

## What is PAYT?

Pay-as-you-throw tariff schemes (PAYT) are based on the “**polluters-pay principle**”. They charge waste producers on the basis of the **actual amount of waste generated** and provide **incentives** for the collection of recyclable waste and the reduction of mixed waste. The effect of PAYT is to **make waste prevention, reuse and better separation at source for recycling more economically attractive, increasing the waste producer’s responsibility**.

PAYT schemes are included in the Annex IVa of the new Waste Framework Directive (Directive (EU) 2018/851), among the examples of economic instruments and other measures to provide incentives for the application of the waste hierarchy [article 4 (3)].

## What is KAYT?

Know-as-you-throw (KAYT) is an innovative concept developed by the Horizon 2020 Waste4think project to **reduce municipal waste through a knowledge & persuasion-driven approach**. KAYT can be seen as **an additional instrument to PAYT, or as a simpler and easier alternative to it**.

The idea: the habits of waste producers towards separate collection can be improved **simply by informing them in a continuous and convenient way**, combining technology (messages via apps, gamification, etc.), one-to-one meetings with real informers and some economic and/or social benefits.

KAYT is highlighted in the report of the European Commission “Best Environmental Management Practice for the Waste Management Sector” (June 2018).

## PROJECT PARTNERS



Lead Partner  
ITALY



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Ajuntament de  
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COMUNE DI  
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DENMARK



BELGIUM



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# RETHINK WASTE

RETHINKING MUNICIPAL TARIFF SYSTEMS  
TO IMPROVE URBAN WASTE GOVERNANCE

[www.rethinkwaste.eu](http://www.rethinkwaste.eu)



@REthinkWasteRTW

## Why

# RETHINK WASTE?



The new waste legislation (directive (EU) 2018/850 and directive (EU) 2018/851) sets new targets on municipal waste:

- 65% in weight of preparing for reuse and recycling by 2035;
- maximum 10% sent to landfill by 2035.

Improving waste management at local level has a huge potential for saving resources and moving towards circular economy: in this regard, **innovative governance instruments such as “Pay-as-you-throw” (PAYT) and “Know-as-you-throw” (KAYT) can lead to impressive results.**



THE MAIN OBJECTIVE OF THE LIFE-RETHINKWASTE PROJECT IS TO PROVIDE LOCAL AUTHORITIES WITH AN INNOVATIVE “PLUG AND PLAY” GOVERNANCE MODEL BASED ON THE PAYT + KAYT APPROACH

## What will RETHINKWASTE do?

- Produce a **Catalogue of recent practices in PAYT and KAYT**, through a **Mirror Group** with main EU projects/cases.

- **Test the innovative concept of KAYT side by side with the PAYT approach in 4 Pilot Areas** (3 municipalities in Italy, 1 in Spain) with different implementation schemes, **evaluate the environmental, economic and social results**, permanently **incorporate the PAYT and KAYT paradigm** within the municipal waste management regulations.

- Run **LCA (Life Cycle Analysis) and LCC (Life-Cycle Cost Analysis)** that will help Pilot Areas to **assess the environmental footprint** of the new waste regulations including PAYT-KAYT.

- Provide about **230 municipalities in the EU with customizable waste governance strategies, service schemes and business plans** (through DSS + PAYT empowerment toolkit + focused training/coaching). We want to **trigger a change in mindset among policy-makers and civil bureaucracy**, which will in turn spark a shift from traditional tariff systems (fixed cost\*user) to a variable one (PAYT), combined with a pioneering informative and persuasion approach (KAYT).

## The Pilot Areas

The project will implement PAYT-KAYT modular tests in:



**ETRA**  
(Municipality of Bassano del Grappa)

43,412 inhabitants | Veneto, ITALY



**Municipality of Bitetto**

11,923 inhabitants | Puglia, ITALY



**Municipality of Varese**

80,645 inhabitants | Lombardia, ITALY



**Municipality of Sant Just Desvern**

17,494 inhabitants | Catalonia, SPAIN



## Expected results:

- yearly quantity of unsorted waste produced
- + quality of the waste sorted
- + tariff spread between the virtuous citizens and the underperforming ones → **more fairness** in service tariff and **more citizens' engagement** to environmental challenges.