

## → Awareness raising on waste separation

**Country** Turkey

**Project title** Active citizens in waste

**Twinning** Municipality of Deventer (the Netherlands)  
Municipality of Edirne (Turkey)

**Project period** 1 June 2008 to 30 November 2009

**Project budget** € 60.536,02

### **Project objective**

Increase the awareness of the citizens in two neighbourhoods of Edirne (Sukrupasa and Kaleici) related to the importance and necessity of waste separation.

### **Project summary**

Service provision in waste management is an important issue for local administrations in Turkey. Waste management is on top of the list when it comes to improving the environment and also when it comes to negotiations on the future membership of Turkey to the European Union. Awareness raising among citizens is a very important step in this process. The concept and process of waste separation to the citizens of Edirne was introduced through a public awareness programme.

### **Core information**

Edirne is the westernmost city of Turkey, an important border gate, and the main artery connecting the rest of the country to Europe by highways. A city with a rich historical heritage, Edirne is home to 128,400 inhabitants. Agriculture, fishery and forestry are the leading sources of income. Industry is a developing branch of the local economy. The municipality of Edirne is responsible for serving citizens to meet their demands, especially in the fields of infrastructure, and social and public services.

### **Problem analysis**

The municipality of Edirne was facing problems in waste management, such as the high quantity of waste produced daily, and the lack of re-use and recycling. The municipality started the separation of waste in some neighbourhoods, but did not manage to inform the public properly about the new waste separation system. Therefore, the awareness on a proper waste collection and separation was not well developed among the citizens and institutional stakeholders. Awareness raising activities on these subjects were therefore strongly needed.

### **Project implementation**

After the initial meeting, a visit to Deventer was realized with the purpose of receiving a training on organising an awareness campaign. As a follow-up, a visit to Edirne was organised to discuss and further develop the plan (goals, target groups, results, structure, activities, communication, monitoring, and evaluation) for an awareness campaign in the two neighborhoods of Edirne. A training session for the members of the technical support committee was carried out. Various activities were realized in order to inform the public about the importance of a proper waste collection and separation. The activities included meetings with muhtars, managers of the flat buildings, housekeepers and housewives; a waste competition involving school children; organization of a Children's Day, organization of the Environment Day, and distribution of promotional material to public. All these activities used the press to convey information. A survey was applied to 250 citizens to find out their level of awareness regarding waste collection and separation as a tool of evaluation.

### **Process management**

A management team and a technical support committee were established not only for the implementation of the project, but also for the follow-up phase. Training sessions were organised to bring the committee up to speed for a public awareness campaign. The campaign was an extensive one, providing the participation of various groups of citizens, among which, local councillors, housewives, and the children. A variety of information dissemination tools have been used, such as the media, brochures, stickers, etcetera.

### **Recommendations: do's and don'ts**

- Put the citizen first while developing an awareness campaign plan.
- Evaluate the current needs and situation.
- Develop the components of the awareness program to suit the profile of the population; for this take five elements into account: the necessary facilities, a good cleaning, a good communication, participation, and controlling.
- Involve all stakeholder groups: mayor, local councillors, muhtars (village headmen), citizens, etc. for a sustained effect of the awareness campaign.
- Use varied tools of communication.
- Assess results of campaign by questionnaires.