



LET'S PUT IT ALL IN THE RIGHT PLACE!

I.D.A. WASTE MANAGEMENT
BISTRITA-NASAUD

Romuli, 4th of April 2022





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OUR INSTITUTION

I.D.A. – is the Inter-community Development Association for municipal waste management from Bistrita-Nasaud county. This association is formed by all the city halls from our county and it's empowered to represent the local public authorities in relation with the sanitation companies that operate in this county



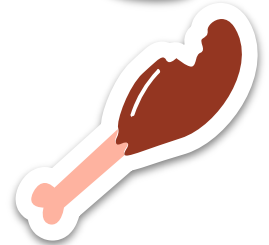


01 GOALS



Targets set by E.U. for Romania regarding the recycling of waste

- European Union set very challenging goals for recycling and for reducing the quantity of waste deposited in landfills;
- From 100 % generated municipal waste, it was determined according studies that 28,71 % are recyclable wastes.
- For 2021, Romania had a target to collect separately 60 % from the total amount of recyclable waste;
- By 2030, Romania must deposit in landfills only 35 % from total municipal waste generated;
- According to law, local public authorities must collect municipal waste on 4 fractions – plastic / metal, cardboard / paper, glass and residual waste;



TOTAL MUNICIPAL WASTE

From 100 % municipal that is collected



71%



Waste to be deposited

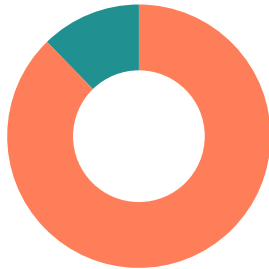
29%



**Recyclable waste contained
in municipal waste**

Plastic / Metal, Glass,
Cardboard / paper;

14 % recyclable waste collected from target



86%



E.U. target to be covered

14%



**Recyclable waste collected
in 2021**

Plastic / Metal, Glass,
Cardboard / paper;



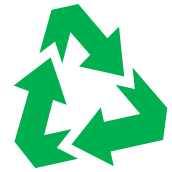
02

REALITY



The current situation in Bistrita-Nasaud County

- Bistrita-Nasaud was the first county in Romania to have an Integrated Waste Management System developed on the entire surface of the county;
- The total value of the project was of 41,3 mil. Euro, mostly funded through European funds, and was implemented between 2009 – 2015;
- 968 platforms with semi-buried containers were built within this project;
- During this period, adjustments were made in order to make this system more efficient;
- In 2020 were distributed to population 60.000 yellow bins for plastic / metal recyclable wastes;
- The platforms with semi-buried containers were used only for recyclable waste collection;





- There were installed large bins of 1.100 liters for residual waste for all apartment buildings in urban area;
- In 2021, in Bistrita-Nasaud County were collected 8.700 tons of recyclable waste, from which were sorted 6.200 tons;
- 930 tons of recyclable waste were capitalized (sold) – almost 15 % from sorted quantity (average in Romania is 11 %);



03

ACTIONS

Actions taken to improve current situation



OUR ACTIONS



ADVERTISING CAMPAIGN

Set on two major messages for awareness and recycling



WASTE "POLICE"

A dedicated team of individuals to monitor and control the waste management in the county



COLLECTING FROM THE GATE

Recyclable waste will be collected directly from the gate



ADVERTISING CAMPAIGN



I SAY IT'S ENOUGH!

This was the main message for the awareness campaign, and was implemented on:

- Street billboards
- Buses
- TV & Radio
- Online banners
- Advertorials
- Social network



Io zic că-i
de-ajuns!



campanie derulată de
Supercom
și
ADI Deșeuri
Bistrița-Năsăud



BISTRITĂ-NĂȘĂUD

I SAY IT'S ENOUGH!



Io zic că-i
de-ajuns!

 COLECTEAZĂ
SELECTIV

campanie derulată de
Supercam
și
ADI Deșeuri
Bistrița-Năsăud



LET'S PUT IT ALL IN THE RIGHT PLACE!

This was the main message for the recycling campaign, and was implemented on:

- TV & Radio
- Online banners
- Advertorials
- Social network

COLECTEAZĂ SEPARAT

PLASTIC ȘI METAL
PET-uri, recipiente și ambalaje din plastic, doze din aluminiu, recipiente din metal

STICLĂ
sticle și borcane, ambalaje din sticlă, pahare din sticlă

HÂRTIE ȘI CARTON
carton, cutii și recipiente din carton, ziare, reviste, caiete

DEȘURI REZIDUALE
resturi alimentare, deșuri murdare cu grăsimi animale sau vegetale, scutece, resturi de fructe și legume, reziduuri / excremente animale de companie, conținutul sacului de aspirator, mucuri de țigară, șervețele folosite, cenușa de la sobă (stinsă)

Deșeurile pe care le depunem în recipientii destinați fracțiilor reciclabile, trebuie să fie curate;
Deșeurile reciclabile murdare cu grăsimi vegetale sau animale, trebuie să le depunem în pubela neagră sau în containerele negre;

HAIDEȚI SĂ LE PUNEM PE TOATE LA LOCUL LOR!

O campanie susținută de **SUPERCOM** și **ADI Deșeurii Bistrița-Năsăud**

**LET'S PUT IT ALL IN
THE RIGHT PLACE!**



PLASTIC ȘI METAL

PET-uri, recipiente și ambalaje
din plastic, doze din aluminiu,
recipiente din metal



Deșeurile reciclabile trebuie să fie curate!

**COLECTEAZĂ
SEPARAT**

O campanie susținută de
SUPERCOM și
ADI Deșeurii Bistrița-Năsăud



WASTE POLICE



WASTE POLICE

The main tasks of the officers from Waste Police are:

- Checking and monitoring the way individuals are collecting separately the recyclable waste;
- Checking and monitoring the way companies are collecting separately the recyclable waste;
- Verifying the way the sanitation operators fulfill their contractual obligations;
- Control actions designed to prevent the abandon of waste in the natural environment;





WASTE POLICE



COLLECTING FROM GATE



COLLECTING FROM THE GATE

One of the major changes in the actual system of collecting recyclable waste is the "collecting from the gate" for all 3 recyclable fractions – plastic / metal, glass, paper and for residual waste as well for all housing areas in the county:

- Individuals from this area will not have to go anymore to the collecting platforms with semi-buried containers for depositing the paper and the glass;
- Individuals will be better monitored in the process of separate collection of the waste





04

IMPACT

Why it's so important to recycle



IMPACT AREAS

ECONOMIC

Re-use of recyclable waste as raw materials has major impact on production costs

SOCIAL

A clean community generates a higher standard of living



HEALTH

Reducing pollution, will provide us a healthier environment

COSTS

As recyclable waste is sold, the money support the sanitation invoices





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