

<b>Project name</b>	Awareness and Communication Campaign for the selective collection of waste in public events and selective collection of green waste in households' circuits
<b>Project code</b>	POSEUR-03-1911-FC-000111
<b>Main goal</b>	To protect the environment and promote resource efficiency
<b>Region of intervention</b>	North - Metropolitan Area of Porto
<b>Beneficiary entity</b>	LIPOR - Greater Porto Region Intermunicipal Waste Management Service
<b>Date of approval</b>	31/08/2018
<b>Start date</b>	01/01/2018
<b>End date</b>	31/03/2021
<b>Total eligible cost</b>	115 250,00 €
<b>Financial support from the European Union</b>	Cohesion Fund - € 97 962,50
<b>Nacional/regional state financial support</b>	17 287,50 €
<b>Expected/achieved goals, activities, and results</b>	The Selective Collection Project at Public Events is LIPOR's answer to the need of promoting the efficiency of selective waste collection, thus increasing the quantity of materials sent for multi-material recovery and promoting the sustainable management of waste produced in niches characterized by a high potential waste production. The Selective Collection in Public Events integrates the management of waste produced in public events of municipal management, such as festivities and pilgrimages, thematic fairs and so, as well as academic events; cultural and sports; among others of similar scope.

Promoting the implementation of good practices according to the precepts of Circular Economy and Social Responsibility and encompassed within the scope of Selective Collection in Public Events, LIPOR and its Associated Municipalities designed this Project. Of an innovative nature, the project promotes selective collection and provides the attribution of a benefit addressed to Social Causes and Community Support, depending on the amount of recyclable material collected.

Organic Recovery through the Composting of waste is a form of valorisation of great importance in solid waste management policies. Promoting the recovery of all waste components, namely organic waste, is, therefore, a priority of LIPOR and its Associated Municipalities.

Thus, its intended to increase the quantities of the green waste selective collection in the 8 LIPOR Municipalities; reducing the amount of green recyclables in the undifferentiated fraction; increasing the awareness of the target audience, leading them to adopt the best waste management practices; increasing the selective collection of green waste; creating and maintaining habits for separating green waste in niches characterized by high production.

Population reached by the Communication  
and Awareness Campaigns

Communication and  
Awareness Products

