

May - Recycling

Low Tech – Case study



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Case Study: Drastic 42% improvement in the quality of recyclable waste received

Month:	May
Topic:	Recycling
Case Study Title:	Drastic 42% improvement in the quality of recyclable waste received



Source: *Pexels, SHVETS production*

Name of the Climate or Social Enterprise or Activist Group:	WasteServ
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What is their Story?	<p>Established in November 2002 as a limited liability company, WasteServ is responsible for organising, managing and operating integrated systems for waste management. Since its creation, WasteServ has been committed to promoting waste reduction and recycling, and to establishing and maintaining innovative waste management infrastructure to protect the environment and society.</p> <p>WasteServ announced the successful implementation of its ‘Separate Right Make Our Future Bright’ educational campaign.</p> <p>Back in February 2021, an industrial trial revealed that around 35% of all recyclable waste received at WasteServ facilities was in fact waste that could not be recycled and that should have never been disposed of in the recyclables bag. By February 2022, this figure was reduced to around 25% leading WasteServ to launch a brief but intensive educational campaign to further capitalise on the positive momentum.</p>
Link to the Case Study:	<p>About the campaign Drastic 42% improvement in the quality of recyclable waste received Wasteserv Malta</p> <p>Facebook Page https://www.facebook.com/WasteServ/</p> <p>Eco Hives Kids https://www.ecohive.com.mt/kids</p>
Why is this a Good Example to Follow?	<p>This improvement, in addition to the very hard work undertaken by WasteServ’s employees on a daily basis to process recyclable waste should allow WasteServ to even surpass the record-breaking figures obtained in 2021.</p> <p>Minister for the Environment, Energy and Enterprise Miriam Dalli thanked the public and all those involved in the sector for this remarkable achievement. This is proof that the public has recognised that waste is a resource. Minister Dalli said that these figures will continue improving the country’s performance and are a result of the positive way in which we are looking at waste. The Minister urged the general public to continue to increase its efforts in waste separation as this will translate into a better future for our children.</p>




What Impact has this case study example achieved?	The campaign was extremely successful leading to a further drop in a very short time to just under 20%. This means that in a slightly over a year the quality of the recyclables bag improved by 42%. This reduction in the amount of waste that cannot be recycled or 'rejected' is equivalent to the weight of over 270 buses.
References	<p>References</p> <p>https://www.wsm.com.mt/en/article?id=488944cf-525b-418c-85ba-b73b2693ac02</p>





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