



INTEGRATED SOLID WASTE MANAGEMENT CAMPAIGN OF MOBILIZATION OF CITIZENS AND PUBLIC INVOLVEMENT

GENERAL PROJECT INFORMATION

Resource Centre and Consultancies for Water and Environment "Una Consulting" LLC, in cooperation with the cantonal Ministry of Construction, Spatial Planning and Environmental Protection implements the project "Campaign of mobilization of citizens and public involvement in the ISWM system".

The project is financially supported by the Swiss Agency for Development and Cooperation (SDC), and will be implemented in the period from 1/10/2012 to 30/09/2013. Total value of the project is 180.000 KM.

The Project needs to contribute in raising awareness on general objectives of environmental protection and specific objectives of waste management, as well as to the active involvement of citizens, service users in the planning and decision-making process. The proposed campaign is being implemented in eight municipalities of Una Sana Canton, including municipality of Drvar from Canton 10.

The campaign consists of several segments, as shown in the figure below:



General objective:

To contribute through increased civil society involvement to an effective and environment friendly, well accepted and supported sustainable regional ISWM system in the geographical area of the 8 municipalities of the Una Sana Canton including the Municipality of Drvar from the Canton 10.

Specific objectives:

- To strengthen and enable the final users of the project (meaning the users of ISWM services in particular the citizens) to contribute their part efficiently for the operation of effective ISWM.
- To strengthen the capacity of the selected change agents to educate, mobilize and to involve the users of ISWM services as well as to enable them to provide the required support services in this field according to needs also during operation of the ISWM.
- To strengthen the capacity and competence of the implementing agency regarding ISWM in order to facilitate and support effective implementation but also to remain available for expert advice according to needs during operation of the ISWM.

Expected results

The expected key results at the level of the citizens and all other waste producers are as follows:

- Awareness and understanding is enhanced about importance of ISWM regarding environment protection, understanding of role and responsibility towards ISWM.
- "Ownership" and acceptance of selected ISWM system is established (e.g. regional approach, location of landfill, cost covering tariff system) through participation in the process of planning and decision making.
- Increased number of ISWM users and citizens who adequately and efficiently contribute to waste reduction through process of minimization of waste production, separation, composting and recycling.

Key stakeholders

The following key stakeholders will be involved in the project implementation:

- Final users of the project are **the citizens** and all **other waste producers** (such as private sector, industries, hospitals, etc.) from 8 municipalities of the Una Sana canton including the citizens of the Municipality of Drvar from the Canton 10.
- The target groups that will be addressed directly by the project activities are the change agents (Ministry CSPEP, municipalities, local communities, NGOs, educational institutions, public utilities, regional waste company "REG-DEP").
- The project implementation agency - Una Consulting.

Planned activities

- Conducting two surveys on the status of waste management in selected local communities in all project municipalities,
- Engagement of marketing agency and production of posters, flyers, TV and radio spots and their distribution, and the preparation and broadcasting of TV and radio shows,
- Conducting trainings in the field of integrated solid waste management and public relations and public appearance for the Waste management Plan Commission and representatives of the Ministry CSPEP, municipalities, public utilities and NGOs,
- Involvement of NGOs for the implementation of activities and small projects with educational institutions and LCs,
- Implementation of projects by NGOs with selected educational institutions and pilot local communities,
- Organizing and conducting workshops with the Ministry CSPEP, municipalities, local communities, public utilities on the subject of waste management,
- Professional support to the inter-municipal company Regional Centre for Waste Management "REG-DEP" to strengthen its capacities for providing adequate services,
- Implementation of training specifically designed for the representatives of print and electronic media.

1. Promotional activities and professional trainings

During the Campaign implementation a marketing agency has been engaged to support the preparation of visual identity and creation of promotional materials (posters, flyers, TV and radio spots, etc.).



ne OKOLIŠaj!
OTPAD PRAVILNO ODLAŽI,
NAŠOJ PRIRODI POMAŽI!

Mascot of the Campaign, "Čistunko"

Also, promotional radio jingle and an [animated TV spot](#) have been developed and broadcasted on all radio and TV stations in the area of Una Sana Canton and municipality of Drvar.

In the previous period many activities have been realized, starting with information sharing with all stakeholders and professional trainings at the beginning of this project.



The first informative workshop – ISWM Campaign, October 2012



Education of surveyors



"Public relations and public appearance" training, 17/3/2013



Working meeting with media representatives, 12/4/2013

2. Involvement of NGOs - activities with educational institutions, and local communities

In order to implement project activities with educational institutions and local communities, five non-governmental organizations from Una Sana Canton have been engaged:

- **Democratic Centre "Nove nade" Bihac** – works with local communities,
- **Association "Unski smaragdi" Bihac** – works with kindergartens,
- **Association for the environmental protection "Horizonti" Velika Kladusa** - works with primary schools,
- **Association of Youth "Conventus" Bosanska Krupa** – works with secondary schools, and
- **Association "ABC" Bihac** - media coverage and information provision on all activities within the Campaign.

In the first phase of the Campaign, representatives of non-governmental organizations participated to trainings on integrated solid waste management and public relations. The purpose of these trainings was to strengthen the capacities of NGOs for better implementation of the above mentioned activities and adequate informing of all interested parties.



Training for NGOs on integrated solid waste management 21 and 22/3/ 2013)



"Public relations and public involvement" training 27/3/2013

After the preparatory activities, an introductory press conference and performance have been organized and held at the town square in Bihac for the purpose of informing the general public.



Performance at the town square in Bihac, 19/4/2013

First educational workshop for children in kindergarten initiated the activities on informing and awareness rising of kindergarten and school children and citizens in local communities in all municipalities of USC and municipality of Drvar.



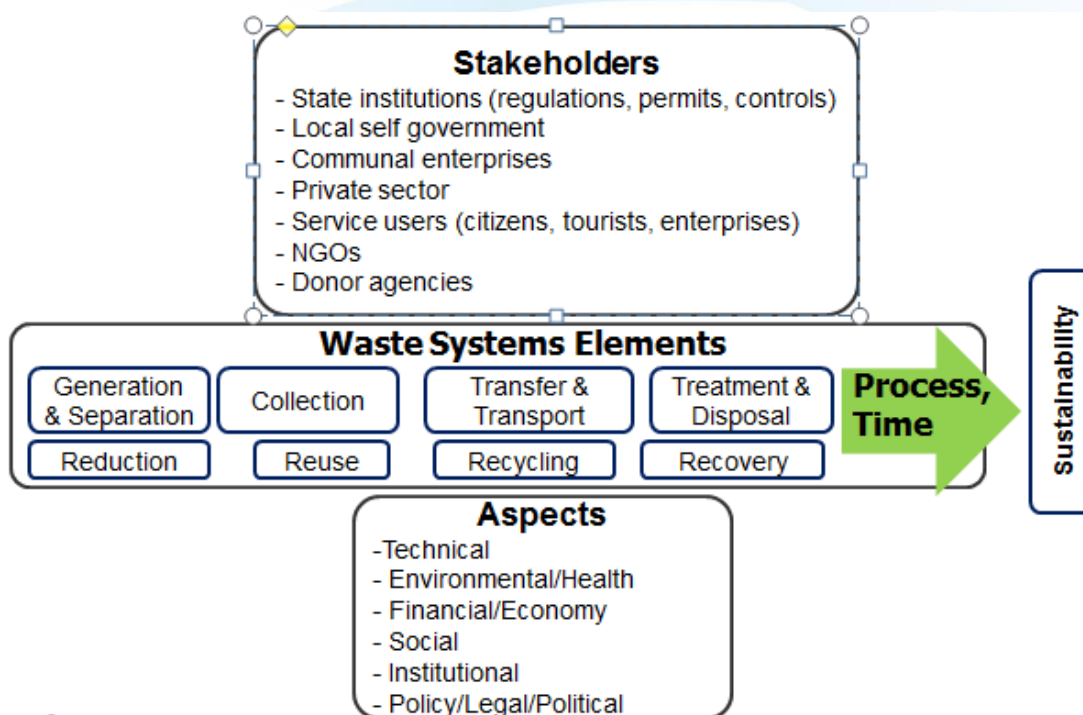
Educational workshops in kindergartens, primary and secondary schools



Workshops in local communities

3. USC Waste Management Plan

Ministry of Construction, Spatial Planning and Environmental Protection of the Una Sana Canton, in cooperation with the Resource Centre and Consultancies for Water and Environment "UNA Consulting" LLC. Bihac, conducts activities on development of Waste Management Plan for Una Sana Canton.



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Concept of the Integrated Solid Waste Management System

The obligation to develop a Waste Management Plan in the Una Sana Canton arose from the Cantonal Law on Waste Management, adopted by the Assembly of the Una Sana Canton in February 2012, and from legal obligations at higher levels (FB&H Law on Waste Management, FB&H Waste Management Plan 2012 – 2017). The planning period for Waste Management Plan in the Una Sana Canton is 5 years.

At the moment, draft of Waste Management Plan is in the development phase, and will be completed by the end of May 2013, and thereafter submitted to the Government and Assembly of USC. Upon completion of the procedure by the Government and the Assembly, a public hearing in all eight municipalities of Una Sana Canton will be held.



"Waste Management Plan" Workshop

4. Introduction to organic waste composting in the Una Sana Canton and municipality of Drvar

Within the Campaign of mobilization of citizens and public involvement in the ISWM system part of activities aims at reduction of the amount of organic waste in the USC and municipality of Drvar.

General objective of this project is to reduce the amount of bio-waste in the total amount of municipal waste, in the municipalities of Una-Sana Canton and municipality of Drvar.

Specific project objectives are:

- 1) to activate citizens in local communities to begin with waste selection and composting, in order to see the benefits of composting,
- 2) to educate project participants (households) about the production and usage of compost,
- 3) to raise environmental awareness and to prepare citizens for a new attitude to waste, that will occur after the construction of regional sanitary landfill and to contribute to the overall Campaign of mobilization of citizens and public involvement in the ISWM system.

NATURAL IN NATURE



Bio-waste composting process

Ministry of Construction, Spatial Planning and Environmental Protection of Una Sana Canton, which implements the project with the support of Una Consulting, held meetings in municipalities that participate in the project (USC municipalities and municipality of Drvar). On this occasion the Ministry presented the participation rules, distributed the promotional materials and placed the experimental composting plants in each municipality.

The project is currently in the competition phase, and the goal of the competition is for each local community to have more composting plants than other LCs.

After the deadline of 45 days project evaluation team will evaluate the success of this project by counting the constructed composting plants in each local community. Evaluation team will then compile a list of the most successful local communities at the municipal level, and give them their rewards.



Experimental composting plant in construction, Kljuc

More information on www.mgpuzo.org

Plan for the next period

Campaign activities will be finalized through the **final manifestation of kindergartens, primary and secondary schools on 5th June 2013**, in three municipalities. The event will start with the performance of kindergartens in the municipality of Bihac, continue within the activities of the primary schools in municipality of Velika Kladusa, and end in the municipality of Bosanska Krupa, with activities for secondary school students.

After the closing ceremony, a second round of survey will be held on the waste management status, in order to determine the effects of this Campaign, and the final press conference will be organized to present the project achievements and lessons learned.