

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°7: Factsheet on Exemplary Communication and Engagement Strategies for bio-waste collection | Slovakia: Focus on Partizánske

Partizánske is situated in the southern part of the Trenčiansky kraj region of Slovakia. It is divided into nine districts, with 2,217 individual households and 6,605 apartment blocks. In 2014, the city initiated a programme for home composting in individual households. By 2021, they expanded this by introducing a D-t-D collection system specifically for kitchen waste for apartment buildings. In both cases, local authorities conducted pilot projects to test the effectiveness of these collection schemes before implementing them on a larger scale. Outreach efforts were consistently carried out, including the distribution of collection tools. These activities were deemed crucial to the success of the collection scheme, both in terms of the quantity and quality of kitchen waste separately collected.

PARTIZÁNSKE		
Population	Density (inhab./km ²)	Type
20,871	935.5	Town, Rural
Bio-waste collection and treatment model		
<ul style="list-style-type: none"> • Partizánske opted not to set up a separate waste collection for garden and kitchen waste in single-unit houses. Instead, since 2014 it has encouraged home composting by providing households with composters in various sizes (290 to 800 litres). Additionally, seasonal collections gather branches from tree and bush trimming in spring and autumn. • In 2021, the municipality introduced a bi-weekly D-t-D collection service for kitchen waste in apartment buildings. Each household receives a 10-litre kitchen waste caddy with a roll of 25 compostable bags. When disposing of kitchen waste, individuals receive an empty compostable bag in exchange. If additional bags are needed, a written request can be left on a slip near the collection caddy on the assigned day. Workers will then deliver the requested compostable bags at the next collection. During this process, the bag contents are inspected, and a picture of the QR identification code on each caddy is emptied. Bags with impurities are not collected. • Additionally, households have the option to bring unlimited amounts of garden waste to the municipal collection centre, accessible six days a week. 		



Image 1. Breakdown of bio-waste collection by type of housing in Partizánske

Average production of municipal waste (2022)	<ul style="list-style-type: none"> 8,191.5 tonnes/yr 391 kg /inhab./yr (116 kg less than the national average)
Average production of residual waste (2022)	205 kg /inhab./yr
Municipal waste separate collection rate (2022)	39.2% (0.5 percentage point higher than the national average of 38.7 %)

Best Practices description

1. Home composting pilot

In 2014, the municipality initiated a pilot project aimed at promoting home composting within the Nájovce district, specifically targeting 445 residents across 136 households. The primary focus was to encourage households living in single-unit houses to actively engage in composting their kitchen and garden waste. The overarching goal of this year-long pilot was to assess the effectiveness of various communication strategies in influencing the residents' behaviour regarding bio-waste management. Before starting the pilot project, the municipality conducted a **survey on household bio-waste management in houses**, comprising two parts:

- A. **Questionnaire:** Trained campaigners spoke with each household in a designated area, filling out a questionnaire to gauge their thoughts and knowledge about composting.
- B. **Residual waste analysis** to ascertain the amount of bio-waste disposed of in these bins. This analysis helped determine the proportion of bio-waste in the overall residual waste stream.

The pilot project encompassed the implementation of the following activities:

- **The city offered interested households a composter**, and a set of **informative materials and articles** detailing effective composting techniques and the proper use of compost.
- **Public workshops on home composting** were conducted, where attendance by at least one household member was a requirement to receive a composter.
- **A D-t-D campaign** to encourage people to compost, provide practical help with composting, monitor residents' opinions, record their feedback and provide them with additional information material.
- **A bio-waste free bin competition** to motivate households not to throw compostable bio-waste in their bins for residual waste. 13 inspections were carried out and the winner received a garden waste shredder.
- **A final survey** consisting of a questionnaire and an analysis of residual waste.



Images 2 and 3. Flyers about home composting distributed to individual households

Based on the successful pilot project, the city of Partizánske has gradually expanded its home composting programme to other parts of the city.

Key results from the pilot

<p>Quantity of bio-waste in residual waste</p>	<p>The quantity of bio-waste in residual waste was reduced to 28% (it was 53% before the project).</p> <p>The amount of residual waste per capita was reduced by 57 kg/inhab./yr, just over 25%.</p>
<p>Good sorting behaviour</p>	<p>75% of households did not dispose of any bio-waste in residual waste (4% before the pilot project).</p> <p>85% of households stated that they do not burn any bio-waste (20% before the project).</p>



Non composting households	The % of households that do not compost their bio-waste at all has fallen to less than 8% (30% before the pilot project).
Use of effective composting practice	The % of households using suitable composting bins increased to 93% (27% before the pilot project).

Based on the successful pilot project, the city of Partizánske has gradually expanded its home composting programme to other parts of the city:

Key results from the programme expansion (Sep 2023)

% of households practicing home composting	By September 2023, 92.3% of households across Partizánske living in single-unit homes were home composting.
Residual waste generation per capita	Compared to 2016, the reduction in residual waste produced by households in 2022 was: <ul style="list-style-type: none"> 30 kg for all residents. 119 kg for those living in single-unit individual houses.
Bio-waste in residual waste	A recent analysis of residual waste in 2023 discovered that, on average, households are still discarding approximately 35 kg per person of kitchen waste and 50kg per person of garden waste within the residual waste. This accounts for roughly 40% of the total potential bio-waste that could be used for composting.

Further details from the expansion of the pilot programme include:

- Approximately 1,991 composters (290, 700, or 800 litres) were distributed to about 89.91% of individual households.
- 40 free home composting workshops, educating 2,096 city residents on its significance and proper techniques, have been conducted.
- Personal visits to 813 households have been carried out.
- Informative leaflets covering composting practices, myths, food waste tips, and garden use have been consistently distributed since the project's start.



- 8 analyses of randomly selected residual waste bins were shared through local media outlets.
- Articles and programmes highlighting the home composting method, its activities, successes, and effective methods were featured on both local media and the city's website.

2. D-t-D kitchen waste collection system pilot

In the pursuit of finding the most effective kitchen waste collection system for Partizánske, comprehensive field surveys were conducted to understand the conditions under which residents would be most inclined to participate. The surveys revealed that factors such as distance to collection bins, cleanliness, odours, presence of insects, and mold influenced people's willingness to sort their kitchen waste.

Before implementing kitchen waste separate collection across the entire city, a pilot programme was executed in the Šípok housing estate. This trial involved 8 blocks of flats with 12 households in each. Each household was provided with an introduction to the system and a starter-pack including a 10-litre kitchen caddy, a roll of compostable bags and a leaflet. The trial spanned a month, from April 19 to May 13, 2021, with kitchen waste collection done twice a week.

Based on the results obtained, the pilot project validated the effectiveness of the collection system and provided useful information for local authorities. Outreach activities were conducted sequentially in various parts of the city, alongside the distribution of collection tools.

Households had access to information and collection tools through four methods:

- **Direct distribution at individual block entrances of the apartment buildings.** Residents were informed beforehand about the scheduled distribution time. The distribution team comprised of three workers:
 - An informant explained the collection system and its advantages to households, providing a demonstration on how to utilise the collection tools.
 - A registration officer scanned the unique QR code on each caddy, associating it with the respective household.
 - A technical support distributed the starter packs, and each household representative signed to confirm receipt of the pack.
- **Distribution centres were temporarily set up** for 2-3 hours at predetermined **publicly accessible locations** within housing estates. These centres were established after the initial direct distribution, and residents were informed in advance about the time and location.



- The **municipal office provided access to collection tools throughout the year**, five days per week.
- **Additional distribution occurred continuously when new blocks of flats were constructed in the city.** The distribution was carried out at the entrances of these new buildings.
- An information campaign was conducted in parallel, emphasising various aspects:
 - Nature of kitchen waste and how to avoid odours, mold and pests
 - Compostable bag storage and use
 - Caddy and compostable bag usage
 - Collection process
 - Date and location for collection

Additional **outreach activities** during the campaign included:

- **Information leaflets** about the collection system, along with the necessary tools, were distributed.
- **Posters** were displayed at the entrances of each block of flats, indicating when the collection would commence in specific districts.
- **Articles** related to the pilot programme, the introduction of the collection initiative, and the initial results were published in the local weekly TEMPO.
- **Reports** were broadcast on Municipal Television Partizánske (MTP), offering televised discussions on kitchen bio-waste collection.
- **Workshops** were conducted for school children and participants in summer camps.
- A **dedicated subpage** on the website was established, providing comprehensive information about household kitchen waste collection.

Summary of key results

Bio-waste collection per capita (2022)

In 2022,. 371,41 tonnes of kitchen waste were collected:

- An average of 17.80 kg/inhab./yr
- Residents in blocks of flats contributed an average of 25.97 kg/inhab./yr

Those who had been distributed kitchen caddies averaged 43.88 kg per capita.



Impurities in bio-waste (% of weight)	0.07% average
Bio-waste in residual waste (% of weight) 2022	43 kg/inhab./yr from households living in apartment buildings.

In the municipal budget for 2024, slightly more than 1% of the overall waste management budget is allocated specifically to support communication and education activities.

Lessons-learned

- The pilot project in Partizánske demonstrated the **effectiveness of tailored communication strategies in promoting home composting**. By conducting surveys, offering workshops, and organising door-to-door campaigns, the municipality successfully educated residents on composting techniques and encouraged their active participation.
- The communication efforts in Partizánske utilised **various channels to engage and inform residents**, including direct distribution, distribution centres and online platforms. This multi-channel approach ensured widespread outreach and accessibility to information, enhancing community engagement in waste management initiatives.
- The implementation of a pilot programme for D-t-D kitchen waste collection involved **comprehensive field surveys to understand residents' preferences and concerns**. By collecting data on household participation, waste weight, duration of collection, and cleanliness, the municipality made informed decisions to optimise the collection system and address residents' needs effectively.



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