



ΤΟ ΕΡΓΟ ΣΥΓΧΡΗΜΑΤΟΔΟΤΕΙΤΑΙ ΑΠΟ ΤΟ ΠΡΟΓΡΑΜΜΑ LIFE+ THE E.E.
ΧΡΟΝΙΚΗ ΔΙΑΡΚΕΙΑ: 34 ΜΗΝΕΣ, 09 08 2014 - 10 04 2017
ΚΩΔΙΚΟΣ ΕΡΓΟΥ: LIFE 13 INF/CY/000919



LIFE KNOW WASTE

eRthink
REDUCE-REUSE-RECYCLE

Εκστρατεία ευαισθητοποίησης για τη Μείωση, Επαναχρησιμοποίηση και Ανακύκλωση των απορριμμάτων στην Κύπρο.

LAYMAN'S REPORT



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ΑΝΑΔΟΧΟΣ ΦΟΡΕΑΣ: ΕΤΑΡΧΕΙ



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1. ENVIRONMENTAL PROBLEM

According to EU statistical data, about 252 million tons of municipal waste are generated each year in the EU. The majority of these waste is landfilled and a lesser part is recycled, composted or incinerated. Although a number of directives by the European Parliament, the Council and the Commission have been issued for the proper management of waste, in many parts of the EU, implementation and enforcement of EU waste legislation fall significantly short of legal obligations. The greatest deviation from the EC policies regarding waste management is the failure to practically adopt the waste hierarchy which prioritizes waste management activities in waste reduction, re-use, recycling, energy recovery and disposal.

Cyprus holds traditionally the first or one of the first places among the EU countries in production of municipal waste with 663 kg/ capita (2012 data), while the EU average is at about 500 kg/ capita. Furthermore, Cyprus exhibits an increase in municipal waste production of 19% in the last decade, while the EU average shows a decrease of almost 1% (Eurostat). The negative impacts of the high waste production are reinforced by the fact that 80% of the produced municipal waste in Cyprus are landfilled, in more than hundred unregulated landfills or dumpsites, resulting in significant environmental impacts such as groundwater pollution, soil degradation, forest fires and atmospheric pollution.



2. THE PROJECT

The project's main was to promote waste reduction-reuse and recycling in Cyprus, through a holistic awareness raising campaign, based on an integrated communication strategy, which focused on the Reduce-Reuse-Recycle (RRR) principles, in a comprehensive effort to introduce noticeable and sustainable changes in awareness, perceptions and habits of the targeted groups as well as the general public, through the utilisation of multiple fit-for-purpose communication tools.

The specific project objectives were:

- To map-out existing knowledge and awareness levels regarding the RRR principles in waste management in Cyprus.
- To develop and implement an RRR communication strategy.
- To develop an array of comprehensive communication tools, which would enable the transfer of knowledge on the RRR principles, though the use of:
 - TV campaign
 - Radio Campaign
 - Printed and electronic press campaign
 - Digital/social media campaign
 - Conferences and events
- To implement a wide range of communication and training actions, in order to inform and educate the public and to encourage all target groups to change their habits, towards a more sustainable waste management practise, based on the RRR principles (Consultation and workshops for project stakeholders).
- To monitor the project's impact on the target audiences.
- To develop a guide of best practises for the promotion of RRR, which could be utilised by third parties in similar initiatives.

3. THE CAMPAIGN

3.1. THE TARGET GROUPS

The campaign contributed to the achievement of the environmental targets of the Republic of Cyprus, as well as to the promotion of the correct implementation of EU policy on waste in member states. At the same time, the “guide to good communication practices” on Reduce-Reuse-Recycle (RRR) matters in waste management, are available for use by all the member-states.

The campaign informed and raised awareness of the public and more particularly of the following target-groups:

- **Youth of the 5-16 age group:** future citizens and significant influencers on young adults
- **Young people and young couples of the 20-44 age group:** the main consumer group and the main waste producing group
- **The industrial sector:** significant waste producer
- **Educators:** significant influencers and multipliers of messages.
- **Immigrants,** many of whom work in the services sector (restaurants, hotels etc.), or in industry
- **Local Authorities:** main implementers of RRR policies
- **The members of Cyprus Parliament:** responsible for the development of the legal framework.
- **Mass Media representatives:** significant influencers and multipliers of messages



3.2. MAIN CAMPAIGN ACTIVITIES

TV Campaign: Television is the medium that has the highest penetration level in respect to all the target audiences. Therefore, a vigorous and broad TV campaign was implemented for a duration of 22 months in the 5 main TV stations in Cyprus.

Three, 60-minute documentary films

Greek-English-Turkish

“Belgium: Learning from the best”

The documentary recorded the best practices/techniques applied in waste management in Belgium, which could also be applied in Cyprus.

“On the way to sustainability”

The documentary dealt with the current situation in waste management in Cyprus, focusing on the educational and informational aspects and the ideal situation and ways to mitigate the gap between them.

“30 days: Green challenge”

The documentary was a social experiment at a school for 30 days, regarding the effect that the education of children can have, on the behaviour of their parents/other adults towards the environment.



House in the nature

A weekly 30-minute program covering in-depth issues, related to municipal waste management, by presenting national and EU policies, best practices and the international experience from the EU.

[Youtube: spiti sti fysi](#)

Other TV activities include:

- 5 Advertisements 30”
- 4 Advertisements 10-14”
- 10 Longer TV Packages
- 160 Inserts at Morning / Midday Talk Shows
- 109 Reportages in News Bulletins

Radio Campaign:



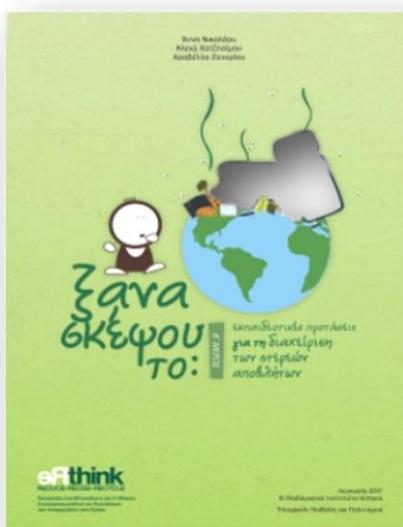
- 5 Radio Spots
- 109 Long Radio Programs
- 189 Short Programs from CyBC's Radio Channel 1
- 7 Short Programs from CyBC's Radio Channel 3
- 201 Reportages in News Bulletins

Dissemination Material:

- 59,000 Leaflets
- 10,950 Posters
- 460 Project Folders
- 9 Ads in Digital Media
- 60 Ads in Printed Media
- 2100 Promotional Gifts
- 9 Information Banners
- 3 Mascots



Educational Kits: Three different Educational Kits for teachers have been produced and introduced in the libraries of all public schools in Cyprus.



Printed and Electronic Media Campaign:

220 REPORTAGES

During the project duration a total of 220 reportages and 76 interviews were carried out, bringing waste and environmental related news to the Cypriot public in Greek, English and Turkish languages.

121 NEWSLETTERS

A total of 121 newsletters were produced in Greek, English and Turkish and distributed electronically, to more than 70000 recipients every week.

Festivals:

Festivals and fun days are a very effective way of reaching young people and the adults who accompany them, as they provide a fun and educational way of interacting with the target groups and passing on your campaign messages when they are most receptive. Five Festivals in Limassol and Nicosia have been implemented by the project, with a total of 37,000 participants.



Workshops and Trainings:

Numerous workshops, trainings and consultations with relevant stakeholders such as journalists, local authorities, public bodies, educators, NGOs, immigrants, the national guard, schoolchildren have been carried out, in order to inform but also record their views and opinions.



4. RESULTS

The impact of the ReThink campaign on the target groups and the environment was monitored through various key performance indicators and awareness surveys, which indicate a significant positive impact of the campaign within the Cypriot Community.

The surveys show that 55% of Cypriots are aware of the ReThink campaign

The main impacts of the campaign on the public include:

- Development of awareness on waste reduction and reuse. Terms that were largely unfamiliar before the start of the ReThink campaign.
- 37% of Cypriots say that the campaign has urged them to shop smarter and reduce waste packaging
- 40% say that they have started reusing materials instead of disposing it
- 34% say that they have started exchanging or donating material they did not need instead of disposing it
- 43% say that they have been encouraged to recycle more by the ReThink campaign
- 93% of surveyed people had a positive opinion of the campaign
- 100% of surveyed people believe the campaign was useful and should continue in the future

The main impacts of the campaign on the environment include:

- Waste Reduction: 7% reduction in waste generation recorded between the project inception stage and the latest waste statistics (2016).
- Recycling Increase: 19,9% increase in overall recycling between the project inception stage and the latest waste statistics (2016).
- Diverting waste away from landfill: about 50,000 tonnes reduction of municipal waste reaching landfills in 2016 in comparison to the project inception phase.



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