

Calendar with hints on waste prevention



1. Summary

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|---|--|
| Country/Geographical Area | Tampere Region, Finland |
| Level implementation | Regional |
| Scale | Roll out |
| Waste fraction / Specific Waste Type | Several |
| Target Audience | All the households in the region |
| Objective | Waste prevention |
| Initiator/coordinator | Tampere Regional Solid Waste Management Ltd. |
| Other key actors involved | |
| Duration | 2005- continuing |
| Number in PW Mapping | 72 |
| Name of partner(s) having contributed to factsheet & date | Tampere Regional Solid Waste Management Ltd. 2.3.2011 |
| Contacts | www.pirkanmaan-jatehuolto.fi |

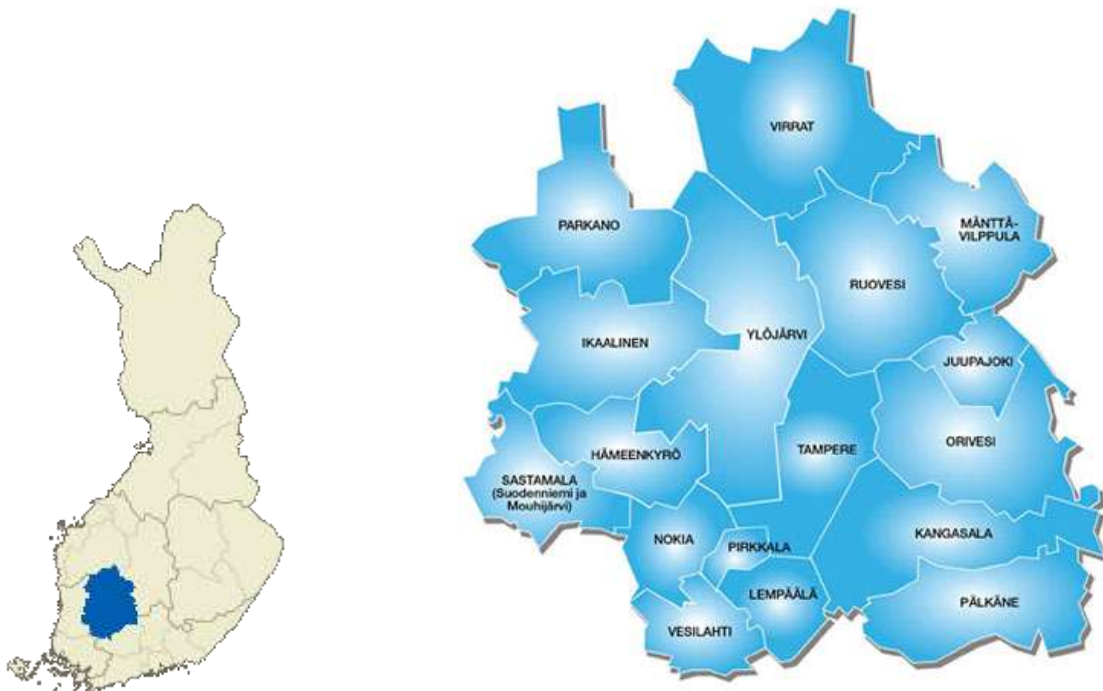
2. Context

Tampere Regional Solid Waste Management Ltd. (TRSWM) is a Finnish company established to manage the solid waste of the region on behalf of its owner municipalities.

The activities of the company include collection, processing and disposal of waste, research and development, as well as consumer advice on waste management issues.

The company was established in 1994 and is today owned by 17 municipalities including the city of Tampere. In 2009, there were 59 employees and the turnover of the same year was EUR 29,1 million.

The region covered has almost 412.000 inhabitants and there are approximately 27.400 companies of various sizes.



The company's environmental management system has achieved an ISO 14001 certification. The targets of the company's environmental policy are to reduce the amount of waste, to improve waste recovery and to take care of safe final disposal.

Biowaste is all biological, decomposable waste. All buildings with at least five apartments must have their own biowaste collection bin (in the municipalities of Hämeenkyrö, Ikaalinen, Kangasala, Lempäälä, Mänttä-Vilppula, Nokia, Orivesi, Parkano, Pirkkala, Pälkäne, Tampere and Ylöjärvi). Others can use their own composter for composting biowaste.

Biowaste is transported to the Tarastenjärvi solid waste management site, where it is composted in the composting plant. The created compost is used for landscaping the landfill site at Tarastenjärvi.

In 2009, in Tampere Region, over 300 kg of household waste / inhabitant were produced.

3. Strategy

Objectives

- To prevent or decrease the amount of bio waste (food waste) (2010)
- To promote sustainable consumption and waste prevention (2011)

Preconditions

Another regional waste management company in southern Finland had published a calendar with information on waste management issues. The project had been very successful. It seemed like a good idea to transfer it to Tampere region.

The TRSWM had been publishing a wide variety of leaflets and booklets on waste issues. A common problem is that people easily throw away leaflets and information booklets. A calendar hanging on the wall for a whole year is a much more effective way to distribute information on waste (prevention) issues.

Procedure

Every year in December, Tampere Regional Solid Waste Management Ltd. sends a yearly calendar to each household in its region. The calendar has nice pictures and it can be put on the wall in the kitchen. There is one large page for every month. On every page there are hints on waste prevention, e.g. recipes like in a cookbook giving instructions on what to do with the food leftovers.

Citizens can participate in the yearly calendar project by sending photos to the competition where the best pictures for the next calendar are selected. The winning prizes are gift coupons that can be used at local services.

The first calendar was sent in 2005 and the procedure is continuing.

4. Resources

Financial Resources

The direct costs are about 50.000 euros annually including external expertise (layout, printing, mailing etc.).

Human Resources

About a half man-year annually (internal). The calendar is designed by an external expert.

Communication Tools

The printed calendar.

Allocation of resources over time

The photo competition for next year's calendar starts at the beginning of the previous year and continues over the summer.

The work for the next year's calendar starts during the summer when the photos are chosen and the overall theme of the calendar is chosen. During the autumn the texts and lay-out are finished and calendars are printed and delivered in late November - early December.

5. Evaluation

Results

- Participation

In 2010, 220.000 calendars were distributed to the households in the Tampere Region.

No other evaluation was carried out.

6. Lessons learnt & recommendations

Opportunities & Challenges

- The calendar is well known and well kept by the households in the region.
- It is a good way to deliver information and activate the people.
- It needs new ideas every year and the ideas have to be interesting for the people.

7. Comparison with similar actions

In different location/context

Similar calendar projects have been carried out by other regional waste management companies in Finland and elsewhere in Scandinavia.

Brussels Environment - IBGE (Belgium) published a calendar on seasonality (including advice on when to get local fruits and vegetables with recipes) in [2011](#) and [2012](#) (in French) which was sent to the citizens who are registered to the newsletter and to all the inhabitants of the Brussels Capital Region who ordered their free copy.

