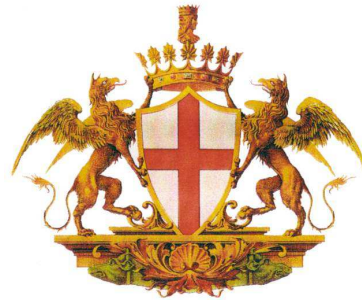


MUNICIPAL PROGRAMME FOR WASTE PREVENTION



Municipality of GENOA
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Councillor for Parks and Degrowth

Genoa, 27th October 2011

SUMMARY

- The Municipality of Genoa is one of the first Italian municipalities that has approved a MUNICIPAL PROGRAMME for waste prevention, with Resolution 186/2010.
- The Municipality has adopted the guidelines set in the Provincial Plan.
- The Plan identifies priority actions for waste prevention and reduction through:
 1. reuse of products;
 2. recycling.

The Plan analyses the various activities conducted in terms of:

- 1 What has been achieved;
- 2 What can be improved.

and works it out according to the following areas:

1. DOMESTIC COMPOSTING
2. TAP WATER USE
3. REUSABLE DIAPERS
4. AGREEMENTS WITH RETAIL CHAINS
5. GREEN PROCUREMENT
6. CLOTHES
7. FURNITURE
8. SPECS FOR SLOW FOOD AND ORGANIC PRODUCTS
9. SALES OF DRAUGHT DRINKS
10. ACTIONS WITH SHOP OWNERS
11. MANAGEMENT OF FESTIVALS AND CITY EVENTS
12. COMMUNICATION AND INFORMATION ACTIONS

(Lab Ter Green point) and Energy, Environment and Waste Lab
(opened on 17th October at Magazzini dell'Abbondanza).

Guidelines for PCPR (D.G.C. 186-2010 Municipal Waste Prevention Programme – Issue No. 2)

It describes the local situation, which actions have been implemented, feasible improvements, and actions to be carried out.

It highlights some interventions – suggestions for optimization and improvement of actions already in place, as well as future **new** actions.

In other words, it features Municipal Administration's position, on which new waste prevention actions can be worked out.

Action	Context	What to do and what to improve	
		Improvement Actions	Innovative Actions
Domestic Composting	Houses	Tia Discount Courses	Communication campaign
Water	Households Offices	To spread the habit of drinking tap water	In the water bill: information leaflet and a coupon to buy a water jug
Washable diapers	Households Kindergartens	Local witnesses (gynecologists and pediatricians)	Ads of maternity wards to be shown in city's movie theaters Divulge info at maternity wards

Action	Context	Improvement Actions	Innovative Actions
Reuse of clothes, furniture, and other second hand items (flea markets)	Households Offices	Strengthen collection of second hand clothes with AMIUS's collaboration (Staccapanni) Strengthen reuse of second hand items (flea markets)	Networking of (public and private) fleamarket experiences
Exhibitions and festivals	Sites of exhibitions and festivals		Adopt and implement a green management of city festivals and events

Action	Context	Improvement Actions	Innovative Actions
Draught mik	Animal farmers Automated milk dispensers	Collecting more info on draught milk sales	
Internal green procurement plan for municipal offices	Municipality	Coordination of internal green procurement actions	
Management of good practices in public offices (to be extended to public offices in general)			Experimental survey with one Directorate, on perceptions, motivations of employees >>shared definition of actions which, following appropriate assessment, will proved to be effective. Application to other Directorates and Public Administration. E-government practices, establishment of a technical platform across several directorates

DIRECTIONS FOR MUNICIPAL PROGRAMME FOR WASTE PREVENTION

Action	Context	What to do and what to improve	
		Improvement Actions	Innovative Actions
Surplus recycling project	Retail Chains Shop Owners Restaurants Canteens		Entity/ies (Amiu+ Third Sector+ Social Enterprises) who can manage all recycle stages and redistribute surpluses
Entity able to design and manage the recycling and reuse of goods	Households Offices	Best management of the Recycle Factory (Fabbrica del Riciclo) Review of some waste collection flows (bulky wastes, RAEE system, etc.)	Entities (Amiu+ Third Sector+ Social Enterprises) who can manage the entire reuse supply chain Revamping and optimization of second hand markets



“In and Out the Compost Bin”

*Environmental
Education Project
by the
Municipality of
Genova*

Project Promoters

- Department for Sustainable City
- Department for Parks
- Department for Education Policies
- Directorate for the Environment (Labter Green Point)
- Directorate for Education Policies (City Council for Independent Schools)
- Directorate for City Development and Culture
- AMIU

Project Partners

- Associazione Terra!Onlus
- Associazione Italia Nostra – Genoa Section
- Regional Rolls of Agronomists
- Agricultural School “B. Marsano” in Sant’Ilario

Reasons for the “In and Out the Compost Bin” Project

- The project focuses on domestic composting, namely the use of an aerated container – the compost bin - where organic and green wastes are turned into natural fertilizer, namely into compost
- However, the project also aims at investigating if and how composting can also be done in an urban context

Project Target

- State primary schools
- State kindergartens
- Municipal kindergartens

One or more classes for each Directorate (ISA - UOST) can participate in the project, also from different school districts or of different grades

Project Structure

- The project features three parallel implementation areas:
- **First Project Area:** schools where domestic composting is already done
- **Second Project Area:** schools that plan to start domestic composting
- **Third Project Area:** schools that, in addition to domestic composting, plan to Design/Implement a green space or an urban flower/vegetable garden

First Project Area

Schools where domestic composting is already done

- These schools may develop the project not only by continuing to compost their wastes, but also by designing a self-made compost bin, thus improving their knowledge as to the type of compost they need for use in farming, or by taking an “inventory” of green areas around the school, contacting those taking care of these areas, or “adopting” a neglected green area

Second Project Area

Schools that plan to start domestic composting

- These schools can take part in the project by starting to compost their organic wastes and then report about their experience, problems encountered and solved, results achieved. Schools can also design their compost bin or discuss how they want to use the compost, for the school flower or vegetable garden, or in green areas in the neighborhood or in a neglected green area they plan to adopt

Third Project Area

Schools that, in addition to domestic composting, plan to Design/Implement a green space or an urban flower/vegetable garden

- These schools - either experts or beginners in composting – plan to couple the production of compost with the design/implementation of their own green area. It does not necessarily have to be a plot of land, it could well be a small flower or vegetable garden in a confined little space or on a terrace, with pots and other containers, and – even better – using recycled materials

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Are these three Project Areas to be strictly followed?

- Not at all! They are just indications and suggestions. Each school is free to follow its own direction provided it is focused on domestic composting, a virtuous practice matching the production of natural fertilizer with upstream waste reduction

Support Given to Participating Schools

- A training course shall be offered to teachers, divided in two sessions of 3 hours each
- Throughout project implementation (from October 2011 to April 2012), a secretary office will be available for information and technical consulting to all participating schools
- Materials and information about the project will be available on the Urban Center web site (<http://www.urbancenter.comune.genova.it>)
- A grant will be given, the amount of which will be notified upon completion of the project enrolment phase, to buy the materials required for project implementation. This grant will be paid against receipts of purchase (invoices, cash vouchers, etc.)
- Several recycled materials that can be used in the project will be made available at AMIU's "Fabbrica del Riciclo"

Teachers' Training

Two training sessions have been scheduled:

- *The first training session* is to be held at Palazzo Tursi via Garibaldi, 9 (Salone di Rappresentanza), on October 5, from 2:30 p.m. to 5:30 p.m.
- *The second training session* will be scheduled in November, probably at Fiera del Mare, during the Salone degli Orientamenti ABCD (details on venue and time will be given in due time)

Teachers' Training

FIRST DAY AGENDA

In addition to a detailed project description, the Agenda will feature presentations on the following issues:

- Waste cycle in Genova
- Domestic composting technique
- Report by a school already doing domestic composting
- Urban flower/vegetable gardens

SECOND DAY AGENDA

- Detailed presentation of the three project areas

Project Outcome and Contest

- At the end of March 2012, participating schools will be asked to fill in a form featuring the activities conducted under the project, preferably providing also visual evidence (charts, photos, videos...).
- The above materials may be used to organize a virtual exhibition and a “Composting Calendar”.
- A prize in money aimed at continuing the activities linked to the project theme will be awarded to the 5 best works

How to participate

- To take part in the project, schools must fill in the Registration Form attached to the Project Presentation letter and send it to the addresses specified in the form either by fax or email by October 15

For more information and explanations

- Call the Project Secretary Office:
Assessorato alla Città Sostenibile
Phone 0105572176

Or write to:

compostaggio@comune.genova.it