

# LIFE BIOBEST

GUIDING THE MAINSTREAMING OF BEST BIO-WASTE RECYCLING  
PRACTICES IN EUROPE

## D3.4: Country Factsheets on the analysis of communication and engagement practices

WP3: Set of Guidelines

T3.4: Analysis of communication and engagement practices

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Public Report



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## N°5: Factsheet on Exemplary Communication and Engagement Strategies for bio-waste collection | Communication Initiatives in a Tourist Hotspot - Krk Island

Krk, celebrated as one of Croatia's top tourist hotspots, has recently embraced a zero waste initiative, positioning itself as an official candidate for [Zero Waste City Certification](#). The island has embarked on significant efforts to enhance its waste prevention and management strategies, particularly focusing on bio-waste, supported by a robust communication strategy. The island's public waste management company, *Ponikve Krk - Eko Otok Krk*, consistently invests in specialised communication tools and awareness-raising initiatives to encourage proper kitchen waste sorting among both residents and visitors. Furthermore, the company hosts compost distribution events and provides compost for purchase, contributing to a notable 41% increase in bio-waste collection between 2013 and 2023.

KRK ISLAND		
Population	Density (inhab./km <sup>2</sup> )	Type
<p>20,019 permanent residents.</p> <p>An average of 145,000 extra individuals reach the island per day during peak tourist seasons</p>	44	Touristic, rural island with a few small towns
Background elements		
<p>On Krk Island, waste management is overseen by the public company <a href="#">Ponikve Krk - Eko Otok Krk</a>, which is jointly owned by the island's seven municipalities. Historically, a significant portion of the island's waste was improperly handled and ended up in open landfill. In 2005, authorities took steps to rectify this situation by implementing separate waste collection for five key waste streams (bio waste, paper, plastic, glass, and residual waste) involving the installation of approximately 1,400 street bins across the island, situated no more than 50 to 70 meters from residential areas. Also, designated "recycling spots" were established to facilitate collection of other types of waste, including electronic and electrical equipment, furniture, textiles, wood, green waste, and hazardous materials.</p>		

## Bio-waste collection model

In 2014, a major change was made to the waste collection system to improve the separate collection rate. Waste fractions started being collected D-t-D in residential buildings, supplemented by the introduction of additional 'eco-islands' for the five key fractions throughout the island. These were additional points on the island where citizens and tourists could bring their separated waste, to help manage the extra volumes and provide more options for sorting.

The implementation of this new system occurred in two phases. The first phase, spanning from 2014 to 2016, ensured that all households were equipped with a 23-litre brown bin for bio-waste and a 35-litre green bin for residual waste. Phase 2 until 2020 involved providing all households with additional bins: yellow for plastic and metal, blue for paper and cardboard, and grey for glass, each with a capacity of 120 litres.

Following the new collection system's introduction, a range of communication tools, economic incentives and awareness-raising activities were developed to improve the sorting of waste locally, among permanent residents and tourists.

At present, the Treskavac composting plant processes kitchen waste, green waste from parks and households, converting around 8,306 tonnes of bio-waste into compost annually (data from 2023).

## Best Practices description

[Ponikve Krk – Eko Otok Krk](#) continuously invests in various activities and communication tools to improve waste management locally:

### 1. Tailored outreach initiatives and tools to promote proper waste sorting:

- The launch of the D-t-D separate collection system was communicated extensively through local radio stations, newspapers and social media platforms.
- Every household was distributed with **free bins for waste sorting**, which included a small 25-litre caddy for bio-waste, a **poster available in four different languages** containing key information on how to sort properly, and a calendar detailing the collection days for each fraction.
- A key aspect of the system's success, ensuring higher compliance, is the establishment of an **eco-patrol** composed of seven green educators. The patrol serves an educational role locally, helping promote proper waste sorting behaviours. Each day, patrol members tour the island, inspecting the content of various fraction bins outside households. They help the users with advice and information on the D-t-D waste collection system. Equipped with radio frequency identification (RFID) chips, each bin can be

identified using a reader, enabling the patrol to determine ownership. Upon identifying sorting errors, they compile a list of the incorrect items and can offer tips to those responsible. A new initiative is currently being tested to enable eco-patrollers to report sorting errors, with photo evidence and the possibility of issuing fines.



Image 1. An eco-patroller scans a bio-waste caddy and checks its content in front of a residence.

- Each year, over **50,000 leaflets, translated into 8 languages**, are distributed to apartments, agencies, camping sites, and hotels, offering detailed guidance on waste separation practices on the island.



Image 2. 25 L caddy for kitchen waste and 35 L caddy for mixed waste.



Image 3. Leaflet translated into 8 languages with waste sorting tips for each fraction.

- An **annual campaign** is organised to promote proper sorting behaviour and encourage citizen engagement with the waste management system, focusing on a specific fraction each year. Typically held twice each year, **child-focused activities** take place in the spring, followed by broader public communications in early fall. In 2019 this campaign was focused on bio-waste.
- **Permanent educational activities are organised for kindergartens and schools, tourists and daily visitors.** One notable initiative involved repurposing a shipping container into an "ecological one", installed at

strategic locations in crowded areas, addressing issues such as plastic pollution in the sea.



Image 4. Example of a public exhibition to raise awareness about the problem of marine plastic pollution

## 2. Community engagement: Annual compost giveaway event and sale

- Every year, between February and March, before the peak season, *Ponikve Krk - Eko Otok Krk* organises a **compost distribution campaign** at the Treskavac composting plant. They distribute over 7,000 80-litre plastic bags filled with compost as part of this campaign. Citizens can take a tour of the plant and receive explanations about the composting process. This initiative is part of a strategy to educate the community about composting and raise awareness about the importance of proper bio-waste management, aiming to encourage participation in the system. The company claims that every year citizen participation in the event increases.



Image 5. Leaflet with the dates of the 2024 compost distribution campaign



- **Large 1.2 m<sup>3</sup> compost bags**, known as jumbo sacks, are also **available for purchase** by individuals and can be ordered and delivered at any time of the year for approximately 50 euros each.
- **Bulk purchasing of compost** is available, with the price set at 33 euros for 1 m<sup>3</sup>.

### Key results

MSW separate collection rate (2022)	53.3%
Residual waste generation per capita (2019)	235 kg/inhab./yr
Bio-waste collection per capita (2023)	27.6 kg/inhab./yr

### Lessons Learned

- Providing households and tourists with **free educational materials**, such as sorting bins, multilingual posters, and calendars detailing collection days, **facilitates greater compliance with waste sorting guidelines**. Moreover, organising annual campaigns and events focused on specific waste fractions, along with permanent educational activities for different public (schools, tourists, and residents) encourages ongoing commitment to the system.
- **Having a dedicated team**, such as an eco-patrol, to educate and assist residents in proper waste sorting behaviours, coupled with the use of technology like RFID chips for bin identification, help ensure consistent monitoring and smooth compliance with sorting rules.
- Initiatives such as **compost distribution campaigns, treatment facility tours and compost purchase options** enable community members to see and benefit directly from the results of separate bio-waste collection, encouraging ongoing participation and support.



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