” awareness video (Spain)



Awareness video with street cleaners, cooperation of GranCanariaTv.com and the Municipality of Las Palmas, Spain: funny idea, low cost with proper street cleaners as actors, own resources and great effect!

<https://www.youtube.com/watch?v=qYKdnrV86fY>

14.2.2.3 A TVC by CONAI on waste prevention (Italy)



"What you throw away today, ends up in your child's future". It's a tv adv made for CONAI, which is the mandatory consortium for packaging recycling.

<https://www.youtube.com/watch?v=z0YnE3Wz6ic>

14.2.3 Material – Print

14.2.3.1 Informative material from the “European Week for Waste Reduction”

European Week for Waste Reduction
Sources: [website](#), [Youtube](#), [Facebook](#)

14.2.3.2 Posters for Source Separation by BSR in Berlin (Germany)



Target group teenagers/children/hipsters:

“Separate yourself from the throw-away society (don’t be boring / uncool) - use reusable and avoid disposable” /2018



Target group 50+: "Separate before it's too late. Dispose one-use bottles in different colors in the glass containers." /2019



Target group 30-50 years: "If nothing works (sex/bed) anymore - dispose of electronic waste at the recycling centers." /2019

Posters for Source Separation by BSR in Berlin

Source: bsr.de



Banner - glas - wrong bin. Too bad. Brown glass only in the green glass container



Banner - paper - wrong bin. Oh dear. Please only put paper in the blue paper bin!



Banner - packaging - wrong bin. Damn. Please only put plastics in yellow bin!

Banner Campaigns about recycling materials (glass, paper, plastic) in the wrong recycling bins
Source: trennstadt-berlin.de >> [Archives](#)

14.2.3.3 Print material from CITEO campaign (France)



CITEO Campaigns about Bottle Recycling
Source: CITEO, more information [here](#)

14.2.3.4 Print material created by Sympraxis Team (Greece)



**Ξνακύκλωσε σωστά!
Δώσε του μια 2η ευκαιρία.**

Πρόγραμμα Ανακύκλωσης Ομίλου ΟΤΕ
ΜΙΚΡΗ ΠΡΟΣΤΑΘΕΙΑ, ΜΕΤΑΛΟ ΑΠΟΤΕΞΑΣΜΑ



Ξνακύκλωσέ το!

Στην Ομάδα ΟΤΕ πιστεύουμε στις Έλληνες επιχειρήσεις. Κάθε φορά που φέρετε από απόβλητα προϊόντα, έχουμε το αίσχος να τους δώσουμε μια δεύτερη ευκαιρία να συνεχίσουν να εργάζονται για εμάς, και έτσι να μην πεταχτούν στα σκουπίδια. Αποβλήτα προϊόντα που φέρουν το λογότυπο ΟΤΕ είναι πάντα οι καλύτεροι.

Πρόγραμμα Ανακύκλωσης Ομίλου ΟΤΕ
ΜΙΚΡΗ ΠΡΟΣΤΑΘΕΙΑ, ΜΕΤΑΛΟ ΑΠΟΤΕΞΑΣΜΑ



ΓΙΟΡΤΑΖΟΥΜΕ ΤΗΝ ΑΓΡΙΑ ΠΛΕΥΡΑ ΤΗΣ ΖΩΗΣ
Προστατεύουμε τις υπέροχες θάλασσές μας

ΠΡΟΤΗ ΒΙΟ ΠΟΙΚΙΛΟΤΗΤΑΣ
ΜΑΧΙΝΑ ΣΙΣΤΕΡΩΤ
5-12/6



Σχεδόν ξεχάσαμε το όνομά της!

Σε ένα χρόνο μειώσαμε την κατανάλωση πλαστικής συσκευασίας κατά 50%. Ήταν σαν να είχαμε περπατήσει στα βουνά και να μην είχαμε αγοράσει τίποτα. Όμως οι Έλληνες αποβλήτες και εμάς δε μπορούμε!



Παράκληση: Γ.Τ. Ομάδα 74, 11527 7, Τηλ: 075642428, Fax: 2105640018 | Email: info@eov.gr | Web: www.eov.gr



Για να βάλουμε τα πράγματα στη θέση τους..

Διακρίνουμε την ανακύκλωση σε τοπικά προϊόντα που παράγονται στην Ελλάδα και τα καταστήματα στην γη. Ανακυκλώνουμε σωστά, προστατεύουμε το ίδιο με το σπίτι.



Ημερίδα 12/5, 08:00π.μ., Σ.Κ. 1129 | Σ.Α. 210642428, Fax 075640018 | Email: info@eov.gr | Web: www.eov.gr

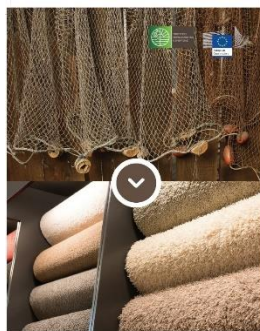


ΓΙΟΡΤΑΖΟΥΜΕ ΤΗΝ ΑΓΡΙΑ ΠΛΕΥΡΑ ΤΗΣ ΖΩΗΣ



Μηδενίζουμε σταδιακά τα καλαμάκια μιας χρήσης στα καταστήματα της Μαρinas Φλοιοβου

ΠΡΟΤΗ ΒΙΟ ΠΟΙΚΙΛΟΤΗΤΑΣ
ΜΑΧΙΝΑ ΣΙΣΤΕΡΩΤ
5-12/6



Κυκλική οικονομία
Για τον πλανήτη και τον άνθρωπο

Μετατρέφοντας τα θραύσματα ύφασμα σε χρήσιμο υλικό, παραμένουμε τον κύκλο από την ανάδυση βελανιδιάς, αξιοποιούμε αποβλήτα κλωστοϋφαντουργίας, φυσικούς πόρους, επενδύουμε τις τοπικές κοινωνίες.



Ανακύκλωση
Οι Έλληνες πιστεύουμε στις δεύτερες ευκαιρίες

Διακρίνουμε τις τοπικά παραγόμενες, ταξίδευμε την ευκαιρία να μετατρέπονται σε παπουτσάκια, μαγιόλες, άλλα υφάσματα.



Κυκλική οικονομία
Για τον πλανήτη και τον άνθρωπο

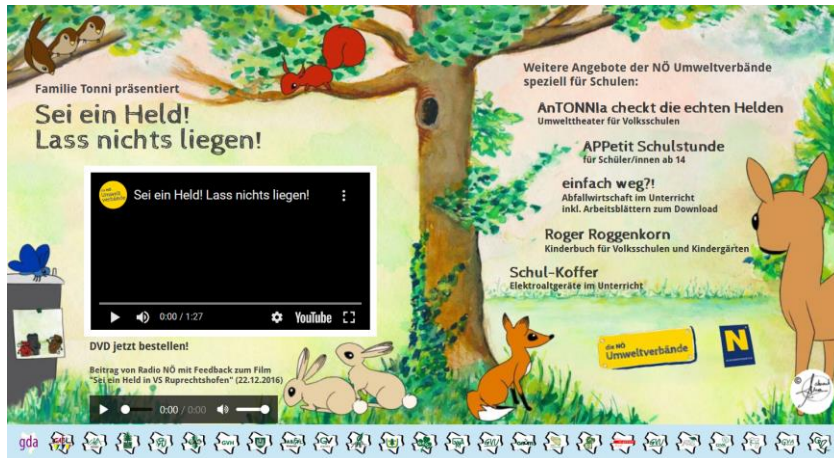
Αδυνατούμε αποτελεσματικά τους φυσικούς πόρους, επενδύουμε τις τοπικές κοινωνίες, δημιουργούμε νέες θέσεις εργασίας, παραμένουμε τον κύκλο από τη βιοαποικοδόμηση από το γέννημα.



Creative print material by Sympraxis Team

14.2.4 Material designed for kids

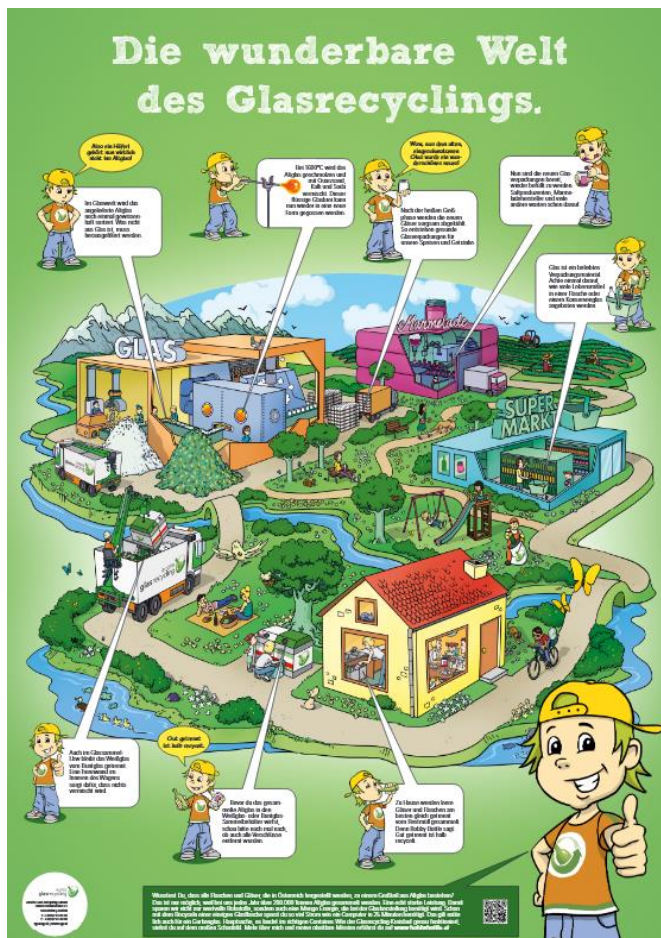
14.2.4.1 An implementation addressed to children (Austria)



"Familie Tonni präsentiert Sei ein Held! Lass nichts liegen" campaign (en translation "The Tonni family presents Be a hero! Don't leave anything"!)

Source: umweltverbaende.at

A poster by the Austrian Glass Recycling Association (Austria)



Austrian Glass Recycling Association

Source: agr.at

14.2.5 Creative Outdoor

14.2.5.1 Outdoor artwork made of trash by Bordalo II artist (Portugal)



Outdoor artwork by Bordalo II
Source: [Facebook Bordalo II](#)

14.2.5.2 Graffiti artwork



See the section [7.4.2 Creative outdoor](#)

14.2.5.3 “Do your bit” by feeding Fin the Fish (UK)



Yorkshire Water, in partnership with Scarborough Borough Council and the University of Hull, installed ‘Fin the Fish’ on Scarborough South Bay beach, a new sculpture and receptacle designed to take plastic off the beaches during the busy summer period.

Fin the Fish sculpture installation
Source: scarborough.gov.uk

14.2.5.4 XL urban street furniture in Berlin (Germany)



Equation 1 Upcycled street furniture
Source: [Pinterest](https://www.pinterest.com)

Upcycled street furniture with messages to show the importance of recycling and alternative ways of reusing were placed around the city center.

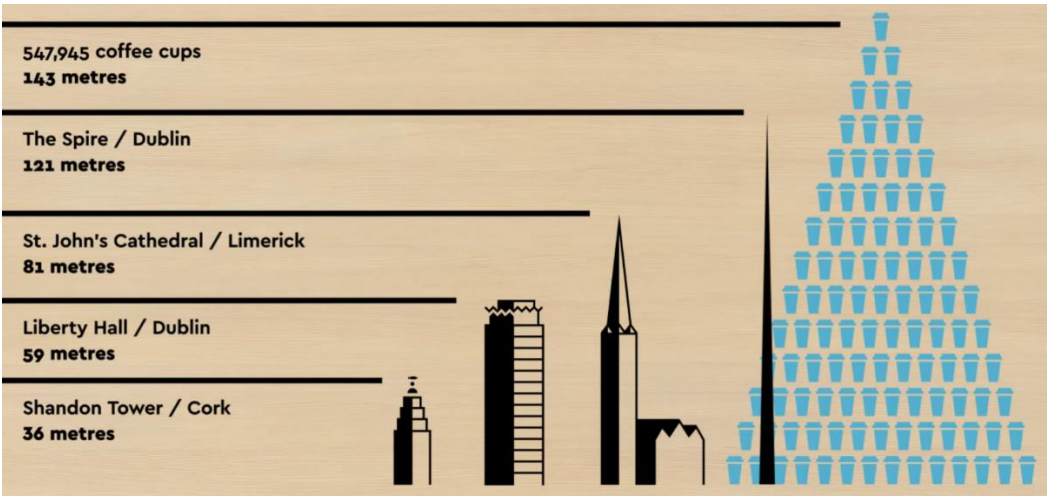
14.2.5.5 Creative trash bins in Berlin (Germany)



Equation 2 Trash bins with creative messages
Source: [reddit.com](https://www.reddit.com)

Trash bins with creative messages, entertaining and drawing attention.

14.2.5.6 New Recycling List National Campaign (Ireland)



New Recycling National Campaign
 Source: piquant.ie

14.2.6 Special Events / Roadshows

14.2.6.1 Roadshow by AB Vassilopoulos (Greece)



Roadshow by AB Vassilopoulos

Sources: allazoumesinithies.ab.gr, recycling-center.gr

14.2.6.2 CONAI's communication campaign - A national event-road show (Italy)



National event-road show Italy
Source: conai.org

14.2.6.3 Exhibition Design to make recycling processes visible (Germany)



[Exhibition Design to make recycling processes visible](#) was created in 2015 in Berlin and can now be placed in entrances of different public (and private) institutions to make visitors understand the complex cycles of how waste is reused and turned into new resources.

Exhibition Design to make recycling processes visible
Source: albertconcepts.com

14.2.6.4 Multi-use bags by the City of Vienna (Austria)



To support the collection of specific waste materials in the households the City of Vienna offers specially designed collection bags, getting the message across with a sense of humor.

Multi-use Bags
Sources: unique-werbeagentur.at, horizont.at

14.2.6.5 The 48er-Tandler Re-use Shop (Austria)



A Waste Prevention and Re-use Initiative of the City of Vienna

A Waste Prevention and Re-use Initiative of the City of Vienna
Sources: circulareconomy.europa.eu, 48ertandler

14.2.7 Communication related to fines



Abfall macht mich krank (en translation: waste makes me sick)
Déchets sauvages (en translation: Litter)
Source: Swiss Farmers Union



ABFALL tötet Tiere (en translation WASTE kills animals)
Source: La Liberté



Objectif: routes propres en Île-de-France (en translation Goal: Clean roads in Île-de-France! Île-de-France!)
Vous faites ça chez vous? (en translation You do this at home?)
Source: DIRIF, Crédits photo : DRIEA / Jean-Marie-GOBRY





*Sérieux? Changeons de réflexes!
(en translation Serious? Let's change reflexes!)*
Source: strasbourg.eu



*Mich Liegen Lassen, Kostet Fr.100
(en translation: leaving me costs Fr. 100)*
Plakat aus der Schweizer Gemeinde Horgen (en translation Poster from the Swiss community of Horgen)
Source: freiburg-lebenswert.de
photo: Prof. Klaus Rückauer)



London borough of hounslow poster warning of a £400 fine for dumping rubbish in the street
Source: [Alamy stock photo](https://www.alamy.com)

14.2.8 Ambassadors Programs

14.2.8.1 Recycling Ambassadors Program (UK)



Equation Public Recycling Ambassadors
Source: [Youth Services Ltd](http://youthservices.co.uk)

Recycling Ambassadors are individuals, groups or organizations that champion recycling and help, COG Youth Services, to reduce the amount of waste we send directly to landfill.

14.2.8.2 Voice - Recycling Ambassadors Program (Ireland)



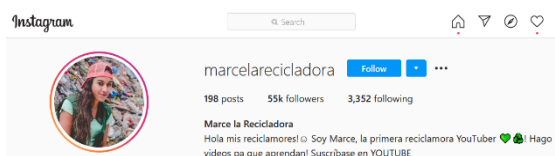
Recycling Ambassador Programme

Source: [Voice Ireland Org](#)

The Recycling Ambassador Programme is a VOICE initiative originally funded by the Department of Communications, Climate Action and Environment of Ireland, and the Regional Waste Management Offices.

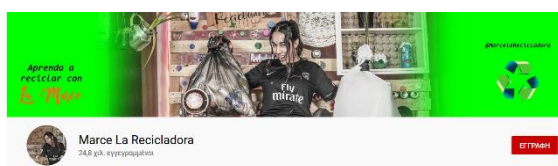
14.2.9 Influencers

14.2.9.1 A social networks influencer, effectively supporting recycle (Colombia)



Marce la recicladora

Source: [Instagram Profile](#)



Marce la recicladora

Source: [Youtube Profile](#)



Marce la recicladora

Source: [Facebook Profile](#)

This is not an example from EU, but still very interesting.

Marce la recicladora (Colombia) explains how to recycle in an easy, funny and inspiring/positive way.

Within one year, Marce has reached such an incredible public attention in Colombia has 54,300 followers in [Instagram](#), 24,400 subscriber in [youtube](#) and 49,191 followers since May 2019 in [facebook](#).

Several TV channels posted her videos, TV shows invited her and prominent singers and actors from Colombia are now joining her awareness videos to raise attention.

14.3 Notes from interviews conducted

Several interviews were conducted with schoolteachers and directors, in order to cross check the feasibility of the activities proposed and adjust the proposed approach and procedures.

Some of the initially planned interviews had to be canceled, due to the Corona Virus lockdown of schools, but many ones were finally conducted virtually, providing quite a clear view of the context.

Five schoolteachers and two school directors, from both elementary and high schools were interviewed. Five of them worked for public schools, while two worked for private ones. All of them were willing to provide information but asked their names not to be published. There was also some additional information provided from a schoolteacher in Germany, regarding practices applied in other countries.

The opinions and views that were expressed by the Greek teachers were quite close to each other, although they worked for different schools, grades, and some of them even in different cities.

The most important points that came out were:

- Many teachers already implement programs in their classes, often based on information found on the internet. They often not even report about it, to avoid the bureaucracy and complicated procedures. There are many teachers willing to work on this kind of subjects and they are expected to be positive. If supported with proper material, even more would participate.
- All interviewed teachers were excited with the idea of someone supporting them with information and tools that they can use in class and they believed that such a program would have a very good chance to be successful.
- There are officers at local directorates, regions etc. dealing with environmental education and special programs. They provide directions and information to teachers, though not always useful and handy, so teachers must also make their own research to be properly prepared. These officers are more or less efficient, depending on areas and persons.
- The teachers are free to decide whether they deal with such subjects in their classes and what material they use, as long as it is approved. School directors cannot force teachers to use any material, as long as it is not included in the official books.
- There is also an interesting institution in high schools, the “Environmental Teams”. These teams include volunteer teachers and students, who work on environmental subjects out of school hours (afternoons and weekends), throughout the school year. These programs usually include meetings of a couple of hours, once every week, educational visits/trips and often end up with a presentation. They are more or less active and efficient, depending on the school and persons.

Regarding the procedures for the two ministries’ co-operation:

- None of the interviewed knew about any standard procedure for cooperation between different ministries. Some of them noted that they had heard of some attempts in the past, most of which had failed. They believed that this might be possible in our case, but even if it could finally work, it would take a lot of effort and a long time.
- They all agreed that the only way for an “obligatory lesson” is to include information in the official curriculum and schoolbooks. This must be done for several different subjects / books, depending on the grade (possibly: Study of Environment and Physics for Elementary, Geography, Biology, Household Economy for High School, as all subjects are not taught in all grades). In this case, the information can also be included in <http://photodentro.edu.gr>, an official website of the Ministry of Education. Though, this procedure is quite complicated and would take too long if ever completed, especially since it involves many different subjects.

The procedure that was recommended to be the most instant and feasible was:

- YPEN can produce the material. The support of Ministry of Education would be useful, but not surely available and required (none of the teachers could answer who is the right person or department to contact). So, the production was not recommended to be exclusively based on this support.
- Then, the material must be approved by the Ministry of Education, so it is allowed to be used in schools by teachers, even on a voluntary basis. This step is essential, to assure higher participation by teachers. It is feasible, many kinds of material are approved every year (from organizations, institutions, NGOs etc.). However, the time required is unknown.
- The material should cover all needs: all ages, all types and forms (e.g. 1 hour programs, 5-6 hours to be implemented in longer periods, longer programs for Environmental teams etc.), so it fits all teachers' needs. It must be interesting and attractive for kids and easy to understand and implement for teachers.
- It is better for it to be only in digital format, so it is easier to be distributed. The need for printing must be minimized, so it can be done locally in schools. However, teachers cannot easily print in large quantities in schools.
- After approval, YPEN can distribute the material directly to teachers. The teachers will be informed about the material and the links that they can use, through memos by the regional and local directorates of Education (they are expected to accept to distribute this information, since the material is approved by the ministry).
- Regional and local education coordinators, environmental education officers etc. must be contacted and asked to support. Some of them will provide support and this will be a benefit.
- Further training for teachers is a good idea (for the ones who want to participate), probably through digital material and webinars to make it easier.
- During the above procedure, there could be a parallel attempt to include the subject in official curriculums and books, but each procedure should be independent, so they cannot stop each other. When the program is already ongoing and accepted by teachers and students (possibly 1-2 years later), the integration in curriculums and books may become easier.
- It is important to build a good relationship directly with the teachers and make them often visit and use the campaign website. In general, they work quite independently, so the relationship with them is critical. If this relationship is established, things will be easier every year.
- Many teachers are aware of environmental subjects and willing to deal with them, even working voluntarily (in many cases overtime or in weekends). If someone provides them with information and support, an unofficial set of volunteers can be gradually created, that will significantly contribute to the purpose of the campaign. They can be the most valuable ambassadors.
- Something that must be taken into account is that the recent lockdown directly affected teachers and students. They were forced to use technology, such as distant learning, so they are expected to be more familiar with digital tools. For example, the use of webinars for teachers would be quite easier now, comparing to some months ago.

The above information mostly refers to public schools, that host the majority of children. Private schools are easier to deal with, through contacting their directors / presidents, and they are expected to be positive to cooperation.

14.4 Stakeholders' groups

The following provides an indicative list of the stakeholders that may be involved, divided in categories.

14.4.1 Government / State

- Ministry for the Environment, Physical Planning and Public Works (ΥΠΕΘΑ)
 - Directorate General of Environmental Policy
 - Directorate of Waste Management
 - NSFR Unit of Ministry of Environment, Environmental sector (ΕΥΣΠΕΔ)
 - Special Unit for Circular economy
- Hellenic Recycling Agency (EOAN)
- Hellenic Recovery Recycling Corporation (HERRCO)
- Hellenic Solid Waste Management Association (HSWMA)

- Ministry of Interior (local administration, municipalities)
- Ministry of Education, Lifelong Learning and Religious Affairs (schools, universities)
- Ministry of National Defense (military camps)
- Ministry of Maritime Affairs, Islands and Fisheries (ships, marine environment)
- Ministry of Development (possible investments on recycling)

- Special Committee of the Greek Parliament for the protection of the environment
- Regions
- Central Union of Municipalities of Greece (ΚΕΔΕ)
- Municipalities
- Regional/Local Development Companies (connected with regions or municipalities)

- Public sector services and authorities

14.4.2 European / International Organizations and Institutions

- DG Environment and DG Regio of the European Commission
- UN Environment Programme ([UNEP](#)) Greece
- German-Greek Assembly ([DGV](#))

14.4.3 Political parties and Foundations

- New Democracy
- Syriza
- KINAL
- The Ecologists Greens
- Organizations controlled by political parties
- Members of the Hellenic Parliament

14.4.4 Military

- Military camps / ships Commanders (through the Ministry of Defense)
- Administrative staff
- Soldiers

14.4.5 Education

Consultation with authorities / Design, production and distribution of material / Special activities.

- Schools (all levels / through the Ministry of Education, or directly for private ones)
 - School children
 - Teachers, educational staff
 - School directors, administrative staff
- Universities and professional schools (directly)
 - Students
 - Professors, educational staff
 - Universities' administrative staff
- Environmental Education Centers
- Greek Association of Environmental Education teachers (ΠΕΕΚΠΕ)
- Scouts, children and youth clubs and associations
- Playgrounds, children fun parks, children museums etc

14.4.6 Businesses, corporations

Consultation with larger corporations and associations / Designing of cooperation.

- Companies involved in recycling
- Private sector general
 - Producers (also users/producers of packaging or other recyclables)
 - Retail sector (e.g. supermarkets, grocery stores etc)
 - Transportations (airlines, ship lines, trains and buses companies etc)
 - Food and beverage, tourism
 - Shopping Malls
 - Motorist Service Stations & Parking areas on motorways
 - Others (communication addressed to head officers and employees)
- Business Associations
 - Hellenic Federation of Enterprises (ΣΕΒ)
 - Federation of Industries of Greece (ΣΒΕ)
 - Federation of Hellenic Food Industries (ΣΕΒΤ)
 - Hellenic Federation of Trade and Entrepreneurship (ΕΣΕΕ)
 - Hellenic Confederation of Professionals, Craftsmen & Merchants (ΓΣΕΒΕΕ)
 - Hellenic Hoteliers Federation (ΠΟΞ)
 - Hellenic Association of Travel and Tourist Agencies (HATTA)
 - Pan-hellenic Federation of Restaurant & Related Professions (ΠΟΕΣΕ)
 - Greek Ports Association (ΕΛΙΜΕ)
 - Greek Marinas Association
 - Hellenic Corporate Social Responsibility Network (CSR Hellas)

Professional bodies / Chambers (Technical, Commercial, Industrial, Professional)

14.4.7 General public (adults)

Special activities / design and production of material / Consultation with authorities

- Heads of households
- Employees
- Elderly
- Others

14.4.8 Media (national, regional, local)

Consultation / Designing of cooperation / Design and production of material / Press office

- TV stations
- Radio stations
- Print (newspapers, magazines)
- Digital media
- Social networks
- Media / Pages / Journalists focusing on environmental subjects
- Influencers

14.4.9 Research and scientific Institutions

Consultation / Special activities and events

- Hellenic Center for Marine Research (ΕΛΚΕΘΕ)
- Inter-Balkan Environmental Center
- Centre for Research and Technology Hellas (CERTH)
- National Center for the Environment and Sustainable Development (ΕΚΠΑΑ)
- European Center for Environmental Research and Education (ΕΚΕΠΕΚ)

14.4.10 Cultural clubs and institutions, church

Consultation / Designing of cooperation

- National and local cultural clubs and institutions
- National and local church authorities

14.4.11 Non-Governmental Organizations for the Environment

Consultation / Designing of cooperation

- WWF Greece
- Greenpeace Hellas
- Laskaridis Foundation
- Network for Maritime Environment (diktyogiatithalassa)
- Hellenic Marine Environment Protection Association (HELMEPA)
- Hellenic Society for the Protection of Nature (ΕΕΠΦ)
- Ecologic Recycle Company (ECOREC)
- Hellenic Solid Waste Management Association (ΕΕΔΣΑ)
- MEDSOS Network
- Medasset
- iSea
- Archipelagos Institute for Marine Conservation
- Arion Research Center
- Archelon
- Mom
- Aegean Rebreath

- BOROUME (food donations)
- Smaller, specialized NGOs (e.g. Cigarette Cycle, Network for Supply and Demand of free items – xarisetos etc)
- Various NGOs of a smaller scale, national or local
- Clubs and associations related to the environment and activities in nature
 - Nature, hiking, climbing, camping
 - Sailing, diving
 - Hunting, fishing

14.4.12 Special teams

- Olympic athletes
- Internationally Awarded artists, researchers etc.

14.4.13 Stakeholders and tools matrix

Here are the basic stakeholders' categories and some alternative communication tools. The marks (1-3) show the impact of each tool to each category. The tools with higher impact are the more powerful ones for this category.

3= Higher impact, 2= Medium impact, 1= Lower impact

	Website	Social Networks	Special Activities	Indirect, Media dissemination, Ambassadors etc	Consultation, Focused Events
Government / State	3	2	1	3	3
European / International Organizations	3	2	1	2	3
Political Parties	2	2	1	3	2
Military	2	1	2	2	3
Education	3	3	3	2	2
Business, Corporations	2	2	2	3	3
General Public	3	3	2	3	1
Media	2	2	2	3	2
Research and Scientific Institutions	2	2	2	2	3
Cultural Clubs and Institutions, Church	2	2	1	2	3
NGOs	2	2	2	2	3



14.5 Translations in Greek

14.5.1 Ενδεικτική εκτίμηση κόστους

Το κόστος των ενεργειών είναι δύσκολο να εκτιμηθεί, αφού εξαρτάται από πολλές παραμέτρους. Μια πιο ακριβής εκτίμηση μπορεί να γίνει μετά τον καθορισμό των προδιαγραφών κάθε ενέργειας. Επιπλέον, το πραγματικό κόστος από το βαθμό χρήσης εσωτερικών ή εξωτερικών πόρων (π.χ. χρήση εξωτερικών συμβούλων, ειδικών ή εταιριών κλπ). Πάντως, δίνεται μια ενδεικτική προσέγγιση κόστους για τις προτεινόμενες ενέργειες, χωρισμένες σε τέσσερις κατηγορίες κόστους:

€0-€1,000	€1,000-€10,000	€10,000-€50,000	€50,000+
Ενέργεια		Κόστος σε 000 € (Ετήσιο)	Σχόλια
ΥΠΟΣΤΗΡΙΚΤΙΚΗ ΔΟΜΗ			
Συντονιστική ομάδα ΥΠΕΝ		0	
Επαφές σε άλλα Υπουργεία		0	
Γραφείο Τύπου		18-24	Με εξωτερική υποστήριξη
Γνωσιακή βάση		0-5	
Σχεδιασμός και παραγωγή υλικού		50-100	Ανάλογα με είδος και ποσότητα του υλικού
Above the line διαφήμιση		-	Δεν προτείνεται
Ιστότοπος καμπάνιας		15-25	
Εφαρμογή κινητών συσκευών		2-5	
Κοινωνικά δίκτυα		12-24	Δημιουργία και χειρισμός
Δίκτυο πρεσβευτών		12-24	Με εξωτερική υποστήριξη, χωρίς εκδηλώσεις
Προσωπικότητες / διαμορφωτές γνώμης		6-12	Με εξωτερική υποστήριξη, χωρίς εκδηλώσεις
Εξωτερικοί σύμβουλοι / εταιρίες			
ΠΑΙΔΙΑ			
Καθιέρωση σχολικού αντικειμένου		-	Με χρήση εσωτερικών πόρων
Πακέτα δραστηριοτήτων για εκπαιδευτικούς		15-45	Αποκλειστικά σε ψηφιακή μορφή
Πακέτα πληροφοριακά για μαθητές		3-10	Αποκλειστικά σε ψηφιακή μορφή
Πληροφοριακά κέντρα σε σχολεία		0-5	
Ειδικές ενέργειες σε σχολεία		0-10	
Διαγωνισμοί σχολείων		0-7	
Τοπικές καμπάνιες από παιδιά		0-3	Χωρίς εξωτερικούς συμβούλους
Εργαστήριο κατασκευής κάδου κομποστοπ.		0-5	Μόνο οδηγίες, χωρίς υλικά κατασκευής
Επίσκεψη εγκαταστάσεων ανακύκλωσης		0-2	Μόνο σχεδιασμός υλικού, χωρίς εκτύπωση
ΗΛΙΚΙΩΜΕΝΟΙ			
ΚΑΠΗ		-35	Σχεδιασμός, εκτύπωση, διανομή
Εκκλησία		-30	Σχεδιασμός, εκτύπωση, διανομή
ΓΕΝΙΚΟΣ ΠΛΗΘΥΣΜΟΣ			
Road show		...	Ανάλογα με διάρκεια, έκταση, πρόγραμμα / Προτείνεται σε συνεργασία με ιδιωτικό τομέα
Creative outdoor / Graffiti		34-43	Ενδεικτικό κόστος 4 σημείων, χωρίς ενοίκιο/τέλη
Creative outdoor / Ντύσιμο οχημάτων		22-43	Ενδεικτικό κόστος για 10 μεγάλα οχήματα, χωρίς ενοίκιο/τέλη
Διαδικτυακές εκδηλώσεις / διαγωνισμοί		0-3	Ανά διαγωνισμό
Εκδηλώσεις ενημέρωσης τύπου		...	
ΕΠΙΧΕΙΡΗΣΕΙΣ / ΔΗΜ. & ΙΔΙΩΤ. ΤΟΜΕΑΣ			
Διαβούλευση με ενδιαφερόμενα μέρη		0.3-0.5	Ημερήσιο κόστος συμβούλου διαβούλευσης, χωρίς έξοδα εκτός έδρας

14.5.2 Ενδεικτικό χρονοδιάγραμμα

Σχεδιασμός, προετοιμασία  Συνεχής αξιολόγηση, προσαρμογή, διορθώσεις.
Υλοποίηση  Απολογισμός ανά εξάμηνο, ανασχεδιασμός όπου απαιτείται.

	Year: Y1				Y2				Y3				Y4				Y5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
ΥΠΟΣΤΗΡΙΚΤΙΚΗ ΔΟΜΗ																				
Συντονιστική ομάδα ΥΠΕΝ																				
Επαφές σε άλλα Υπουργεία																				
Γραφείο Τύπου																				
Γνωσιακή βάση																				
Σχεδιασμός και παραγωγή υλικού																				
Above the line διαφήμιση																				
Ιστότοπος καμπάνιας																				
Κοινωνικά δίκτυα																				
Δίκτυο πρεσβευτών																				
Προσωπικότητες / διαμορφωτές γνώμης																				
Εξωτερικοί σύμβουλοι / εταιρίες																				
ΠΑΙΔΙΑ																				
Πακέτα δραστηριοτήτων για εκπαιδευτικούς																				
Πακέτα πληροφοριακά για μαθητές																				
Εργαστήριο κατασκευής κάδου κομποστοπ.																				
Πληροφοριακά κέντρα σε σχολεία																				
Ειδικές ενέργειες σε σχολεία																				
Επίσκεψη εγκαταστάσεων ανακύκλωσης																				
Διαγωνισμοί σχολείων																				
Τοπικές καμπάνιες από παιδιά																				
ΝΕΟΙ																				
Πανεπιστήμια																				
Στρατός																				
ΗΛΙΚΙΩΜΕΝΟΙ																				
ΚΑΠΗ																				
Εκκλησία																				
ΓΕΝΙΚΟΣ ΠΛΗΘΥΣΜΟΣ																				
Road show																				
Creative outdoor																				
Διαδικτυακές εκδηλώσεις / διαγωνισμοί																				
Εκδηλώσεις ενημέρωσης τύπου																				
ΕΠΙΧΕΙΡΗΣΕΙΣ / ΙΔΙΩΤΙΚΟΣ & ΔΗΜΟΣΙΟΣ ΤΟΜΕΑΣ																				
Διαβούλευση																				

