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# EcoPontes - Rollout Strategy

## 1 Introduction

This document gives an overview of a roll-out strategy for EcoPontes within a regional context.

EcoPontes is a one-stop-shop for effective collection and recycling operation in low- and middle-income countries. It can be built up modularly depending on local conditions but with uniform minimum requirements for operators and operation.

With this roll-out strategy, interested entities in EcoPontes get an overview and handout for the initial implementation of such a waste collection system. It is mainly based on experiences made over the course of the EcoLu-Project in Luanda Angola.

## 2 General sequence for roll-out within a regional context

Rollout of the EcoPontes model within specific region should take place in phases. The momentum gained through the rollout within a city or even a certain part of a city may be positively used to support the expansion of the model into other cities and eventually covering a complete region.



The strategies for phase 2 and 3 equal the strategy for phase 1. As coverage with EcoPontes models increases, so does familiarity with the system and the opportunity to utilize synergies between the various locations, which will facilitate the implementation of all three phases. The rollout strategy will be further depicted in the following sections.

## 3 Strengthening public awareness

The basis for roll-out of EcoPontes is a strong positive public perception of the EcoPontes model with regard to separate collection of recyclables and recycling. This applies to the general public as well as civil society organizations, potential suppliers and buyers of recycled materials and public administration.

The extent to which the proposed measures can be implemented depends on how the government and administration have positioned themselves on an EcoPontes network at the time of implementation.

### 3.1 Awareness campaign in local media

A wide-ranging information campaign aims to highlight the importance of recycling for the environment and the contribution of EcoPontes to a professional circular economy.

The following channels for such a campaign have been identified:

- Local Press
- Local TV and radio stations
- Relevant social media
- Outdoor advertising (e.g., near EcoPontes collection points)

### 3.2 Events on environmental protection through recycling

In order to support the awareness campaign, EcoPontes operators should establish direct contact with the respective target groups through events. The most promising target groups are further elaborated in the next section.



Figure 1: A target group-specific event for school children on recycling.

The following appropriate formats have been identified:

- Target group-specific seminars/lectures on recycling and circular economy
- Support for cleanup actions with local partners



- Factory tours to present the plants and processes, and to explain the requirements for material flows for high-quality recycling

## 4 Strengthening relationships with civil society multipliers

### 4.1 Local NGOs

Within the framework of EcoPontes, the various stakeholders all have their individual strengths and capabilities. Cooperation with local NGOs will be a useful measure to directly reach out to the local populations, raising awareness, carrying out joint actions, with the EcoPontes operator.



*Figure 2: Plastic waste that was collected as part of a beach cleanup – a useful measure to raise awareness while strengthening the cooperation between EcoPontes operators, local NGOs and the local population.*

### 4.2 Schools and other educational institutions

Schools and other educational institutions are well suited to create awareness of environmental protection and recycling at an early stage. In addition, schools, universities and other educational institutions are good accumulation points of e.g., PET bottles due to the high frequency. Suitable collection systems can be used to generate pre-sorted material flows.

### 4.3 Sports clubs

Sports clubs offer a good framework for educational work on environmental issues and recycling. As part of the association's work, joint actions can be carried out to bring sport and the environment together.

Especially at sporting events, larger amounts of waste are generated, which can be collected and recycled separately. In order to provide a better offer to associations and other civil society organizations within the framework of EcoPontes, a concept for a "container sponsorship" is being developed, with which these organizations can work to strengthen recycling.

### 4.4 Religious associations

Analogous to sports clubs, people come together in religious associations. Therefore, they are also well suited for educational work on environmental issues and recycling. As part of the community work, joint actions can be carried out, such as the establishment of a separate collection of recyclable materials after the joint meeting. Container sponsorships in the sense of EcoPontes can also be a useful instrument here.

## 5 Expand supplier network

### 5.1 Connect commercial suppliers

Smaller aggregator companies can be very reliable suppliers of recyclables. Since the EcoPontes model aims to build a network of suppliers and customers, it makes sense to connect as many as possible to the system. Through training and provided infrastructure, the required qualities can be ensured. Framework agreements and appropriate pricing models should ensure a reliable supply relationship.



*Figure 3: Commercial suppliers often have larger quantities of material in stock. With the right infrastructure and training, the qualities and logistics can be optimized in the sense of EcoPontes.*

## 5.2 Connecting commercial sources

Commercial sources are companies from trade and industry in which recyclable waste is generated. These accumulation points should be connected to the EcoPontes model in order to collect the recyclable materials separately and recycle them in an environmentally friendly manner.

For this purpose, suitable collection containers should be set up at the individual companies. The qualities should be ensured by training the employees and an economical and needs-based collection along with suitable logistics concepts should be implemented

The introduction of separate collection of recyclable materials at commercial sources is based on two main arguments: on the one hand, a significant reduction in residual waste quantities and the associated disposal costs is achieved, and on the other hand, a contribution to resource efficiency is achieved by returning the recyclable materials to the cycle.

## 5.3 Connecting public accumulation sites



Public accumulation points refer to accumulation points in heavily frequented places where many people regularly dispose of recyclables. Ideally, there are organizations at the sources that sponsor container infrastructure and possibly participate in training courses to ensure reliable separation of recyclables. In particular, the above were identified here:

- Sports clubs
- Religious communities
- Schools and other educational institutions

*Figure 4: Civil society organizations can sponsor suitable containers for the separate collection of recyclable materials in their area of responsibility.*

## 5.4 NGO as EcoPontes operator

It is also an option to empower a local NGO to become an EcoPontes operator: The NGO can provide a suitable site and with support from EcoPontes can work towards training and mobilization of the surrounding population, while the infrastructure and operating personnel are provided by the EcoPontes network.



## 6 Expanding customer network for recyclables

To enable an expansion of the EcoPontes model, the sale of the collected recyclable materials must also be ensured. For this purpose, the customer network must be expanded regarding the fractions to be recycled and the quantities purchased, both domestically and internationally.



Figure 5: hard plastics pre-sorted and ready to be sold to a recycling company

### International customers

Internationally, recycled plastics are in very high demand. The currently internationally available material is far from sufficient to meet the demand. There is therefore great potential here for material collected within the framework of the EcoPontes model. Access to these markets can be expanded, for example, via digital material marketplaces.

For international trade of recyclables, the regulations of Basel convention must be complied with.

## 7 Strengthening relations with local administration



Figure 6: Ceremonial opening of an EcoPontes station in the presence of decision-makers and representatives of the public administration

Another prerequisite for the long-term success of EcoPontes is the support and acceptance of the local administration. The collection of recyclable materials according to the EcoPontes model can play an important role in the waste management concept for a city.

Events for important decision-makers can help to strengthen the relations and to raise awareness about the benefits of the EcoPontes concept. Examples of events are: ceremonial inaugurations of new recycling centers, factory tours of recycling companies and participation in stakeholder discussions on the further development of waste concepts.

## About Us

**Rodiek & Co GmbH** is a consulting company in the field of waste management, recycling and circular solutions.

It is our Mission to support the development of a functioning circular economy by providing experience and operational knowhow.

Our target regions are low- and middle-income countries, where waste management and recycling is still in its early stages. Our solutions are tailored to the specific local requirements and needs.


We provide services along the complete value chain from collection over sorting, to treatment and preparation for recycling.

We provide technical support for facilities, including vehicles, machinery as well as material flow management.

We also offer the development of sustainable recycling and energy concepts for local communities, businesses and industries.

As a 100% daughter company of Nehlsen Group, one of the largest German waste management and recycling companies, we can access the operational knowhow and practical expertise from 99 years of waste management and recycling business in Germany.

## GET IN TOUCH

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