MIWA

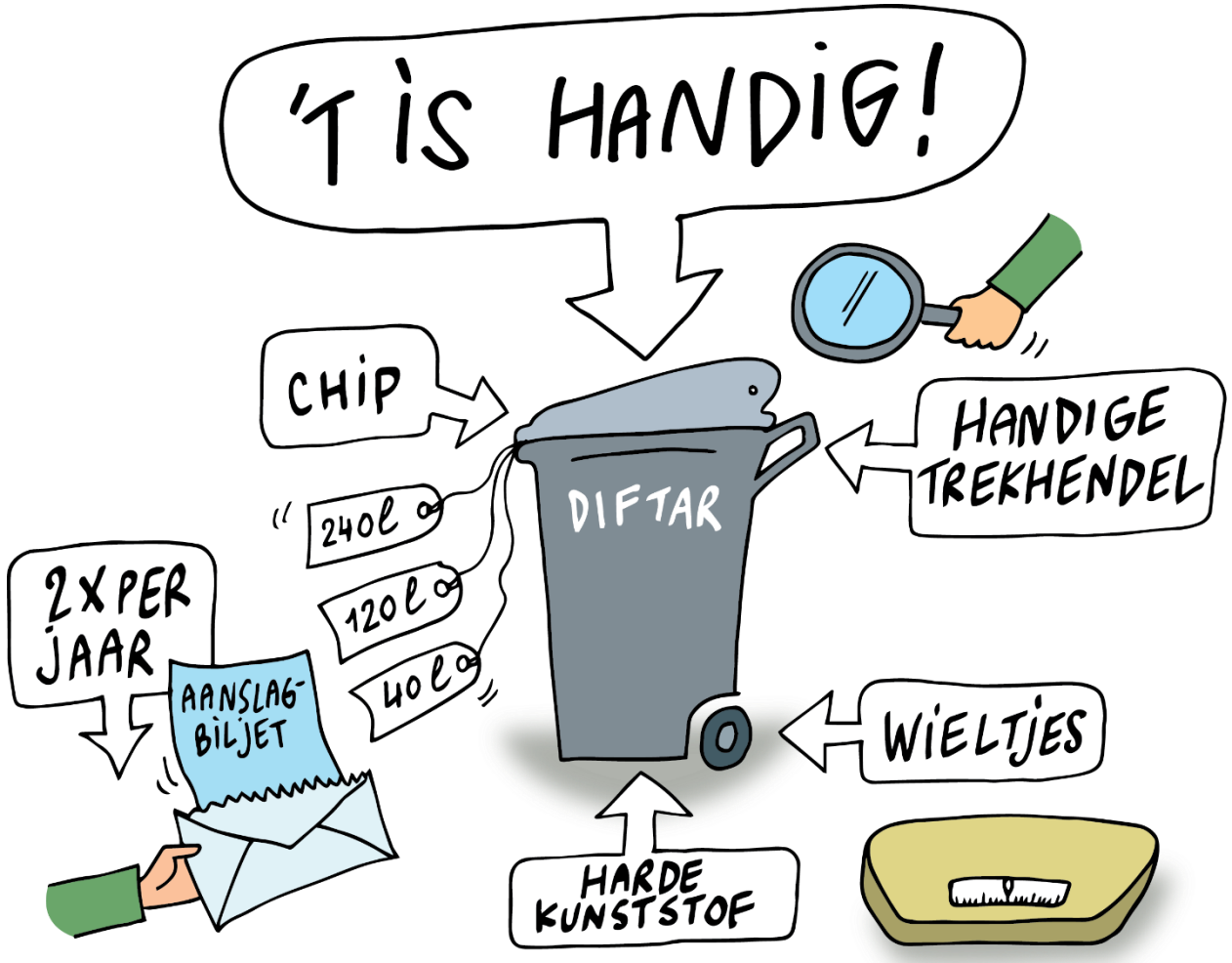
VOOR MINDER AFVAL

About MIWA

- Inter-municipality **Mi**dden-**Wa**asland
  - 5 cities (around Sint-Niklaas)
  - +/- 156.000 inhabitants/65.000 households
  - in charge of the collection of household waste

- 100% public hold company : shareholder- vs stakeholdermanagement
  - Who ? the civilians
  - 'value' has not only a financial status, but also :
    - reputation
    - customer awareness and -satisfaction
    - 'proof of delivery'
    - **environmental figures = key**

Diftar : introduction of PAYT…



About diftar

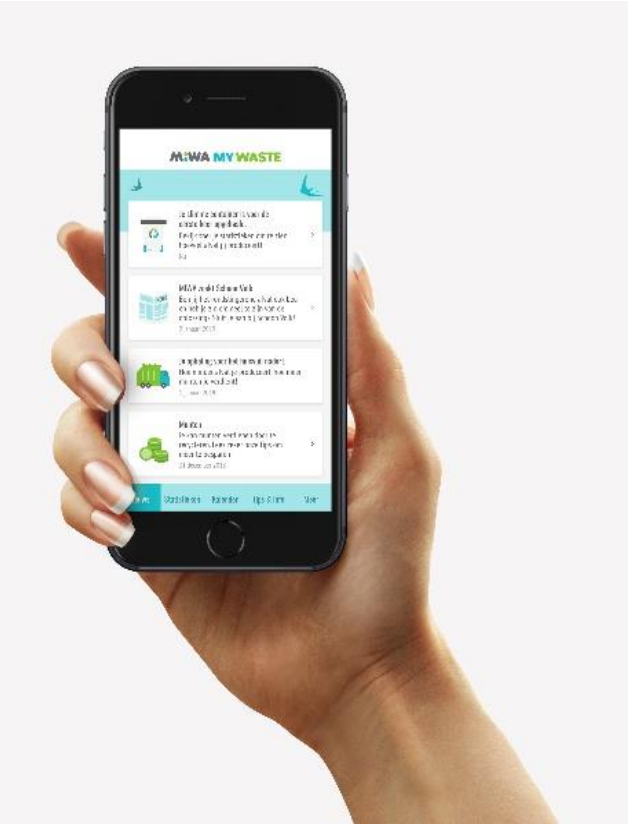
- DIFTAR = **dif**ferentiated **tar**if : PAYT
- Every household gets a bin (July 2019)
  - 3 sizes (40, 120, 240 L)
  - Chip with indentification (name, address)
  - When emptying the container :
    - Emptying (logistic fee)
    - Weight (kgs) (treatment fee)
  - 2 times/year : billing campaign
- Nothing new ! Proven concept

How to create (additional) value ?

‘Building community’ & ‘connectivity’

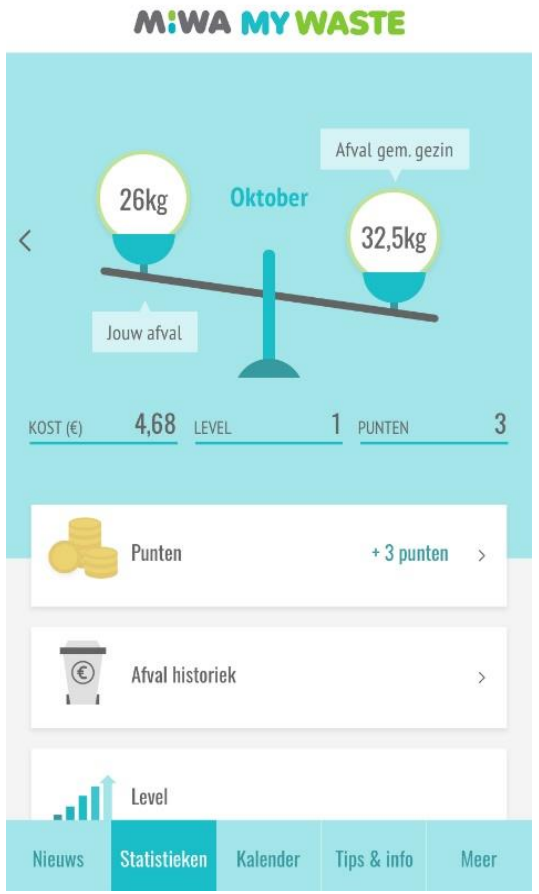
MIWA My Waste

- Mobile application (app) – Android/iOS
- Gives real-time insight in ‘waste consumption’ and billing
- Additional channel to communicate with the public (general and/or specific information)
- More, faster, easier : ‘mobile first’-approach
- Platform with a lot of possibilities…



MIWA My Waste

- Check your situation by ‘one click’
- Proof of delivery :
  - Emptied my bin ?
  - Weight of waste ?
  - How much do I pay ?
  - Benchmark : other households ?
- Historical information about waste figures

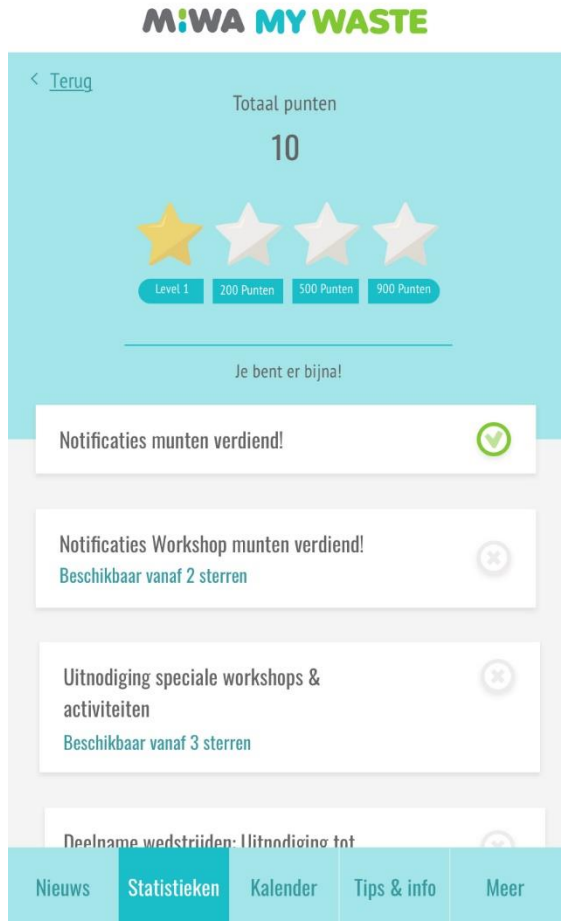


MIWA My Waste

- **Gamification** as 'lever'
  - Save 'points' :
    - The less waste, the more…
  - Raise your 'level' and gain stars
    - If you sort well
    - As a volunteer
    - …

MIWA My Waste

- ‘cash’ your points :
  - Get access to workshops, competitions
  - Access to ‘marketplaces’
    - Services and goods with discount
    - Preferred partners



MIWA My Waste

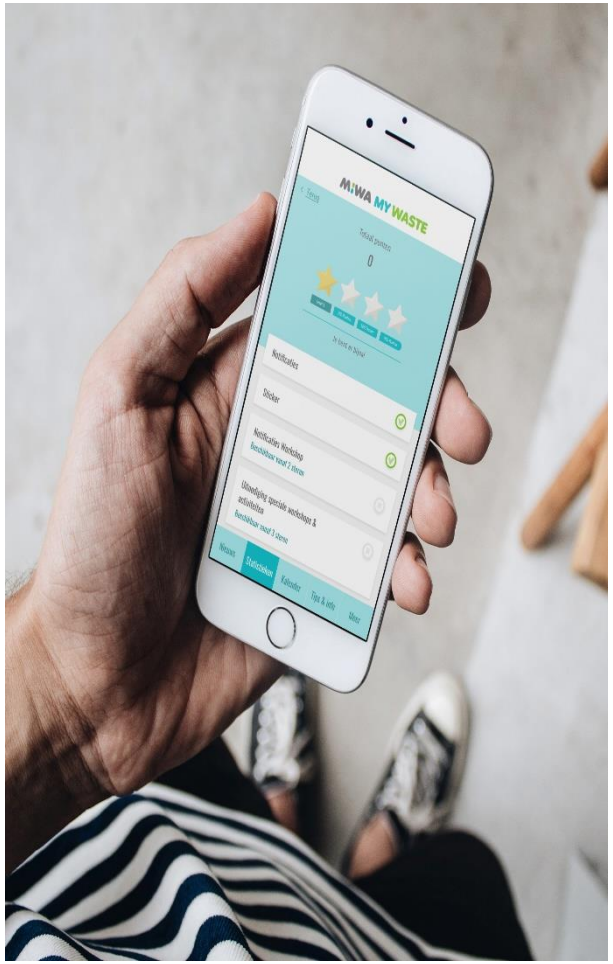
- Waste collection calendar
- Interactive map with collection points
- ‘My collection facility’ as default
- Sorting guide
- Ask directly your questions
- Newsfeed
- Notifications
- Pay-button

MIWA My Waste

- 54.000 invitations (by personalized letter)
  - Two-step authorization (GDPR-proof)
- + 18.000 registered and frequent users

= huge success !

PAYT becomes KAYT



Projectpartners

- MIWA : purchaser/owner idea
- The Studio : digital innovation/blockchain
- Inovim : datamanagement

Thanks for your attention!

Any questions ?

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