



**URBAN
WASTE**

URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES

Community of Practices Florence



Lorenzo Bono

AMBIENTEITALIA
RICERCA, CONSULENZA E PROGETTAZIONE PER LA SOSTENIBILITÀ



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690452

Stakeholders involved



About 30 people attending the second and the third Conference of Participants:

- Municipality of Florence (environment and tourism office), Metropolitan City of Florence, Tuscany Region
- Regional Agencies (environment and resource efficiency)
- Waste and water management companies
- Industrial, commercial and hotel associations
- Charities
- Tourist technical institute

Press conference (15th June 2017)

Ensure the presence of “decision makers”, and collect declarations of interest from local stakeholders.



Federica Fratoni, Environment Councillor of Tuscany Region

Livio Giannotti, CEO of Alia SpA (waste management company)



Launch event: promo tour (17th June 2017)



On a Summer Saturday, from 15.00 to 23.00, the core initiative took place, with a promo tour and an informative stand organized in Piazza Duomo, in cooperation the “Notturna di San Giovanni” marathon (involving about 2,500 runners)

The promo tour



Urban waste stand in Piazza Duomo



- Tricycles supplied by the waste management company
- Frames for taking pictures
- Cartoon bubbles



Florence is part of the URBAN-WASTE project with the aim of reducing waste production, increase recycling and improving waste management in tourist cities

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Postcards

Postcards with a bar code linking to the Urban Waste web site were distributed to tourists and included in the 2,500 marathon-packages.



Flasks

To tourists which were available for the video interview we offered, as a gift, the project's flask, explaining them that it can be used to take water from public water fountains in order to reduce the use of disposable plastic bottles.



Pictures and interviews

During the promo tour, a lot of tourists and marathon-runners have been interviewed: 40 pictures with Urban Waste frames and 12 video-interviews have been collected.



Main feedbacks

Difficulties in finding in the city center the **waste bins for doing the separate collection** of waste or to understand in which bins to throw the different waste fractions.

Most of the tourists staying in AirB&B (the majority of the tourists interviewed) declared that they had not received any **information on how to do the separate collection** of waste and in most cases different bins for the different waste fractions were not available in the apartments.



The video



<https://www.youtube.com/watch?v=mP1gHhsFDRE>