



# WASTECOSMART – interactive session

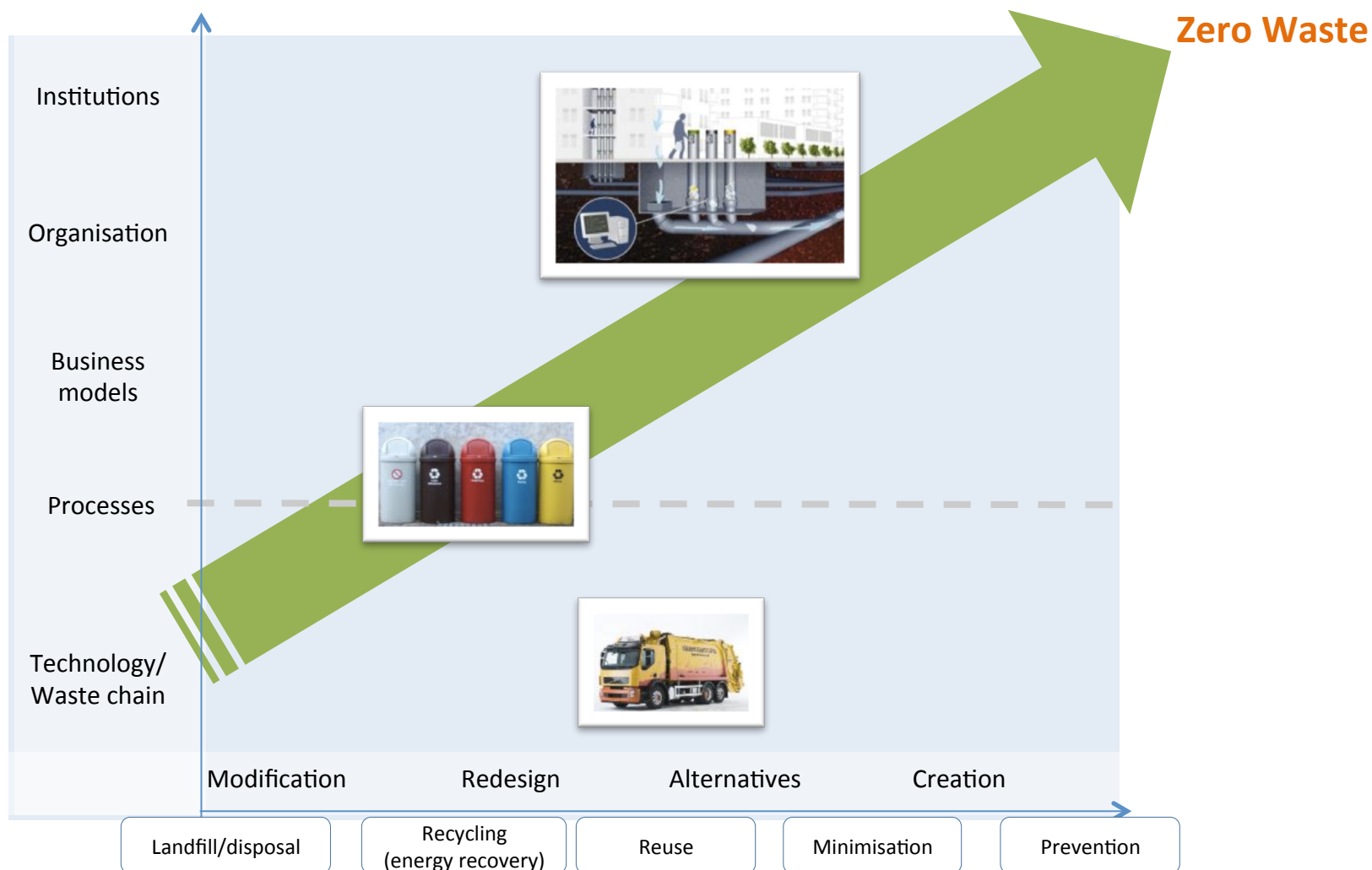
South Africa  
November 2015

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(coordinator)



WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.

# Broadening strategy work by adding more perspectives to an integrated approach!

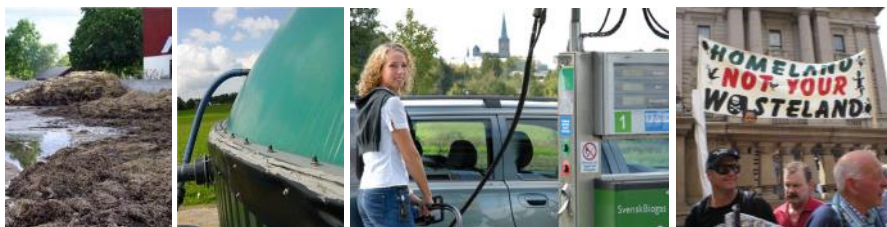


# The WASTECOSMART concept

- ▶ New innovation and new thinking
  - Understanding the process and act and influence the direction and speed
- ▶ The speed and direction of innovation is the result of complex interaction between many actors
- ▶ The aim to work out specific **S**trengths, **W**eaknesses, **T**hreats and **O**pportunities
- ▶ Self assessment tools
  - Close cooperation with regional partners



# Structured focus on Innovation Processes

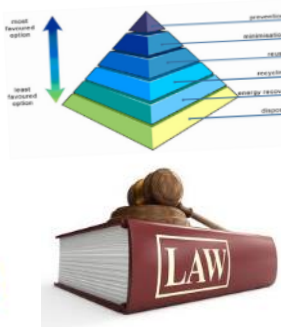


**Actors**

**Technology**



**Institutions**



**Networks**



## Key Innovation Processes

1. Knowledge development / diffusion
2. Direction of search
3. Legitimation
4. Resource mobilization
5. Entrepreneurial experimentation
6. Market formation
7. Positive externalities



**Exogenous factors**

# Key actors

## Politics, policy and institutions

National, regional and local authorities  
and governments

Policy and decision makers

*Hard: legislation, economic instruments ,  
taxes , targets , waste plan, standards, IPR*

*Soft: Ethics, norms, behaviour*

## Research

- Research institutes
- Universities
- Private research

## Schooling

- Higher education
- Professional training

## Supply

*Collection, sorting, transport,  
processing of MSW*

- Entrepreneurs
- Transport companies
- Technology manufactures
- Equipment providers
- Suppliers/ installers
- Subsystem providers

## Demand

*Treatment, recycling, energy  
recovery, use of energy and recycled  
materials*

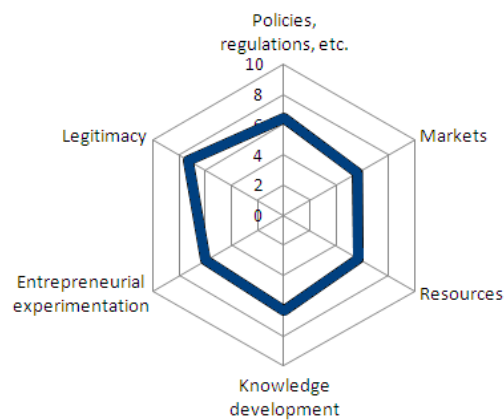
- Waste treatment plants
- Recycling companies
- Transport companies
- Retailers
- Technology manufactures
- Equipment providers
- Suppliers/installers

## Support organisations/ Associations

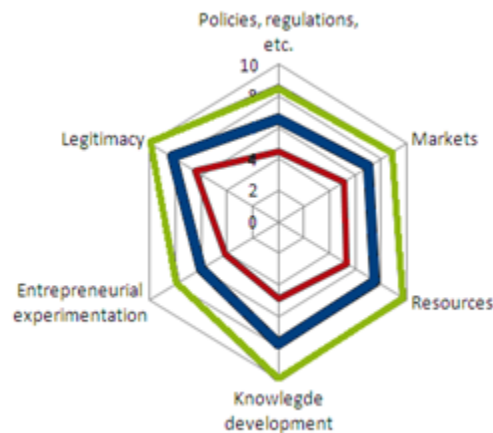
Branch Associations  
Networks

Financing support organisations  
Business Angels  
Banks/Venture Capital  
Horizon 2020

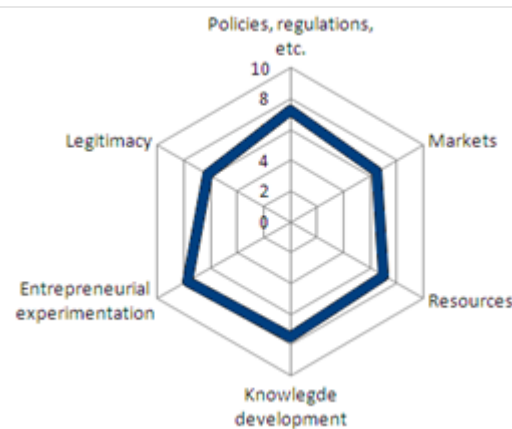
## Paphos



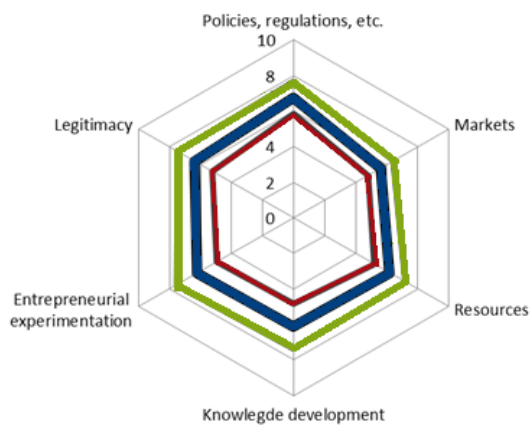
## Budapest



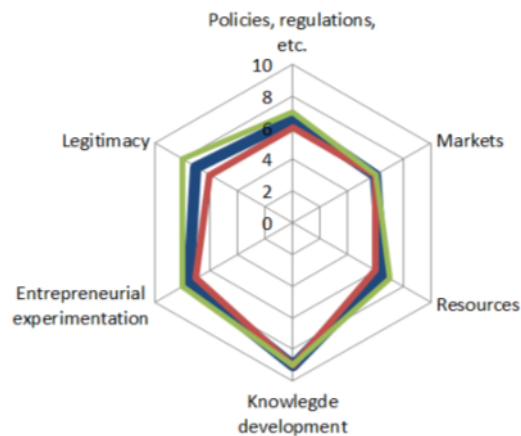
## Piedmont



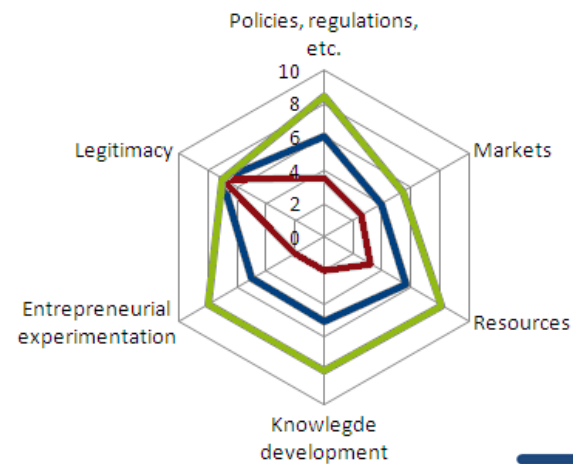
## Liverpool



## Amsterdam

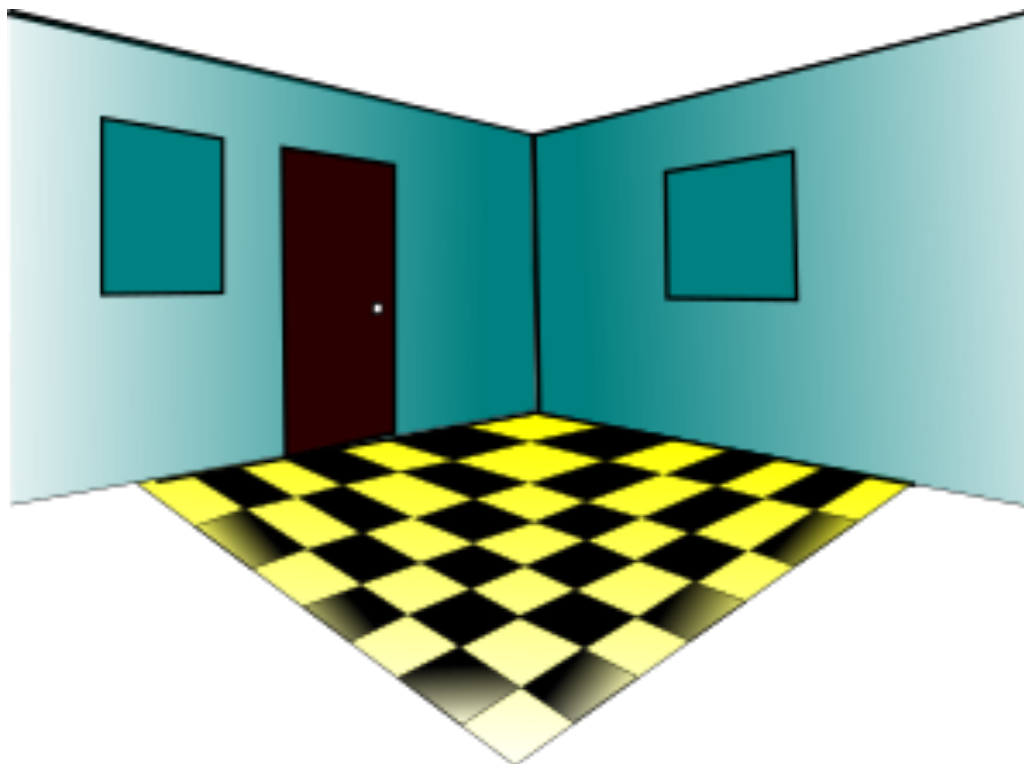


## Stockholm



— Average  
— Low  
— High

# ***Interactive Exercise: "Corners"***





# ***Interactive session: "The Plenum Interview"***



# Policy and regulations

1. Do you have formal policy regarding waste management?
2. Does the policy support the zero waste vision?



Disagree

Neither Nor

Agree

# Resources

## 1. Are there sufficient financial resources for change?



Disagree

Neither Nor

Agree

# Markets

## 1. Do you have a working market for recycled/reused products?



Disagree

Neither Nor

Agree

# Knowledge development and dissemination

- 1. Does waste management receive attention in national and regional research and technology programmes?**
- 2. Are all actors (public, private, business) of the waste system equally involved to work towards zero waste?**



**Disagree**

**Neither Nor**

**Agree**

# Entrepreneurial experimentation

1. Are there enough entrepreneurs?
2. Are the entrepreneurs willing to experiment?

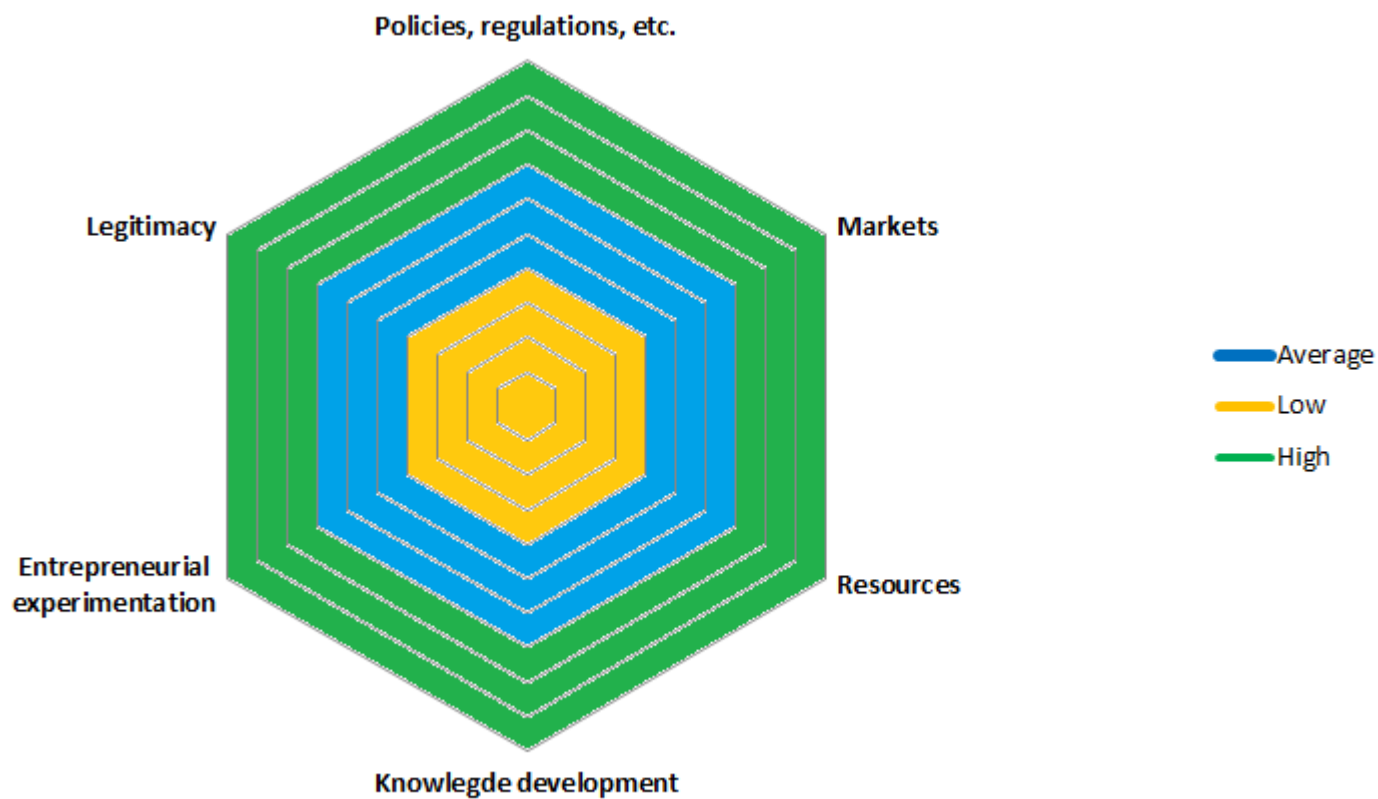


# Creation of legitimacy

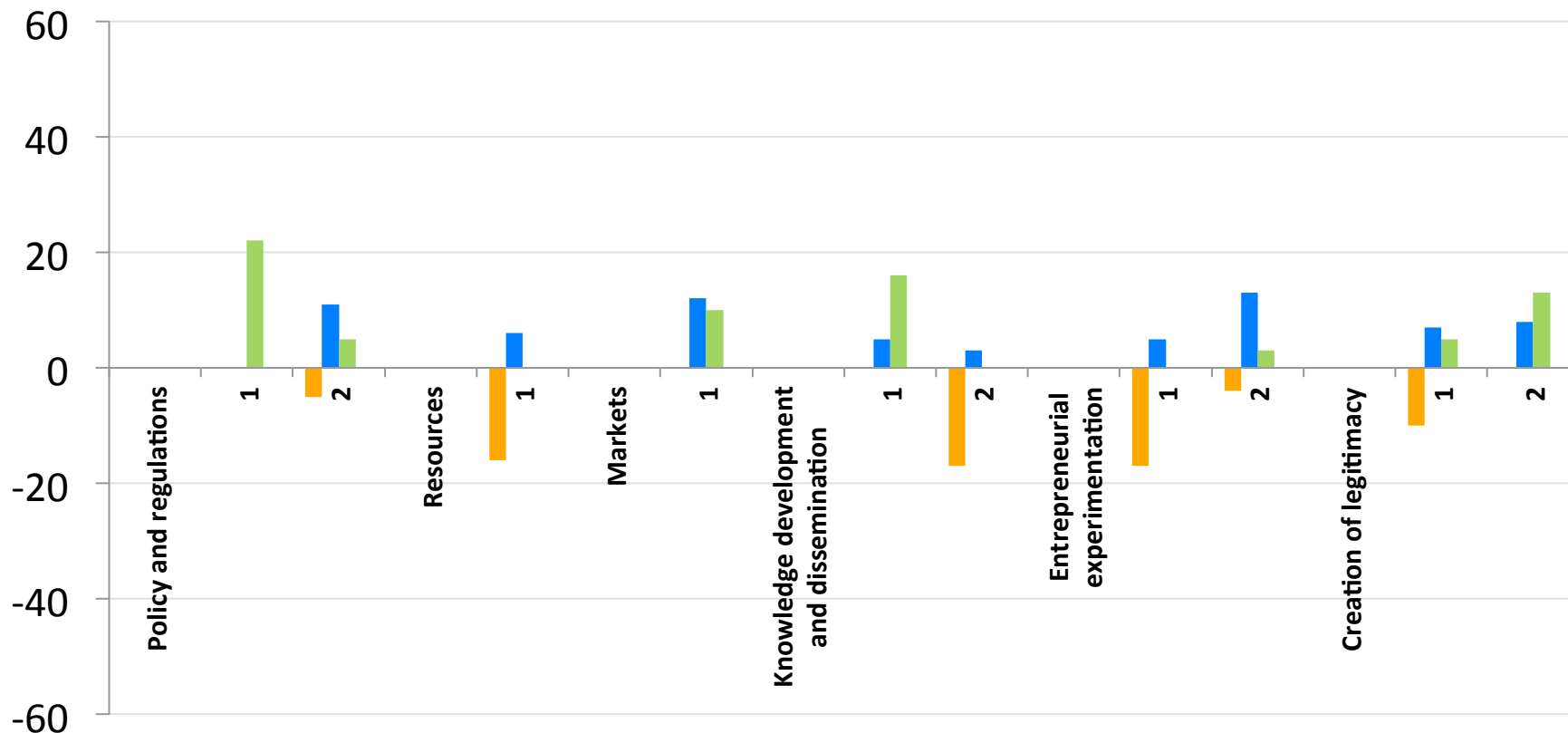
1. Is investment in waste management seen as a legitimate decision?
2. Is there much resistance to change?



# Results



■ Disagree
■ Neither Nor
■ Agree



# Thank you!

## Contacts

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[anna.sager@sp.se](mailto:anna.sager@sp.se)



# List innovative waste management videos

- ▶ Techreturns/closing the loop:  
[https://www.youtube.com/watch?v=fJGWk\\_bBq0U](https://www.youtube.com/watch?v=fJGWk_bBq0U) Concept to refurbish and reuse old cellphones and recycle them at the real end of life.
- ▶ AEB video with subtitles (12 min):  
<https://www.youtube.com/watch?v=ubyzbNFO9Oo> , Short version on different streams:  
<https://www.youtube.com/watch?v=XdfCnEDQuK0>
- ▶ Plastic mapping:  
<https://www.youtube.com/watch?v=35e5HqBTDEE>
- ▶ Plastic whale: (dutch)  
<https://www.youtube.com/watch?v=Kyy-voYWtno>
- ▶ Visit statesecretary to Sims Recycling solutions:  
<https://www.youtube.com/watch?v=BCrQPsgKROE#t=92>
- ▶ E-waste race (awareness campaign while collecting E-waste)  
<http://ewasterace.nl/video> (however video is in Dutch)
- ▶ Here a link to one more video from Amsterdam district East:  
<https://www.youtube.com/watch?v=qajoH0MOkcM>  
<https://www.youtube.com/watch?v=qajoH0MOkcM>

# List innovative waste management videos

- ▶ Link to the MRWA YouTube channel. There you will find a range of films and animation about waste management on Merseyside (Get It Sorted + time lapse build of our Gillmoss MRF, recycling, re-use of textiles (East Meets West/ My T-Shirt) and Love Food Hate Waste. You can use any of these for the project visits:  
<http://www.youtube.com/user/MerseysideWDA>
- ▶ Link to the Bulky Bob's film you saw on their You Tube channel as well:  
<http://www.youtube.com/watch?v=Cr5x39VL2Pg>