



Citizen engagement & awareness - BIR

Øystein Kalve Sunde and Maria Jacobsen Zafar



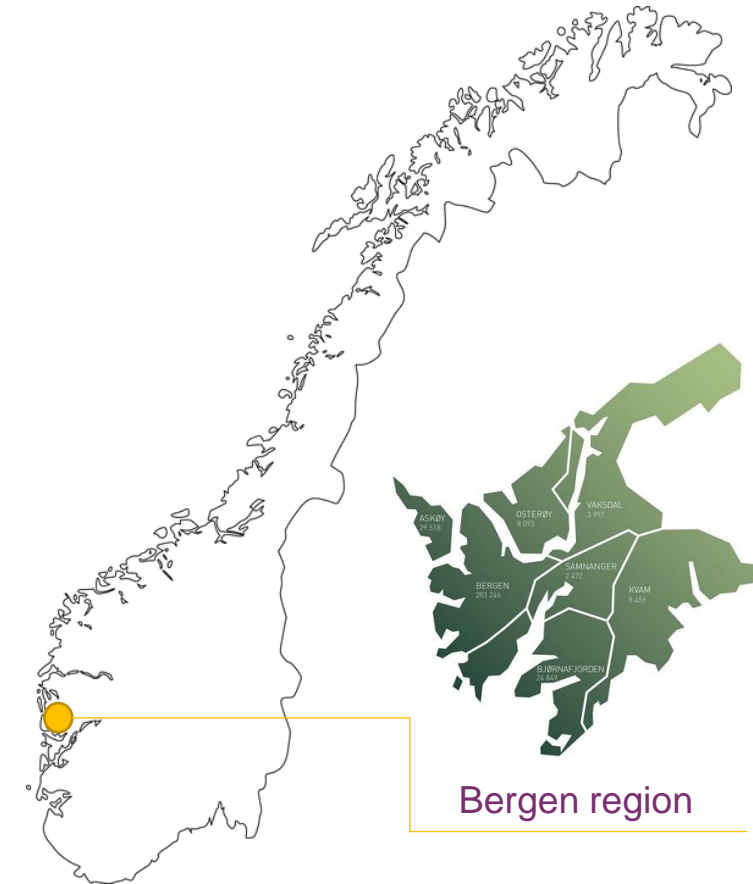
Agenda

- The Bergen region
- Development of waste infrastructure
- 'Pay as you throw' – Effects in Bergen
- Drivers for behavior
- Reuse week
- The Circular School
- The Environment Portal



The Bergen region

- Over 365 000 inhabitants
- Ca. 138 km²
- Both urban and rural areas, surrounded by mountains.
- Known for rainy weather
- Main economic activity: Oil and gas, ocean technology, seafood, shipping



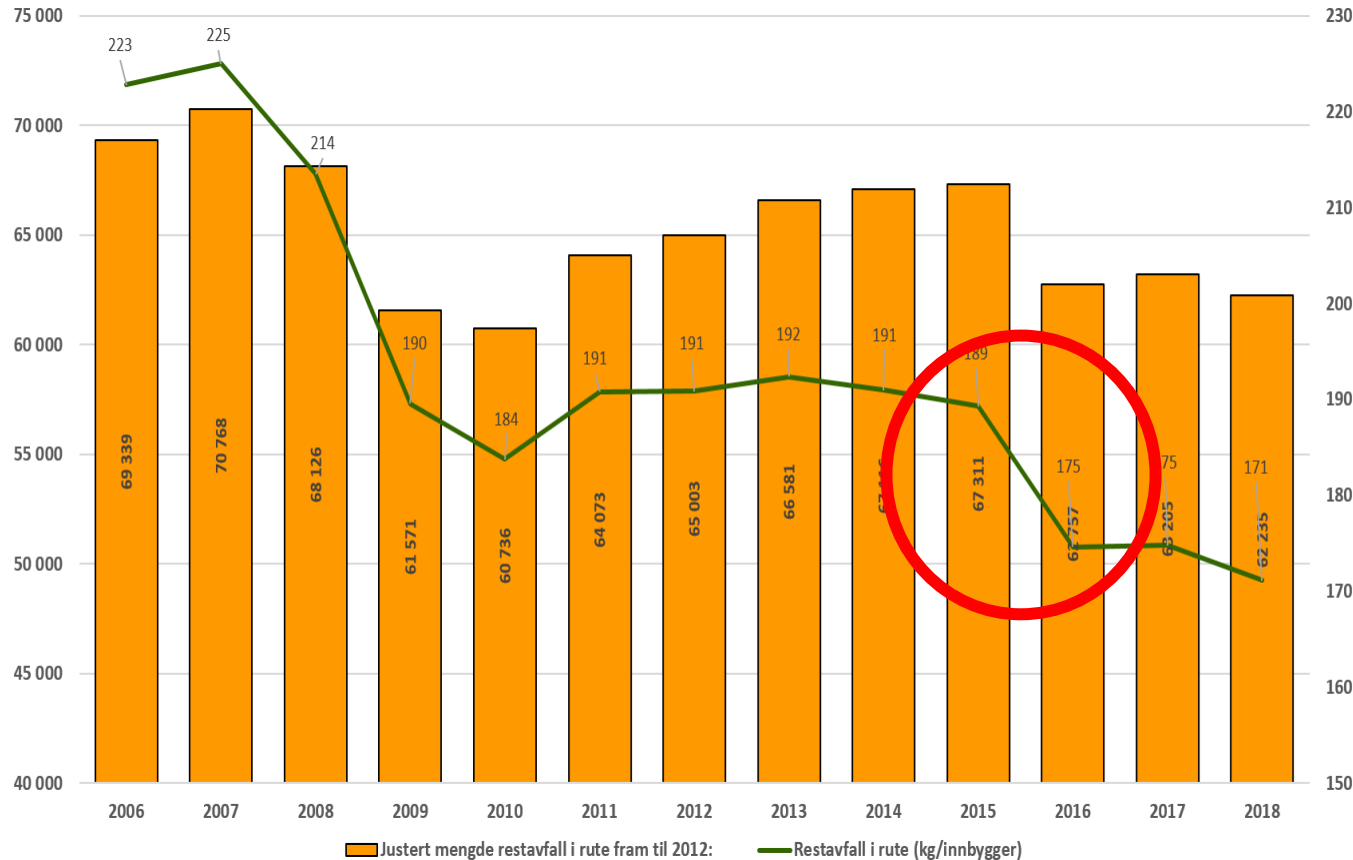


Development of waste collection infrastructure

- Step-by-step development
 - Bins made «smart» with RFID-chips
 - One of Europe's largest tube systems
 - UWS
- Digital platform and payment model



PAYT, incentive model and effects



Fixed fee + variable fee for residual waste (a minimum amount included in the fixed fee)

Pricing the volume of residual waste – and sorted waste “free of charge”

Drop of 8% residual waste as city of Bergen was implemented



Drivers for behavior (...and “behavioral economics”)

1. Insight and attitude
= communication
2. Convenience
= ease of use
3. Economy/incentive
= appreciation of effort...
...and not necessarily a means to
save money(!)



PAYT and nudging needs more research!



- Non-digitalized traditional shared waste infrastructure. Can't measure individually – challenge: “tragedy of the commons”
- Opportunity for research! What is really the effect of PAYT? How does it work compared with a moral appeal - Nudging? And how to develop it further(!)
- Live lab for research – collaboration with The Norwegian school of Economics (NHH) – Results in 2023



Reuse Week

- 2019 – first time in Bergen
- Show citizens and companies the diversity of reuse initiatives in the area
- Teach people about the problems associated with our consumption, and the solutions
- Held on the same week as Black Week





<https://www.youtube.com/watch?v=YLZ6spn3UKs>



Gjenbruksuken arrangeres av:



BERGEN
KOMMUNE



 Naturvernforbundet

Vi ønsker å vise privatpersoner og næringslivet i Bergen og omegnskommuner mangfoldet vi sammen har å by på innen gjenbruk og inviterer til en hel uke dedikert til bærekraftig forbruk og økt gjenbruk.

Klikk på dag for å se
aktivitetene:



MANDAG

Sirkulære Bergen



TIRSDAG

Innovasjon og plast



ONSDAG

Design



TORSDAG

Matredding



FREDAG



LØRDAG

- 3 main organizers
- 20 companies organized events
- Organizers responsible for creating events, and bookings
- 70 coffee shops offered a discount
- Marketing on BIRs website, organizers' websites, in local media, coffee shops etc.



BERGEN
KOMMUNE



Naturvernforbundet



NOV
29.

Symesterskap for alle - Fiks og triks med klær

Offentlig · Arrangeres av [Naturvernforbundet Hordaland](#), [BIR](#) og 2 andre



Fredag 29. november 2019 kl. 15:00–18:00 UTC+01
Mer enn et år siden



Freteks Lars Hillesgate Bergen



The Circular School

- Provide the participants with knowledge about sustainable business models
- Learn from each other
- Create networks
- Share experiences
- Circular economy is not a competition. Cooperation and sharing ideas are essential to succeed.

knowit

NORCE

BERGEN
NÆRINGSRÅD
 Bergen Chamber of
Commerce and Industry

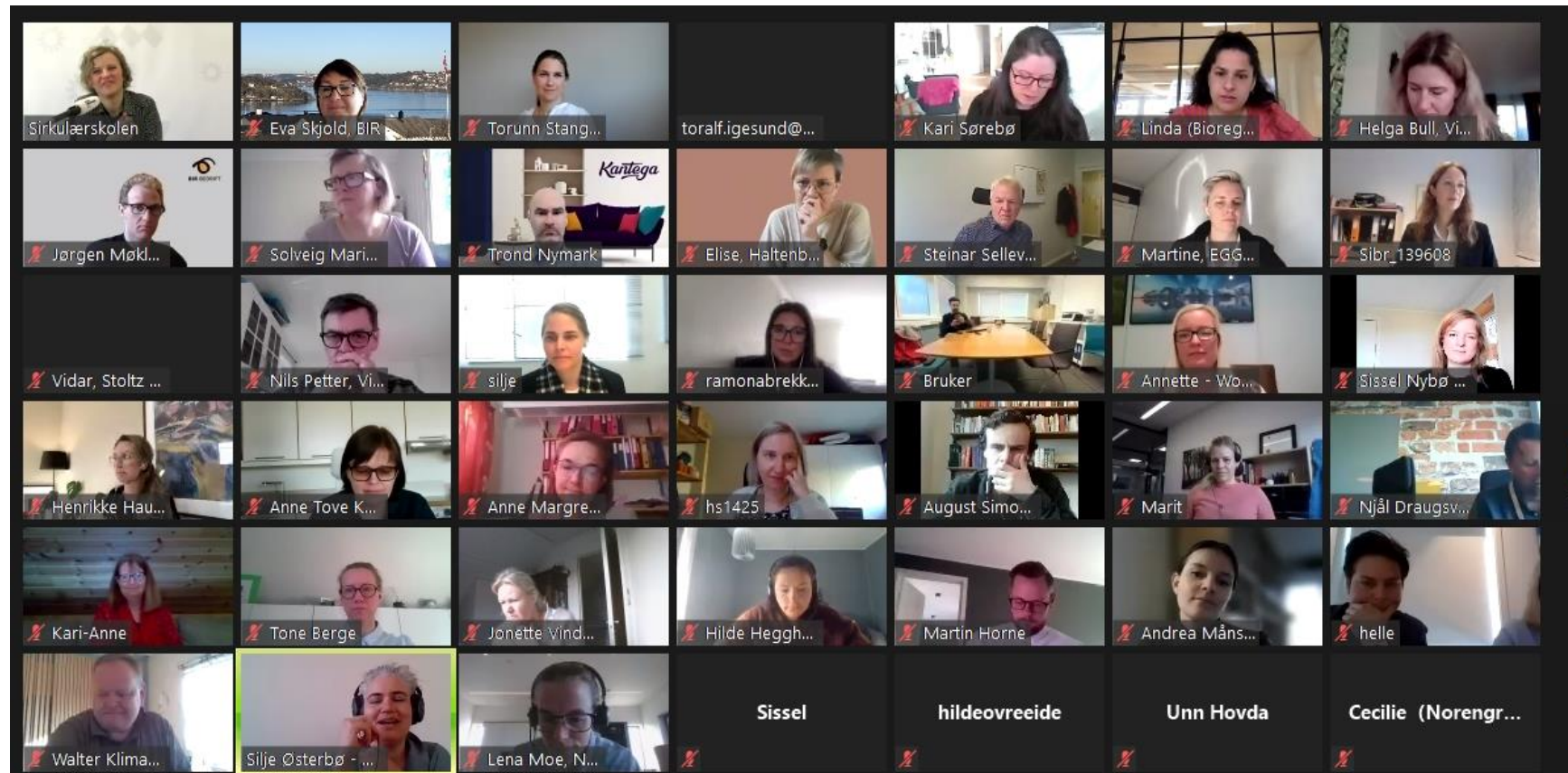
 Innovasjon
Norge


pwc





- 2020: 40 participants
- 2021: 70 participants + waiting list
- 5 gatherings, and tasks



The participants will get:

- Insight into current challenges related to sustainability, climate, lack of resources and loss of biological diversity and the terms used
- Knowledge about value chains and material flows in society, and tools to map material flows in their own companies
- Knowledge about local, national, and international regulations related to circular economy, as well as available funding schemes
- Knowledge about circular business models, and the opportunities of industrial symbiosis
- Knowledge about obstacles to circular economy and how to bypass them.
- Understanding of the innovation and research opportunities within circular economy





The Environment Portal

- Launched in 2020
- Part of BIRs website
- Gathers contributions for the environment that are not part of the statutory responsibility we have for household waste



Halvparten av EE-avfallet som kastes kan fremdeles brukes



Vil du være sporty og miljøbevisst?

Ressurser

- Miljøtips →
- Gjenbruk →
- Reparasjon →
- Strandrydding →
- Forsøpling →
- Opplæring →
- Bærekraftsmål →



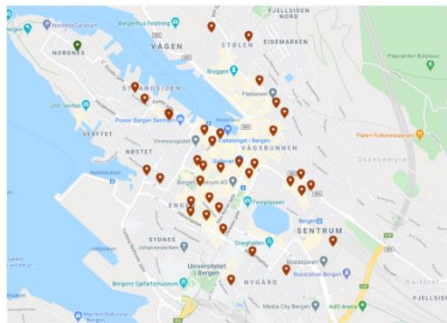


Reparasjon

For å spare miljøet oppfordrer vi til å reparere ting i stedet for å kaste dem.

Trykk på kartet for å komme til Naturvernforbundets oversikt over reparasjoner.

Her finner du reparasjoner av mobiler, PC/nettbrett, sykler, møbler og klær. Tips oss gjerne om du kjenner til flere som burde være med i oversikten.



Opplæring

Digitalt undervisningsopplegg

Koronasituasjonen gjør at vi for tiden ikke kan ta i mot elever på omvisning eller holde foredrag ute på skoler. Vi har derfor laget et undervisningsopplegg som lærere kan ta i bruk selv. Om ønskelig kan en BIR-representant presentere dette og være deltagende i spørsmål. Send en e-post til kommunikasjon@bir.no for å komme i kontakt med oss, så hjelper vi gjerne.

Miljøundervisning til bruk for lærere

- Resources for schools
- Guided tours of our energy plant
- Beach clean-ups
- Tips and resources for a sustainable life by repairing and reusing things, and reducing waste
- Sustainability goals

