



# HOW TO CHANGE CITIZENS' ACTIONS THROUGH NON-FORMAL EDUCATION

A case study on civic education - securing a new obligation in environmental policy (collection and composting of biodegradable waste)

## WIN THE CITIZENS SUPPORT TO CARRY OUT THE NEW DUTY:

- Identifying the need (bio-waste collection obligation)
- Early involvement of citizens - explaining the circumstances (importance of separation), educating them (about the need to separate)
- Motivate citizens - offer non-financial incentives

Trenčín, together with Nitra and Bratislava, belongs to the three oldest towns in Slovakia, which are mentioned in chronicles as early as the 11th century. Its strategically key location at the crossroads of trade routes has always made it an important foothold and a major centre of trade, economy, culture and sport. Many institutions and companies have their headquarters and branches here. Exhibitions and fairs have a long tradition in the town. The town is also known as a city of well-being, with the annual Pohoda multicultural festival. In 2021, it is a candidate for the title of European Capital of Culture.

It currently has almost 60 000 inhabitants (54 679 as of 1 January 2021).



## LEGISLATION

The waste management hierarchy is defined in Directive 2008/98/EC of the European Parliament and of the Council on waste and has subsequently been adopted and incorporated into Slovak legislation. It is ordered from the highest priority:

- prevention,
- preparation for re-use,
- recycling,
- other recovery, e.g. energy recovery,
- disposal.





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[Vyhláška č. 371/2015 Z. z., ktorou sa vykonávajú niektoré ustanovenia zákona o odpadoch \(povinnosti pôvodcov a držiteľov odpadov, štandardy triedeného zberu v obciach, spôsoby a podmienky nakladania s biologicky rozložiteľným odpadom, súhlasy\) \(aktualizácia účinná od 1. 1. 2019\)](#)



From 1 January 2021, municipalities are obliged to collect and sort bio-waste from households. The cooperation of citizens and the correct sorting of waste is important. What belongs to biodegradable waste and what does not. This information is also placed on the collection baskets and on the bags, so that it is always visible.

## SMART WASTE

Trenčín City Council is striving for smart solutions for various areas of the city's life. In the area of waste management, for example, it is trying to set up a system that reflects the requirements for reducing waste generation and making existing waste as recyclable as possible. Mixed waste is often made up of up to 50% bio-waste. This means that almost half of the collection bins can be environmentally treated and will not end up in a landfill or incinerator. By taking a responsible approach to the correct sorting of kitchen bio-waste and other waste, we can slow down the increase in the city's annual waste management charges.

## EDUCATION OF CITIZENS - MATÚŠ ČÁK TRENČIANSKY PREPARES FOR SEPARATION OF BIO-WASTE

Information campaign in 2020: Articles in city newspapers, printed flyers, facebook, Instagram, detailed information about this collection processed in an accessible form on the city website with the possibility to ask questions. The questions are answered by Matúš Čák Trenčiansky, a Hungarian nobleman, who in the 13th century. and his artificial intelligence:) A lot has been invested in the visual side of the campaign in an attempt to draw individuals into a common effort to recycle waste more widely.



## MOTIVATION OF CITIZENS

Before launching the campaign, the city had to provide the baskets in which bio-waste is collected in households, a company that weighs the waste from the baskets and another company that composts the waste. Citizen motivation was key to the success of the collection. The collection bins were distributed free of charge, but it was necessary to sign up for them on the city's website. Citizens' motivation was also strengthened, for example, by the possibility to receive a litre of vinegar for a litre of used cooking oil or a litre of oil for 6 litres of used and handed in oil.

