

# Informing and implicating the population in solid waste management





# Starting point

- Ineffective public information policy
- Aged homepage with lack of structure and features
- No corporate design throughout the entire company
- Public not informed about range of services
- No information leaflets for individual departments
- No person responsible for public relations
- One single hotline for the entire company



**EUV**  
Stadtbetrieb  
Castrop-Rauxel  
Rat der Stadt  
Der Vorstand

**Wir informieren !**

Folgende Stoffe müssen unter anderem in die Restmülltonne:

**Aus dem Haushalt**  
Staubsaugerbeutel und Kehricht, Ofenasche, Zigarettenkippen und -asche, Servietten, beschichtete Papiere, Pergamentpapier, Wischtücher, Schwämme, Schrubber, Fliegenfänger, Gefrierbeutel, Porzellan, Keramik, Spiegel, Fensterglas, Glühbirnen, feuerfestes Glas, Blumentöpfe, Thermoskannen, Kochtöpfe, Kunststoffschüsseln, Eimer, Wärmflaschen, Einmalhandschuhe, leere Einwegfeuerzeuge, verunreinigte/s Lumpen und Leder

**Vom Schreibtisch und aus dem Büro**  
Leere Kugelschreiber, Filzstifte, Patronen, Kohlepapier, Aktenordner, Klebebänder, Disketten

**Aus dem Bad und Hygienebereich**  
Hygieneartikel, Windeln, Binden, Tampons, Ohrenstäbchen, Papiertaschentücher, Einwegrasierer, Rasierklingen, Kosmetik (außer Nagellack), Kleintier- und Katzenstreu (wenn nicht kompostierbar)

**Aus dem Hobby- und Bastelbereich**  
Tapeten, Pinsel, Rollen zum Anstreichen, verschmutzte Papiere und Pappe, Sägemehl von imprägniertem Holz, Kitt, Zementsäcke, Dämmmaterialienreste, geschäumte Deckenverkleidungen, Montageschaumreste, Glaswollreste, Mineralwollreste, Abdeckplanen und jegliche Planen aus Kunststoff, Fahrradschläuche, Spielzeug, Heimwerkerabfälle (z. B. Holzreste, alte Nägel und Schrauben, defekte Werkzeuge)

**Und**  
Gürtel, Kleiderbügel, Gardinen, Wolle, Nähreste, Strumpfhosen, Kassetten, Kerzen, Teppichbodenreste, Regenschirme und vieles andere mehr

Sollten Sie noch Fragen haben, wenden Sie sich bitte an die Abfallberatung des Stadtbetriebes EUV  
Tel. 96 86-26 0

# Approach

- What are the requirements of the public/customers?
  - Structured, simple information
- How can private and commercial customers be addressed properly?
  - Information given in print media, on homepage, and by new/social media
- Which are our targets and how can we address them?
  - Simplified and clear statements for each target (young people to be addressed on Facebook, older people to be addressed on homepage or by print media using short and clear statements)
- Which instruments do we need to fulfil the requirements?
  - Technical infrastructure and expert staff





# Approach

- Which other media can be used to address people?
  - Leaflets presenting the entire service range by departments
  - Waste collection information in form of a yearly calendar
  - Posters, mostly providing information for commercial customers





# Institutional setting

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- Complaints by the public about lack of information (latest information given only by print media / inadequate information on homepage, no news ticker / unstructured homepage)
- Complaints by business customers because service range was not published
- Complaints by politicians as they were informed about the deficits by the public
- Integration of new/social media was missing
- Approach initiated by management/chairman and me almost 6 years ago

- Introduction of corporate design and logo to achieve a high value of brand recognition (cost approx. € 10,000)
- Individual hotline for each department, each receiving 20 to 50 calls per day
- 1 professional has been hired for media design (cost approx. € 80,000/a)
- All publications edited by 1 professional in a clear and understandable language according to the individual target
- Depending on demand, 1 to 2 professionals are responsible for Facebook updates



# Outputs

- Detailed leaflets presenting information about most important topics and prices as well as the entire service range by department, such as
  - bulk rubbish service
  - domestic refuse collection
  - street cleaning service
  - organic refuse collection
  - waste paper collection from commercial customers
- Approx. 10.000 leaflets are handed out per year reaching almost 15 % of the total population
- Printing cost approx. € 2,000/a





# Outputs

- Waste collection information given in form of a yearly calendar (23.000 pcs. per year, printing cost approx. € 8,000/a)
- Exchangeable posters attached to garbage trucks and other company vehicles, mostly providing information for commercial customers



**METALLSCHROTT ABHOLSERVICE**

ZU WERTVOLL FÜR DIE TONNE!

DIE LÖSUNG - RECYCLING! EINE FACHGERECHTE ENTSORGUNG NACH TERMINVEREINBARUNG.

☎ 02305 9686 - 333

✉ sperrmuell@euv-stadtbetrieb.de



# Outputs

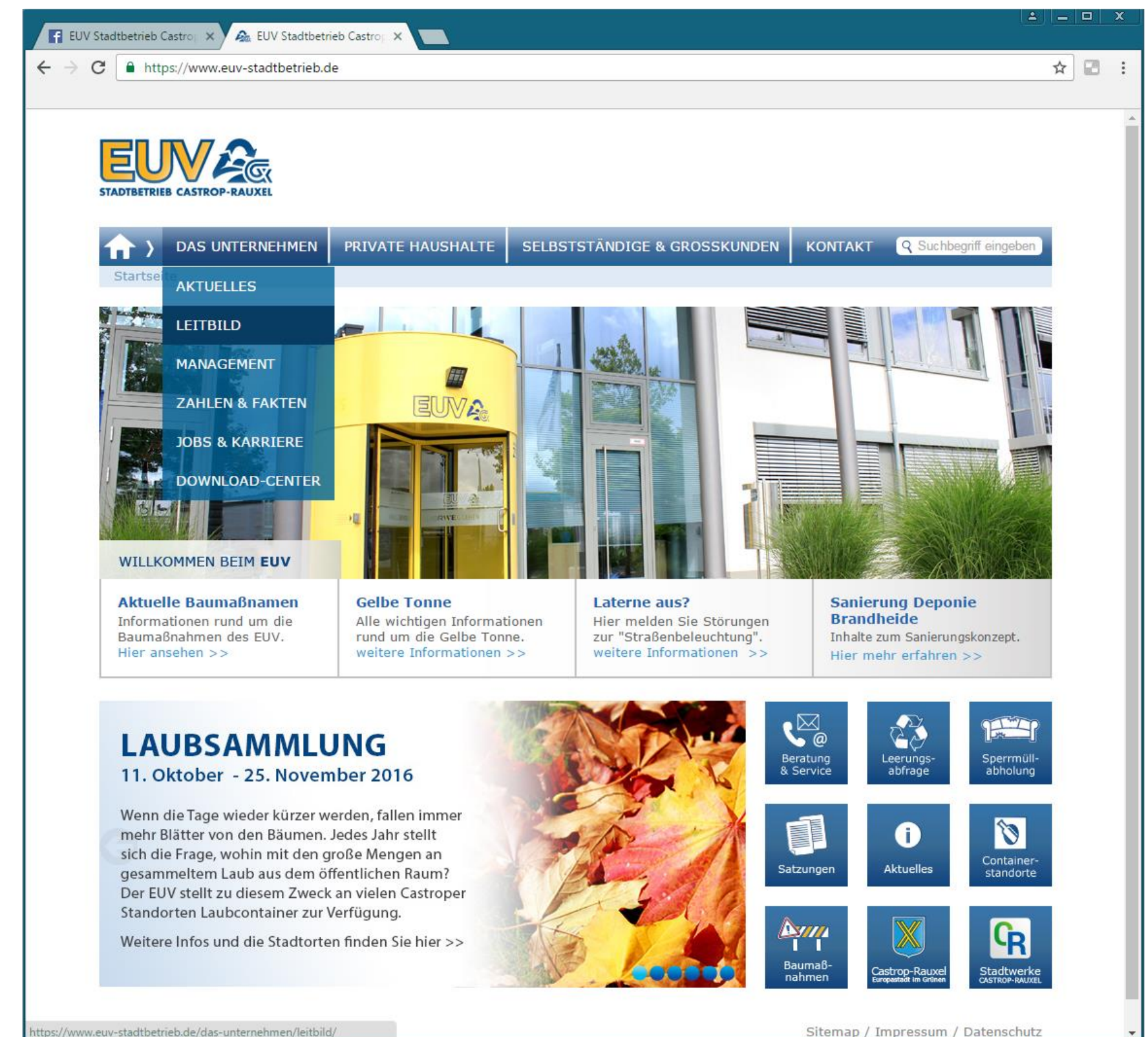
- Posters attached to recycling containers (glass, paper, used clothes)
- Facebook profile has been activated as the last step one year ago





# Outputs

- New homepage design providing
  - live-ticker with important news on first page
  - Easy to handle pull down menus for company profile, private & commercial customers and contact details
  - Easy to access buttons for frequently asked questions





- Information must be continuously updated on homepage and leaflets
- Facebook can be used to spread information fast and to achieve quick response
- Facebook “language” more informal than on homepage and other publications
- 1 to 2 professionals (and their substitutes) must be appointed and continuously trained
- Monthly gathering of important news to be published – implementation of such news
- Employees must pay attention to mistakes and inform professionals/head of department
- “A picture paints a thousand words!”



# Transfer

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- Evaluation of most effective “news channel” – how can the majority of the public be addressed?
- Evaluation of technical and personnel requirements according to necessary tasks
- Appointment of responsible employees or external consultants





# Transfer

- Awareness of public demands
- Analysis of public complains and demands
- Ask and listen to your employees: they have to back your decisions
- Incorporate employees to avoid negativity
- Progress to be done only step-by-step and to be monitored
- Keep public updated about changes to come as well as progress
- Always ask for feedback

