VALUEWASTE

Unlocking new **value** from urban bio**waste**

AUTHOR/S : Pedro G. Rodriguez
Leader WP1 Selective collection of urban biowaste

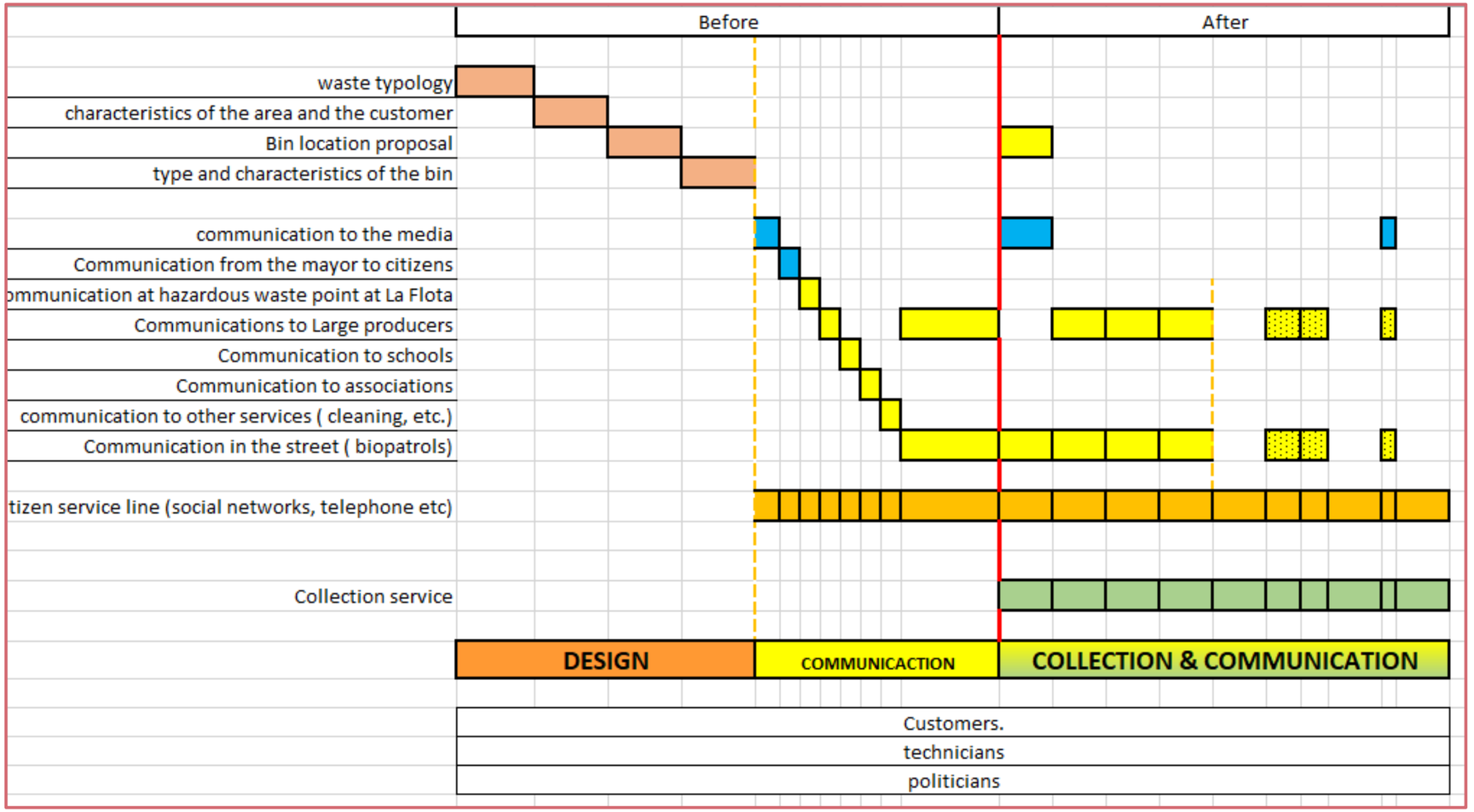
Grant agreement ID: 818312

Horizon 2020
European Union Funding
for Research & Innovation

"This project has received funding from the Europe Union's Horizon 2020 research and innovat programme under Grant Agreement No 818312"

Stages of the project

3 Stages : Design, communication and collection and communication

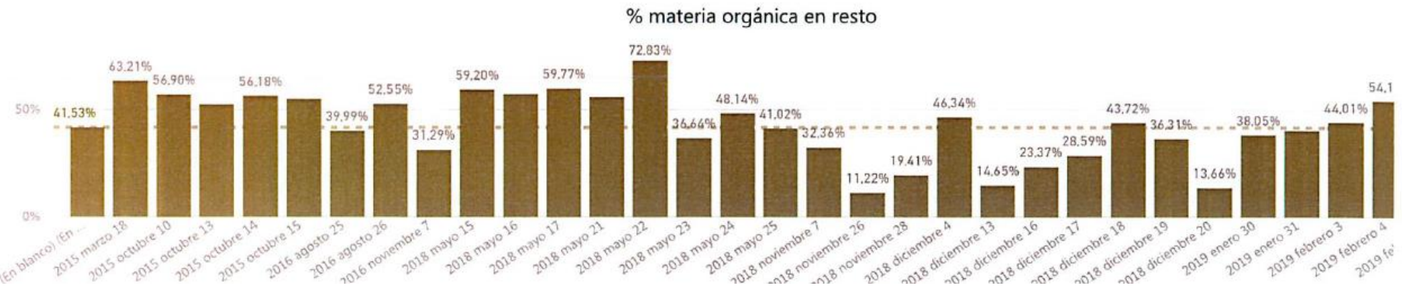


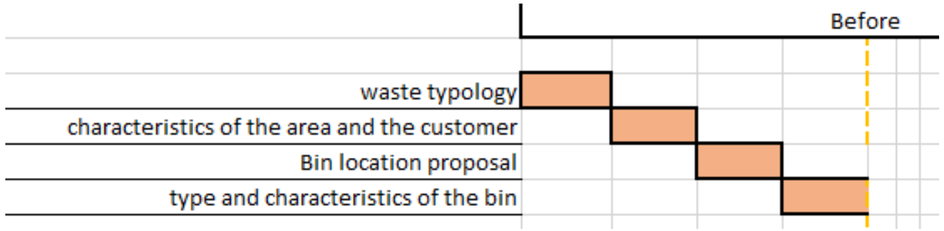
Design of the collection Service

- Collection system designed for 3 different types of customers:
  - Citizens. (next to paper/glass/packaging bin)
    - la Flota neighborhood, 8000 inhabitants.
  - Large producers:
    - Restaurants (170), (door to door system)
    - Food markets (8)
- Objectives of quantity and quality.
  - Quantity (to meet European recycling targets)
  - Quantity (A very high quality of the bio-waste is necessary to obtain high quality products)

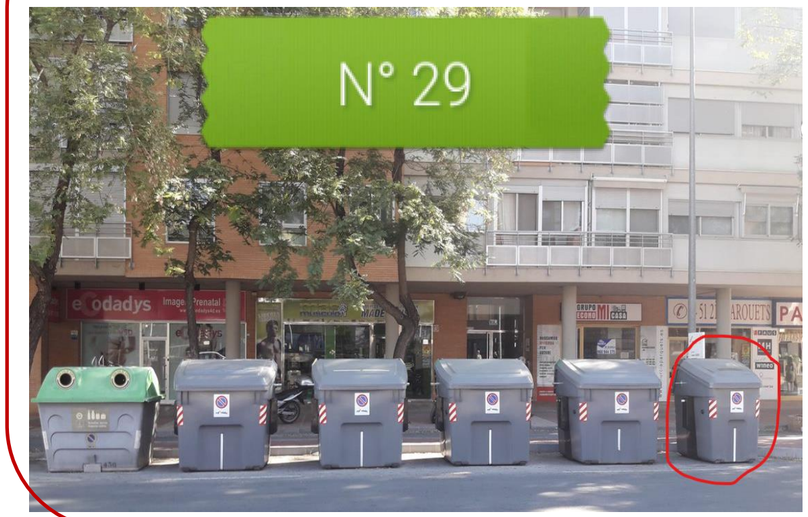
Design of the service

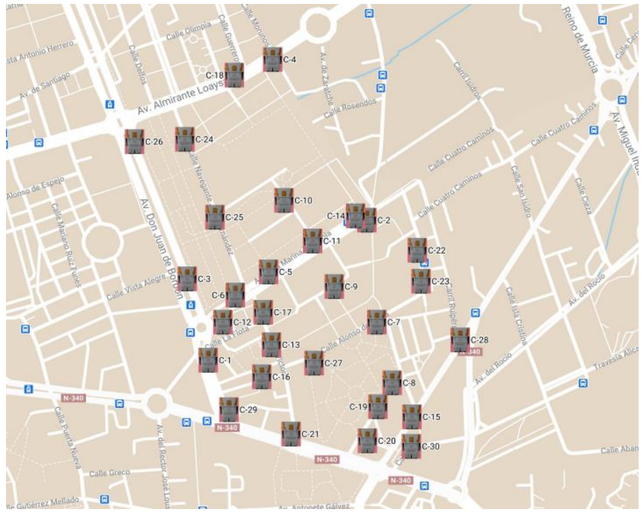
1. Waste typology





2. Characteristics of the area

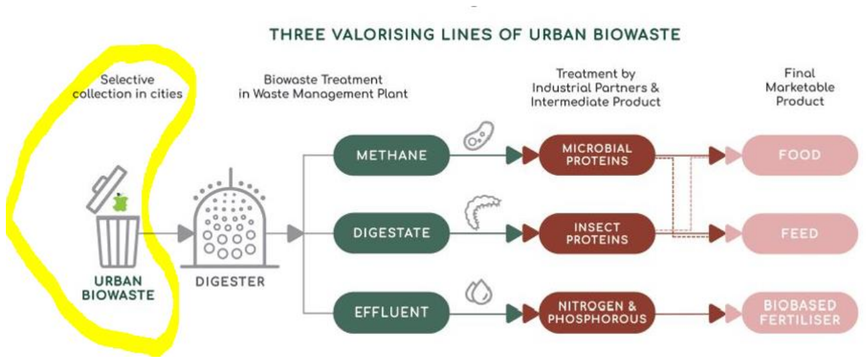


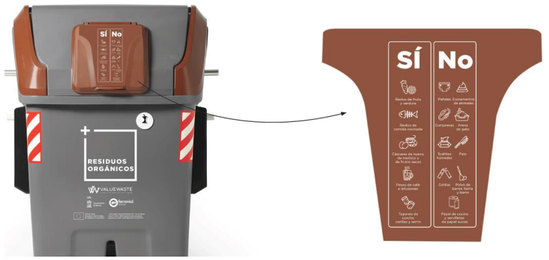


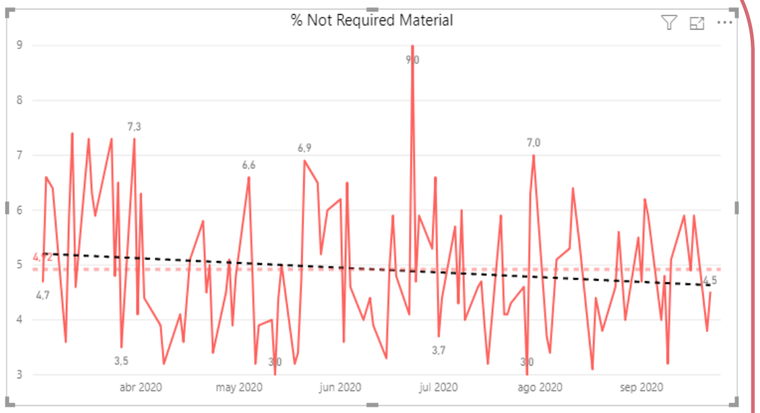
And the customer

Design of the service

Quality as a key parameter







1. Type and characteristics of the bin

Large producer

Citizens

New design

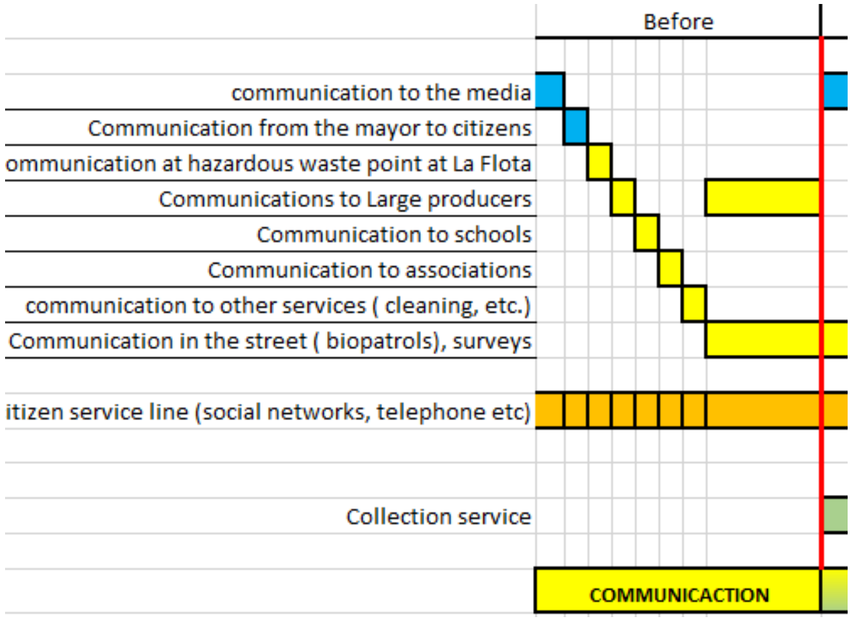
Example of how a biowaste sample is analysed.

Communication

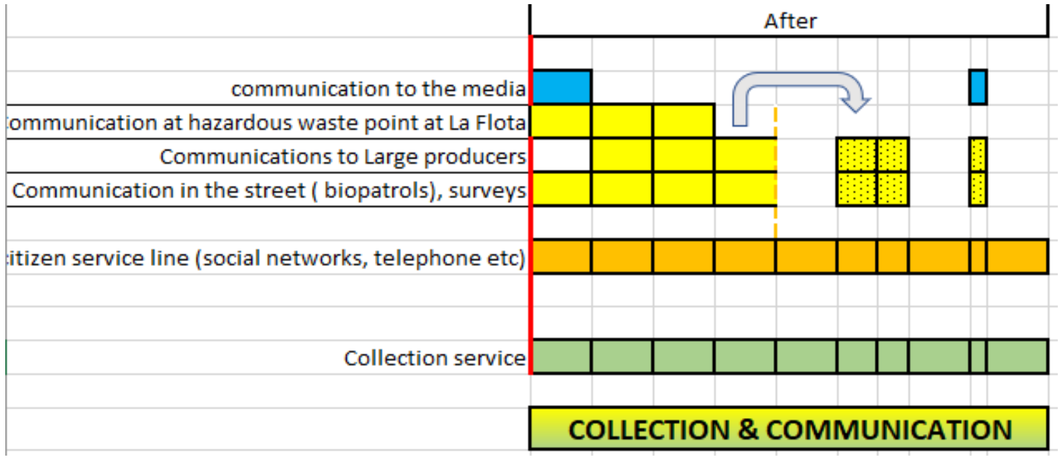
- Guidelines for our communication plan to achieve great results while optimizing resources :
    - Creativity and design of **original actions** and their follow-up.
    - The appropriate **technology** for intelligent information management.
    - Direct and personal **interaction** with the customer.
- Generate expectations BEFORE collection starts.
- Speak about circular economy.
- Be transparent.

Communication process:

1. Politician engagement (media , letter)
2. Street actions from specific to general (biopatrols)



Collection and communication



http://valuewaste.murciaciudadsostenible.es/encuesta-vecinos-de-la-flota/

NUMERO TOTAL DE ENCUESTAS

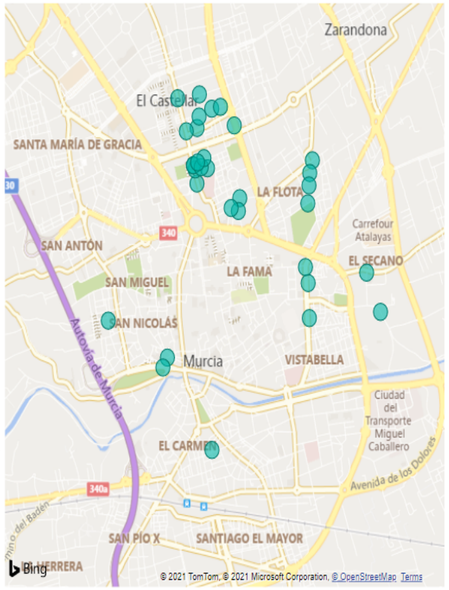
2580

Encuestas en La Flota

2387

850 emails from citizens to keep reporting

Visitas Brigadas



fecha	Zona	Responsable	Descripción
jueves, 7 de enero de 2021	LA PAZ	LOPEZ PRIOR, MARIA DE LOS ANGELES	Concienciación mercado La Fama
jueves, 7 de enero de 2021	VISTABELLA	MUÑOZ MUÑOZ, JUAN JOSE	Visita Mercado La Fama, recordar a los puestos la recog
martes, 12 de enero de 2021	EL CARMEN	LOPEZ PRIOR, MARIA DE LOS ANGELES	Visita plaza de Abastos el Carmen valuewaste
martes, 12 de enero de 2021	LA FLOTA	VALUEWASTE, MONICA	Valuewaste Encuestas
miércoles, 13 de enero de 2021	CABEZO DE TORRES	LOPEZ PRIOR, MARIA DE LOS ANGELES	Plaza de abastos cabezo de torres valuewaste
miércoles, 13 de enero de 2021	CABEZO DE TORRES	MUÑOZ MUÑOZ, JUAN JOSE	Recordatorio uso contenedor marrón en Plaza de Abast
miércoles, 13 de enero de 2021	ESPINARDO	LOPEZ PRIOR, MARIA DE LOS ANGELES	Plaza de abastos Espinardo valuewaste
miércoles, 13 de enero de 2021	ESPINARDO	MUÑOZ MUÑOZ, JUAN JOSE	Recordatorio uso contenedor marrón en Plaza de Abast
miércoles, 13 de enero de 2021	LA FLOTA	VALUEWASTE, MONICA	Valuewaste: Encuestas a pie de calle con entrega
jueves, 14 de enero de 2021	LA FLOTA	VALUEWASTE, MONICA	Valuewaste: Encuestas a pie de calle con entrega
jueves, 14 de enero de 2021	LA PAZ	MUÑOZ MUÑOZ, JUAN JOSE	Visita mercado de La Fama, recogida basura al finalizar
jueves, 14 de enero de 2021	SAN ANDRES	LOPEZ PRIOR, MARIA DE LOS ANGELES	Plaza de abastos San Andres valuewaste
jueves, 14 de enero de 2021	SAN ANDRES	MUÑOZ MUÑOZ, JUAN JOSE	Visita plaza de abastos de San Andrés, recordar uso con
jueves, 14 de enero de 2021	VISTABELLA	LOPEZ PRIOR, MARIA DE LOS ANGELES	Concienciación mercado La Fama
viernes, 15 de enero de 2021	LA FLOTA	VALUEWASTE, MONICA	Valuewaste: Encuestas a pie de calle con entrega
lunes, 18 de enero de 2021	VISTALEGRE	VALUEWASTE, MONICA	Valuewaste Vistalegre: Supermercado Torre Lucas y Alim Alimentación Amistades y Cafetería Bar Hotel Churra en
lunes, 18 de enero de 2021	VISTALEGRE	VALUEWASTE, MONICA	Valuewaste: Campaña informativa comercios Vistalegre. Restaurante Tinger, Julio López Ambit 7, Supermercado
lunes, 18 de enero de 2021	VISTALEGRE	VALUEWASTE, MONICA	Valuewaste: Información sobre campaña en colegio Ntra
martes, 19 de enero de 2021	SAN PEDRO	LOPEZ PRIOR, MARIA DE LOS ANGELES	plaza de abastos Verónicas valuewaste
martes, 19 de enero de 2021	SAN PEDRO	MUÑOZ MUÑOZ, JUAN JOSE	Visita plaza de abastos de Verónicas, recordar uso conte
martes, 19 de enero de 2021	VISTALEGRE	VALUEWASTE, MONICA	Valuewaste: Campaña Vistalegre, información a los ciud
martes, 19 de enero de 2021	VISTALEGRE	VALUEWASTE, MONICA	Valuewaste: Campaña Vistalegre. Colegios Ntra Sra Atoc la Pepa y Mercado calle Periodista Antonio Herrero.
miércoles, 20 de enero de 2021	LA FLOTA	VALUEWASTE, MONICA	Valuewaste: Campaña informativa Vistalegre. Colegios N
miércoles, 20 de enero de 2021	SAN PEDRO	LOPEZ PRIOR, MARIA DE LOS ANGELES	plaza de abastos Verónicas valuewaste
miércoles, 20 de enero de 2021	SAN PEDRO	MUÑOZ MUÑOZ, JUAN JOSE	Visita plaza de abastos de Verónicas, recordar uso conte
miércoles, 20 de enero de 2021	VISTABELLA	LOPEZ PRIOR, MARIA DE LOS ANGELES	Plaza de aba
miércoles, 20 de enero de 2021	VISTABELLA	MUÑOZ MUÑOZ, JUAN JOSE	Visita plaza d

Responsable

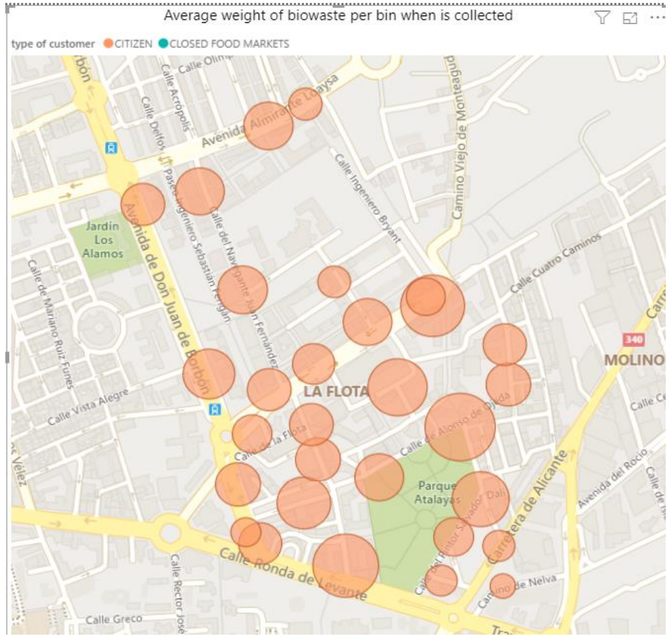
LOPEZ PRIOR, MARIA DE LOS ANGELES te

Use of technology

The use of technology allows us to go where the deviations are.

- Geolocated bins.
- Identification and weighing of the bio-waste bin.

- Customer information through LED panel installed in the vehicle.

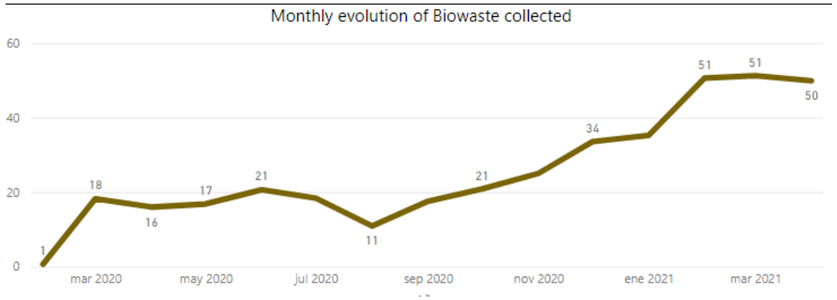


Social Networks

IoT

Biopatrols

Customer service



TO SUM UP

1. Consider the **customer** from the first stage of the project. Which are his/her insights?
2. Establishes **parameters** to monitor the project: quality and quantity .
3. Awareness and **information campaigns** aimed at users of municipal waste collection services are essential. Be transparent.
4. Use **technology** to analyze deviations and optimize resources.
5. Need to establish a **protocol** for the successful implementation of bio-waste collection.

Pedro G. Rodriguez
pedro.gustavo.rodriguez@ferrovial.com

THANKS
Any question?

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