

Minimization Plan

LIPOR

2010-2012

LIPOR

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The Minimization Plan of LIPOR describes the work to be developed and actions that are undertaken under the project Life + Miniwaste indicating the objectives, the content of the actions and the indicators of progress.

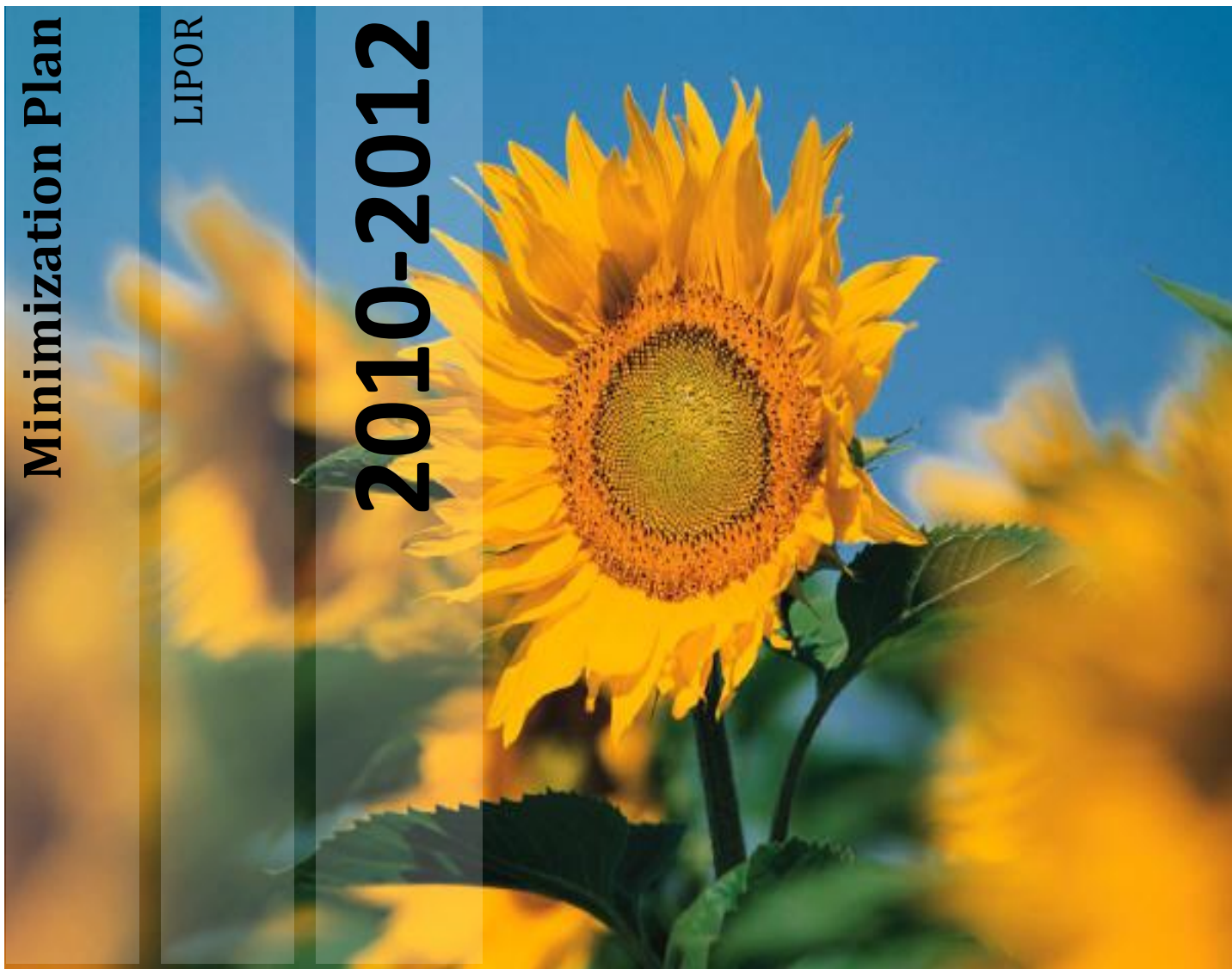


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I CONTEXT

The project will be dedicated to the minimization of organic waste and implemented in the 8 municipalities of Lipor – Porto region during 3 years. The region has 1 million inhabitants that produce more than 500.000 tons of municipal waste (MW) per year. The amount of organic waste is around 40% of the municipal solid waste. The region has mainly urban characteristics with vertical apartment buildings and some private houses with garden. Part of the region is semi-rural with agriculture.

The Miniwaste projects will take place throughout 3 years (2010-2012), with the objective of the prevention and reduction at the source of organic waste actions by promoting behavioral changes: individual and collective composting for citizens living in apartments or in detached housings; composting in private and public organizations such as schools, cribs and social centres, fighting against food waste through food conservation techniques and the cooking of leftovers.

II STAKE

The population of Lipor's area is not aware of:

1. organic waste representing around 40% of the MW;
2. the reduction of the organic waste production reduces the financial and environmental impacts associated to the MW treatment;
3. the prevention of organic waste can be achieved with simple practices such as composting or reduction of food waste;
4. the necessity of a simple change in the population's behaviour for the protection of the environment.

The Miniwaste project is an opportunity to bring awareness to the population of these facts, reduce the organic waste treated industrially and promote a change in the population behavior.

Besides, the Miniwaste project will allow Lipor to promote benchmarking of the best available practices and implement the organic waste prevention in the area according to its specific characteristic.

III OBJECTIVES

3.1 Quantitative

There are several targets to achieve for each action proposed. The objectives are quantified in section VI below.

3.2 Qualitative

To promote the wide awareness raising of the population about the organic waste problem.

IV TARGET PUBLIC

The target of the project are Lipor's area inhabitants, local authorities, private companies, institutions, services, schools, restaurants and canteens.

V METHODOLOGY OF WORK

The actions of the Project will be implemented using different communication tools in two approaches: direct and indirect contact. The direct contact is made mainly by a team of 4 composting masters and also by other Lipor's technicians, using the following tools:

- hands-on training courses;
- animations on organic waste reduction;
- door to door contact;
- stands in parks and fairs;
- emailings;



- promotion in services (restaurants, buildings administrators);
- visits to demonstration sites.

The indirect contact includes promotion in:

- the media (TV, radio, newspapers and magazines);
- seminars and conferences;
- short documentaries on organic waste reduction (practical short films);
- websites and blogs;
- facebook;
- posters;
- stands (exhibitions).

Part of the success of the project promotion is the communication mouth to mouth by the participants that is only possible if there is quality in these types of tools.

The communication is also promoted by the partnerships established during the project with local authorities, services and others as participants or promoters.

VI ACTION PLAN

6.1 Awareness Raising

6.1.1 Objectives

Promote the awareness of the population throughout the duration of the project (2010-2012):

Emailing (60),

Project Promoting Events (35) and

Short Documentaries (4).

6.1.2 Content of the actions

1. Promote the dissemination of the information using the Lipor's websites www.hortadaformiga.com and www.lipor.pt as a continuous spot of information. The target is the general population and the maintenance is Lipor's technicians' responsibility. The information is updated when necessary.
2. Promote the publication of regular information using the Lipor's Facebook's ("Terra à Terra" and "Lipor"). This social networking service is modern and allows reaching other citizens. The target is the general population and the maintenance is Lipor's technicians' responsibility.
3. E-marketing sent to emails (60 during 3 years) as an occasional tool of information. The target is the general population and the emails are sent by Lipor's technicians when convenient, to promote the activities, actions, targets and specific information.
4. Reports or announcements in newspaper and magazines as an occasional tool of information. We expect that the Media will "voluntarily" promote the project. The target is the general population and the content is out of our control.
5. Interviews as an occasional tool of information. We expect that the Media will "voluntarily" promote the project. The interviews can be included in the reports or announcements. The target is the general population and the content is out of our control.
6. Events to promote the project, such as presentations in seminars (at least 35 during 3 years) as an occasional tool of information. The target is the specific population that attends the event, which could be the general population or specialized people, and the case of seminars the speakers are Lipor's technicians.
7. Create short documentaries to promote composting, organic farming and food waste use (4 during 3 years) as a continuous spot of information. The target is the general population and the film is Lipor's technicians' responsibility. The films will be available freely on the internet.

The general coordination and management of the Miniwaste project in Lipor is budgeted in 89 000 € and is co-financed by LIFE (considering 2 engineers responsible for the coordination and management, one in part-time and other in full time).

The actions of the awareness raising of the population are Lipor technicians' responsibility. Some of the required communication tools like composting handbooks and leaflets are made internally by the team of the 4 composting masters or Lipor technicians'. The website development and maintenance (www.hortadaformiga.com) is co-financed by LIFE with a total budget of 10 000€.

6.1.3 Indicators of progress and evaluation

Dissemination of the information using the website www.hortadaformiga.com (number of visits to the website), E-marketing sent to emails (number of e.news sent), reports, announcements or interviews (number of reportages with Life+ Miniwaste reference), Project Promoting Events (number of events), Short documentaries created (number of documentaries). See annex I.

6.2 Active Participation

6.2.1 Objectives

Individual composting (implement 6500 composting bins), Community composting (create 50 sites), Apartment composting using wormcomposters (100 wormcomposters), Train people for composting (10400 people), Promote the participation of collective structures (270 institutions), Restaurants with right dosage meal (5), Train people for reducing food waste (2800 people), Identify composting masters and promote their active participation (100 people) and 45 stands organized.

6.2.2 Content of the actions

1. Implement individual composting in detached houses, buildings, companies or institutions with garden (implement 6500 composting bins until 2012). As a continuous action, the team of 4 composting masters will implement it daily, considering the promotion, informing the population and potential partners and enlightening the participants. The target is the inhabitants living in houses or buildings or companies with garden, schools and services with

garden. The acquisition of the composting bins was co-financed by the Cohesion Fund. The budget for this action, considering only the service provided by external composting masters, is 171 200€ co-financed by LIFE.

2. Promote community composting (create 50 sites, ideally with 2 composting bins each until 2012). As a continuous action, the team of 4 composting masters will implement it daily, considering the promotion, informing the population and potential partners and enlightening the participants. The target is the inhabitants living in grouped houses or buildings with common garden or companies, schools and services with garden. The acquisition of the composting bins was co-financed by the Cohesion Fund. The budget for this action, considering the service provided by external composting masters, is 171 200€ co-financed by LIFE.
3. Implement composting in apartments using wormcomposters (distribute 100 wormcomposters until 2012). As an occasional action and it is directed to the population that lives in apartment buildings and have no garden. The team of 4 composting masters will implement it, considering the promotion, informing the population and potential partners and enlightening the participants. The budget for this action, considering the service provided by external composting masters, is 171 200€ and 50 000 € considering the purchase of the wormcomposters, both co-financed by LIFE.
4. Train people for composting (10400 people, considering hands-on composting courses, until 2012). It is a continuous action and it is directed to the population interested in learning about composting. The team of 4 composting masters will organize the courses and train the participants. The budget for this action considering the service provided by external composting masters is 171 200€ co-financed by LIFE.
5. Promote the participation of collective structures (270 entities involved in the organic waste reduction promotion, until 2012). It is a continuous action and it is directed to the collective structures interested in learning about or practicing composting. The team of 4 composting masters will organize the animations or the courses. The budget for this action considering the service provided by external composting masters is 171 200€ co-financed by LIFE.
6. Restaurants with right dosage meal (5 restaurants, until 2012). It is a continuous action and it is directed to the restaurants interested in reducing food waste. Lipor's technicians are responsible for this action.

7. Train people for reducing food waste (2800 people considering practical courses or demonstrations on use of leftovers, food conservation, ecoshopping, sustainable consumption, healthy food habits, until 2012). It is a continuous action and it is directed to the population interested in learning about food waste problem. The team of 4 composting masters, Lipor's technicians and outsourcing services will organize awareness activities and courses. The budget for this action, considering the service provided by external composting masters, is 171 200€ and 2 200€ for the outsourcing of training sessions on cooking, both co-financed by LIFE.
8. Identify composting masters and promote their active participation (100 composting masters until 2012). It is an occasional action and it is directed to the population voluntarily active in teaching about composting or promoting these good practices. The team of 4 composting masters will organize the courses and train the participants. The budget for this action considering the service provided by external composting masters is 171 200€ co-financed by LIFE.
9. Organize stands to promote the project (45 stands until 2012). It is an occasional action and it is directed to the general population – general awareness. The team of 4 composting masters will organize the stands. The budget for this action considering the service provided by external composting masters is 171 200€ co-financed by LIFE.

A car will be available for the team of 4 composting masters to do the field work (contact with partners, local courses, monitoring, support, among others). The budget for the car rental is 9 640€ co-financed by LIFE.

6.2.3 Indicators of progress and evaluation

Composting bins (number of composting bins implemented), Collective composting sites (number of sites created and active), Wormcomposters (number of wormcomposters distributed), Persons trained in composting (number of persons), Participating collective structures (number of entities), Participating restaurants (number of restaurants), Persons trained in reducing food waste (number of persons), Composting masters involved (number of persons). See annex I.

ANNEX I- INDICATORS OF PROGRESS AND EVALUATION

General objective	Targets	Starting Point	Target at the end 2012	Targets at the end of 2011	Targets at the end of 2010	Notes
1-Awareness	1.1 - Inhabitants directly or indirectly addressed by the awareness		50%			Poll during the evaluation of the project
	Emailing		60	4	2	
	Newspaper Adds		-	-	-	
	Interviews		-	-	-	
	Radio spots		-	-	-	
	Project Promoting Events		35	5	3	Includes presentations in seminars
	Short Documentaries		4	3	2	Hands-on composting techniques, organic farming, food waste use
2-Active Participation	2.1 - Collective composting sites (2 composter bins each)	12	50	35	20	Buildings, Grouped housing and shools
	Participants in grouped housing	Related with 2.1				At least 10 persons/collective composters
	2.2 - Wormcomposters	0	100	0	Model choosing	
	2.3 - Individual composter bins	2500	6800	6000	4000	
	2.4 - Persons trained in composting techniques	3131	10400	6000	4000	
	Hands-on composting courses	Related with 2.4				
	2.5 - Participating collective structures	40	270	90	60	Schools, Institutions
	Animations on organic waste reduction	Related with 2.5				1 Animation/Collective Structure (at the end of project=120)
	2.6 - Participating stuctures-restaurants	0	5	4	2	Reduced meals in restaurants
	2.7 - Persons trained for reducing food waste	249	2800	400	300	
	Cooking courses	Related with 2.7				Leftovers, food conservation, ecoshopping, sustainable consumption, healthy food habits
	2.8 - Composting masters involved	13	100	60	25	
	Composting master courses	Related with 2.8				
Stands in parks and fairs		45				



3 - Reduce waste quantity (tons/year)	3.1 - Total amount of organic waste diverted from RSW due to composting	1995	300 kg/(year.composting bin)	300 kg/(year.composting bin)	Average value at the end of the project
	3.2 - Food waste avoided	Related with 2.7			
4 - Improvement of compost quality	4.1 - Good or very good quality of composter bins installed	80%	80%	80%	protocol to be defined
	Monitoring 100% collective composters+~25% individual composters	100%+25%	100%+25%	100%+25%	