

The Waste Culture project

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Situation

Players in WEEE area with different goals:

- Ministry of Environment and Environmental protection agency;
- Municipalities;
- Producer responsibility organizations and their members;
- Waste treatment companies.

Every player prioritizes their own goals. Waste holders (inhabitants) constantly face a difficult choice when it comes to WEEE collection and treatment.

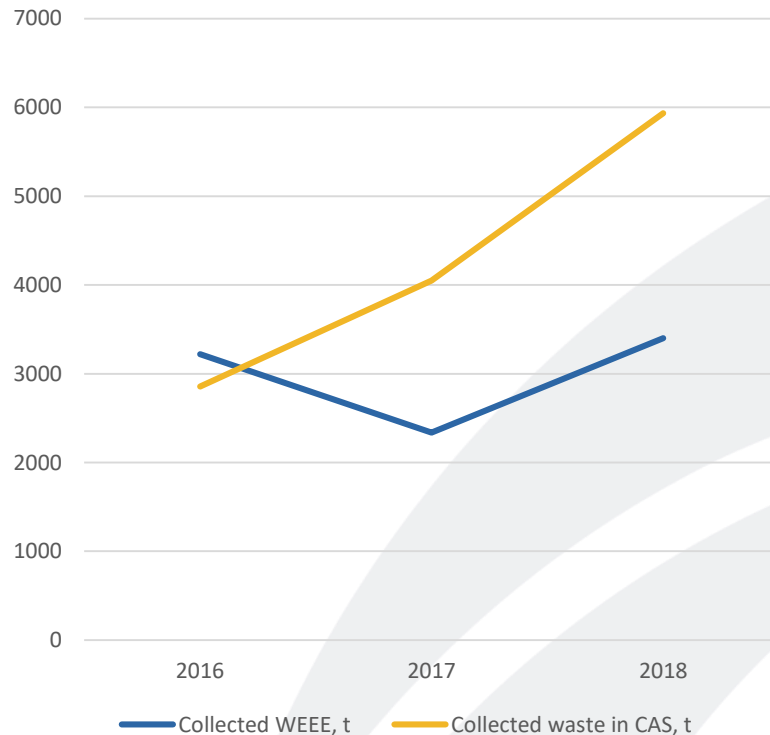
Project “Waste culture”

In the beginning of 2018 JSC VAATC started project “Waste culture”. Main purpose – provide information to the waste holders (inhabitants) about the different waste type collection and waste treatment possibilities.

- *atliekukultura.lt*
- *facebook.com/atliekukultura/*
- *instagram.com/atlieku_kultura/*
- *TV show „Atliekų kultūra“ (Youtube)*
- *Information on the radio, in the regional newspapers, public transport*



Results



In 2018:

- WEEE collected in Vilnius municipality increases by 45% compared to 2017
- Collected waste in Vilnius municipality civic amenity sites (CAS) increases by 47% compared to 2017

Thank you !