



**URBAN
WASTE**

URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES

Communication campaign promoting Urban Waste measures in pilot cities

Lorenzo Bono, 27th February 2018



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AMBIENTEITALIA

RICERCA, CONSULENZA E PROGETTAZIONE PER LA SOSTENIBILITÀ

THE CITY I LOVE

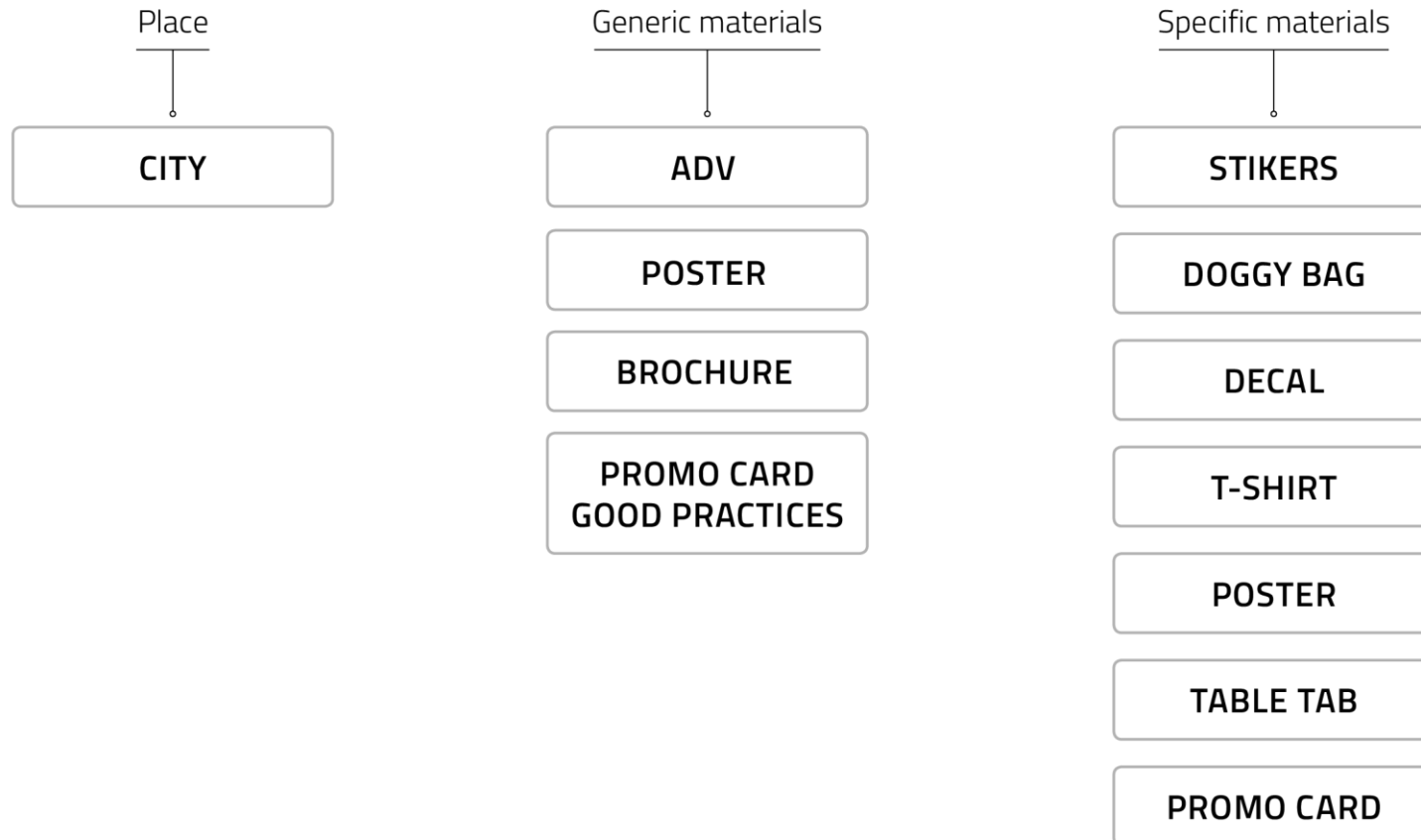
The Urban Waste Project wants tourists to follow the good practices of sustainable tourism. Why should a tourist do it? People visit a city because they love to travel and to discover new places. For this reason, they'll respect these places and what they represent. This is always the starting point of a great love story. We say that in the sub-head: "Responsible tourists loves the places they visit." Those who loves someone or something want to take care of it. That's why our headline is: 'A city to take care of.'

In the body-copy we explain what it means to take care of a city: not wasting food, differentiating waste, drinking tap water, reduce packaging, preserving the marine ecosystem, and do that together. All these are the Urban Waste Project good practices.

The communication objective is to make the city "happy": in the visual we show the cities through the eyes of those who are in love.

In fact, the game between the visual and the headline sums up the campaign: *"If you love Florence, take care of it."*

communication tools



A CITY TO TAKE CARE OF.



RESPONSIBLE TOURISTS LOVE THE PLACES THEY VISIT.

A responsible tourist doesn't waste food, reduces packaging, drinks tap water, differentiates waste, preserves the marine ecosystem and asks the others to do the same. Follow the Urban Waste Project recommendations and make Florence a better place.



info@urban-waste.eu www.urban-waste.eu
#UrbanWasteEU

URBAN WASTE APP is available on [Google Play](#) and [Apple Store](#).
See also [urban-waste.eu](#) and [www.urban-waste.eu](#)



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Promocard



Poster



Brochure separated collection



WHAT IS URBAN-WASTE ABOUT?

The URBAN-WASTE project brings together key stakeholders from waste prevention and management, as well as from the tourist industry in order to develop eco-innovative and gender-sensitive waste prevention and management strategies in cities with high levels of tourism in order to reduce the urban waste production and improve municipal waste management.

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WASTEAPP is estibus aut quod magnistibus est ulibus ipsum ad.

WE ARE A SUSTAINABLE CITY, WE TAKE CARE OF:



INCREASE TAP WATER CONSUMPTION



REDUCE FOOD WASTE



INCREASE SORTED COLLECTION AND RECYCLE WASTE



PROMOTE THE REUSE OF GOODS



REDUCE PACKAGING



WASTE APP is estibus aut quod magnistibus est ulibus lorem ipsum ad vitam.



Table tab

WE ARE A SUSTAINABLE RESTAURANT

We take care of:

- Offering tap water.
- Not wasting food.
- Reducing & Differentiating waste.

A CITY TO TAKE CARE OF.

A RESPONSIBLE TOURIST LOVES THE PLACES HE VISITS.

URBAN WASTE

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JOIN US AND BECOME A SUSTAINABLE CLIENT.

Menu

menù

Ed quostem quam inustruntur aut mil is esist	€ 00,00
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MAKE FOOD, NOT PACKAGING.

URBAN WASTE



proposal #1
Doggy Bag
with a personalize
die cut drawing

proposal #2
Doggy Bag





Let's meet
at the fountain.



Make food,
not packaging.



Love differences.
Separate waste.



Home-made
water



Love is enough.
Take just the food
you need



Love is enough.
Take just the soap
you need.

We are a sustainable restaurant. We take care of:

INCREASE TAP WATER CONSUMPTION



Catur minctent restotatiam harit idus,
consequibus, quat. Occabor poremporume.
Tap water consumption
Catur minctent restotatiam harit idus,
consequibus, quat. Occabor poremporume.

REDUCE FOOD WASTE



Catur minctent restotatiam harit idus,
consequibus, quat. Occabor poremporume.
Reduce food waste
Catur minctent restotatiam harit idus,
consequibus, quat. Occabor poremporume.

INCREASE SORTED COLLECTION AND RECYCLE WASTE



Catur minctent restotatiam harit idus,
consequibus, quat. Occabor poremporume.
Increase sorted collection and recycle waste
Catur minctent restotatiam harit idus,
consequibus, quat. Occabor poremporume.

JOIN US AND BECOME A SUSTAINABLE CLIENT.