



Working for ENvironmentally Educated Towns



Institutional setting

From an "unsorted"
collection system



To a recycling zone system



City of Thiene
Comunes of Alto Vicentino
Alto Vicentino Ambiente srl (AVA)
Citizens

Starting point / Challenge

Law level of recycling

Facilitate the user



Decrease the unsorted waste for the incinerator



Approach

Information
front



Operational
front



Outputs

- Increased to 65% the total amount of recycled waste
- Greater cleanliness and decorum of the City
- Full “waste to energy” of not recyclable waste with the production of waste (waste as resource)
- More than positive response of citizens (about 12,500 users per 24,000 inhabitants)
- Social and economic sustainability of the system

Lessons

- The city administration has realized that users' continuous trainings on correct procedures to properly differentiate the waste are necessary (this is why more informative materials have been produced)
- It is fundamental to pay great attention to the identification of the collection points (considered unwelcome by the citizens if close to their homes)

Follow up

- Setting of eco-centres
- Challenge related to incentivise its use