GOOD PRACTICE
GREATER PORTO AREA:

ECO SHOP

November 2014

Content table

1. GENERAL INFORMATION ON THE GOOD PRACTICE (GP)

1.1 General information

Region	Oporto
Country	Portugal
Short name of the good practice	ECO SHOP
Geographical level of implementation (country, region, municipality…)	Two cities of Oporto region – Valongo and Gondomar
Target group	Mainly citizens of Valongo and Gondomar
Date of implementation/duration	The practice began in November 2013
Waste stream (and subcategory)	Recyclable waste
Legal framework	Axis 2 of - PERSUII – law n° 187/2007 of February 12th
Main local instruments involved	Drop-off sites	Civic amenity centers
Scale (pilot/partially roll out /roll out)	Pilot
Initiator/coordinator	LIPOR – Intermunicipal Waste Management of Greater Porto
Demography	
Population	About 268000 (national statistics - 2011)
Number of households	About 114000 (national statistics - 2011)
Area (km²)	207
Population density (number of inhabitants/km²)	1295/km2
General waste data (Not necessarily related to the GP but to give some background information. Data about the GP should be included under 3.1)	
Year of the following waste data	2013
Sum of all waste streams excl. residual & bulky waste (kg/inhabitant/year) (Use indicator 1 or 2 from the R4R Online Tool)	88 kg/inhab/year

Residual waste (including sorting residues) (kg/inhabitant/year) (Use indicator 8 or 9 from the R4R Online Tool)	383 kg/inhab/year
Total waste (add up the previous two)	MSW Production: 473.375,51 ton 1,30 kg/inhab/day
Sum of all waste streams excl. residual & bulky waste to DREC (kg/inhabitant/year) (Use indicator 3 of the R4R Online Tool)	86 kg/inhab/year

1.2 Context

The Eco Shop project is integrated into the LIPOR innovation strategy and came from an ideas competition that was intended to get answers to the decreased input of recyclable waste in our facilities.

1.3 Short description

Eco Shop is a loyalty free card, delivered to the citizens as a method to recognize their collaboration in the recycling process, creating an innovative public engagement tool. This recognition is based in the accumulation of points on card, which can be later exchanged for goods or services, listed in a catalogue. Points can be gathered through voluntary surrender of waste, in two drop-off sites in LIPOR's intervention area.

1.4 Objective

With this project, we hope to:

1. Increase the citizens participation in the recycling process;

2. Promote the commitment with environmentally awareness;

3. Recognize citizens by good practices.

1.5 Method used to identify the good practice

The adoption of this best practice results from a careful consideration to the expectations of citizens and ideal conditions for implementation of the project with partners. Simultaneously, the project had the upper core validation from LIPOR's research, development and innovation team.

1.6 External factors

The project came as a response to the diversion and consequent decrease of recyclable waste input.

2. IMPLEMENTATION

2.1 Preparation phase

The preparation phase of the project has gone through three major stages. The 1st step was to search for similar practices in the waste area, which showed us that this practice is a pioneer nationally. The 2nd step was the development of a methodology and a tool facilitating the management process points. Finally, the 3rd step was the identification of two pilot drop of sites to implement the project.

2.2 Technical implementation

The technical level project is facilitated by a computer software that is responsible for managing the users' registration, material inputs and managing customer points. The data are recorded, using the support software, managed by a computer with barcode scanner that associates the points' card to the user.

In this project phase, the allocation of points is based on the number of deliveries made in drop-off sites (minimum of 3kg per delivery). However, after this testing phase, LIPOR intends to create a system that can pass by weighing waste.

Each kind of waste has a specific number of points associated, based in its value and importance to the recycling process.

All the characteristics and details of the project, including the catalogue of products and services, can be consulted on LIPOR's website. Some examples include recycling containers, eco-bags, visits to our units, training packs and a lot of discounts on services and products like restaurants, coffees,

clean up services, auto services, leisure and sports, travels, etc. Almost all the benefits resulted of partnerships with enterprises in a win-win relationship or represent own services provided by LIPOR. However, some products listed in the catalogue will be purchased directly by LIPOR.

2.3 Communicative implementation

The project launch was supported by a communication plan with a strong digital component. For this purpose the following communication tools were used - Website, newsletter, e-news, outdoor posters, billboards and news in local press organisations.

2.4 Organisations

Promoter –**LIPOR** - Waste Management Organisation

Main Sponsor – **Sociedade Ponto Verde** – take back and recycling of packaging waste in Portugal

Stakeholder – **Gondomar Municipality**- drop od site managing body

2.5 Key success factors

Community participation, clarity of communication, community feedback, waste input results and stakeholders involvement.

2.6 Resources

Eco Shop required an initial investment about 19000€ for informatics equipment, communication campaign and for management software. The functioning of the project has a residual cost linked to the goods and services awarded to the citizens.

3. RESULTS

3.1 Monitoring of the progress of the GP

The project still in an embryonic state, which limits the current analysis results. However, making a comparison of the first quarter of 2014 with the same period in 2013, there is an increase in waste supplies, made in drop of sites and mainly from the domestic flow. This growth is most visible

on paper and cardboard (14%), plastic (9%), glass (75%), in batteries (24%) and used cooking oils (74%).

3.2 Other results

Until the end of March 2014, there are 482 Eco Shop cardholders and about 203 have already used the card at least once. It is the aim of the project team, deliver up to the end of the year close to 3000 cards, this delivery is always made upon request of the citizen and never randomly.

The project has a good media projection. Since the beginning, 46 news and 4 TV reports have been published in the local and national press.

4. LESSONS LEARNED

4.1 Negative effects

It's possible people to look at recycling as a economic process, forgetting the social and environmental pillars.

4.2 Challenges

The challenge is to implement the project in all drop of sites of LIPOR's working area. The analysis of the pilot stage of the project, will allow to take this decision

5. PICTURES AND OTHER DOCUMENTATION

6. FURTHER INFORMATION

Organisation	LIPOR
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Others	

7. OTHER REGIONS WITH SIMILAR GOOD PRACTICES

The following partners of the R4R-project have a good practice similar to the good practice described in this factsheet:

Organisation	
Address	
Region	
Country	
Contact person:	
Phone	
E-mail address	
Website	
Others	
Short description of the main differences.	

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