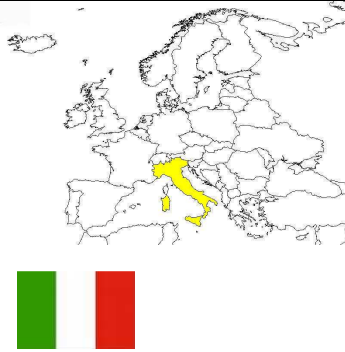


Piedmont Home Composting Campaign (Italy)

	Country	Italy
	Type of prevention measure	Information on waste prevention techniques
	Geographical level of implementation	Regional
	Target	Consumers
	Date of implementation	2006
	Type of waste	Biodegradable Waste

This regional initiative in Piedmont provides training and extensive informational support to encourage community residents to manage their own biodegradable waste through effective home composting measures.

Context

Between 2004 and 2005, COVAR 14, a consortium of 19 municipalities around Turin, introduced a new door to door waste collection service to all residents, and accompanied this with a home-composting campaign to stimulate individual management of biodegradable waste.



Objective

A high level of commitment to home composting and an increased awareness of good practices in waste prevention were the overall aims of COVAR 14's activities, with a focus on good citizenship.

Means

The initial campaign focused on awareness, and delivered home composting containers to all those who requested them. A broader waste prevention initiative was launched as a follow-up in 2006. Residents in 10 key municipalities were targeted using campaigns geared towards 'urban' or 'rural' residents. Entitled "Scegli tu!" (You choose!), with the motto "Make the difference!", the campaign called upon urban residents to reduce their consumption of packaging, and on rural residents to implement effective home composting strategies. The rural home composting campaign began with a regional stakeholder consultation, was launched through a press conference, and included a targeted mailing to all affected residents.

As part of the campaign:

- Four training sessions were offered (including the provision of childcare for attendees)
- 26 information points were set up
- Free manuals were delivered upon request
- 125 spot checks were conducted to ensure that adherents to the home composting programme were performing effectively, and to provide guidance to those having difficulty

In addition to this practical support, a 20% discount on the variable waste tariff was granted to participants.



Results

7.4% of targeted residents decided to begin home composting in response to the initial campaign. This increased to 9% during the second campaign, representing 9,890 households. 100 residents participated in the training sessions, more than 3,000 people visited the information points and 300 home composting manuals were delivered.

Further Information

COVAR 14: www.pegaso03.it