



KESKKONNAAMET

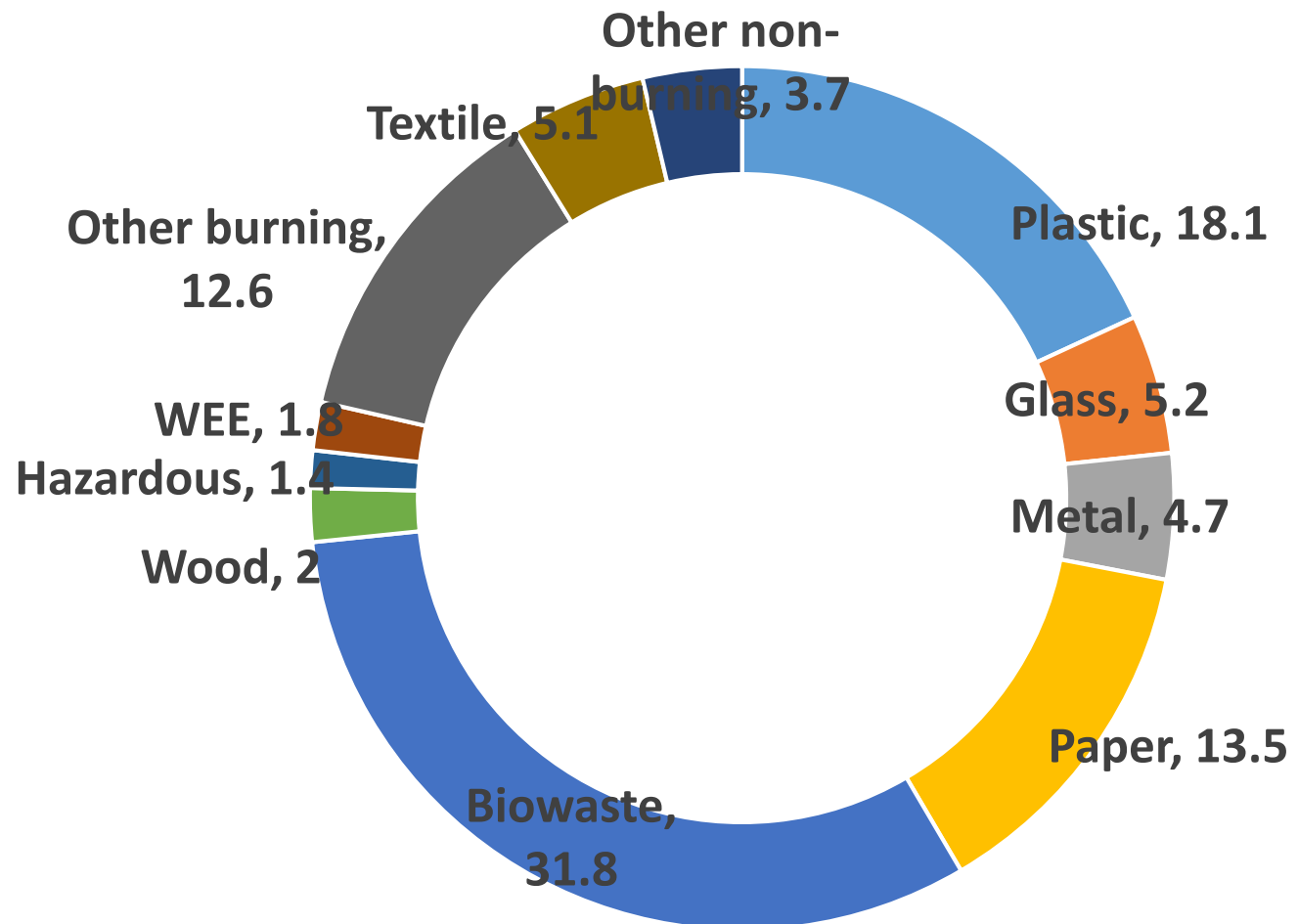


# Public awareness and education in waste management sector

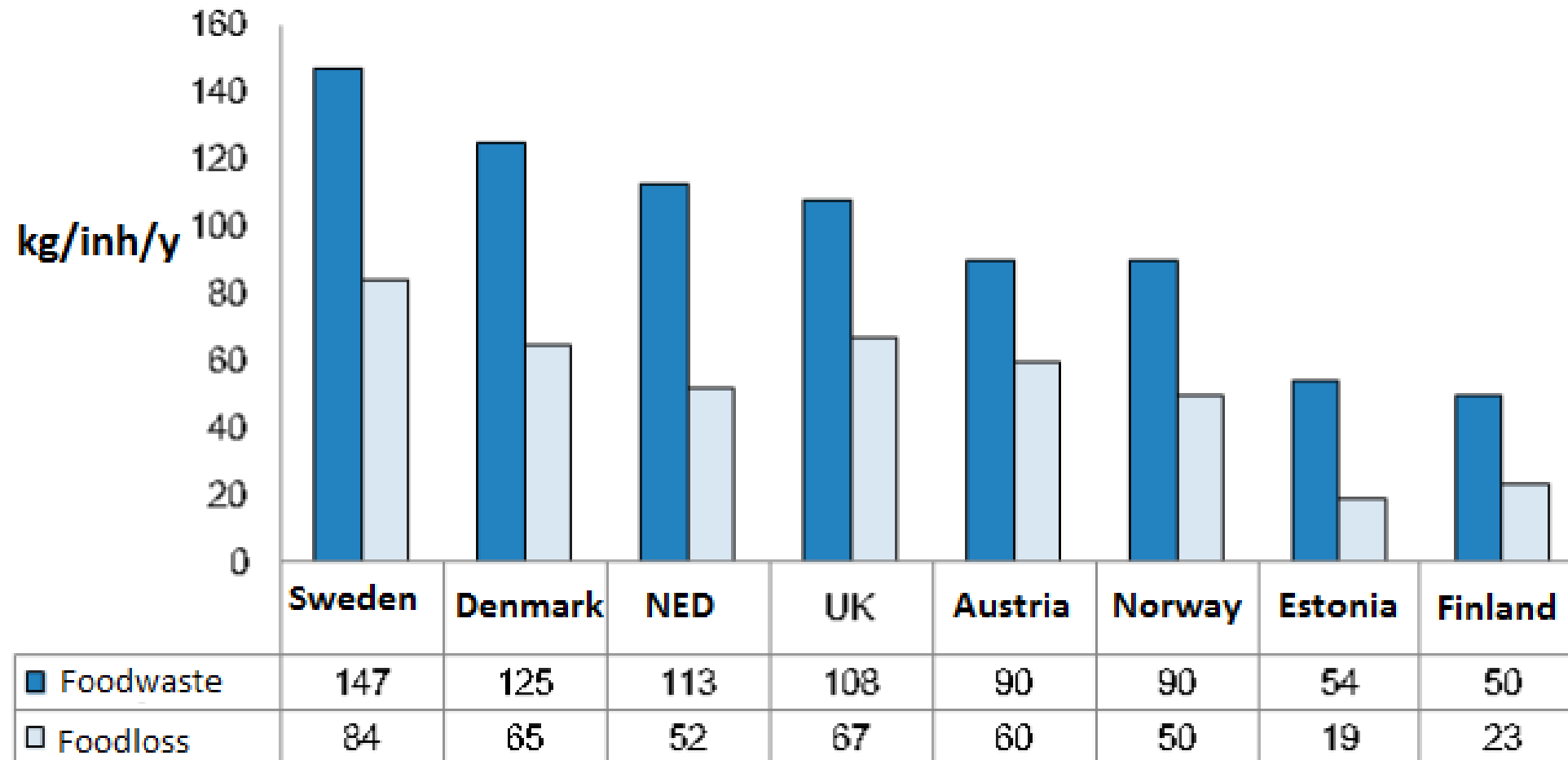
**Taimar Ala**  
**Estonian Environmental Board**  
**Deputy Director**

# Mixed municipal waste composition % (Estonia 2013)

WASTE	Mass%
Plastic	18,1
Glass	5,2
Metal	4,7
Paper	13,5
Biowaste	31,8
Wood	2
Hazardous	1,4
WEE	1,8
Other burning	12,6
Textile	5,1
Other non-burning	3,7



# Food waste production



# Recycling of food-waste, production of biogas



Donation of food reaching its „best before“



# Environmental education and awareness (financing)

- Environmental Investments Centre – specific programme for financing activities for that purpose
  - Environmental Programme – funds raised by environmental charges
  - European Regional Development Fund
  - European Social Fund
- Obligation on „market players“, private sector
  - Packaging organisations – obliged to spend at least 1% of their turnover to awareness campaigns
  - Other organisations – obliged to organise public campaigns through different media at least once a year



# Deposit system campaign and posters





# WEEE Producers Responsibility Organisations

Old saving lamps  
and electric  
appliances will  
come scare You!





# Lets do it with Ferda!

- Aimed towards school children in the age of 5-15
- Main task about waste reduction



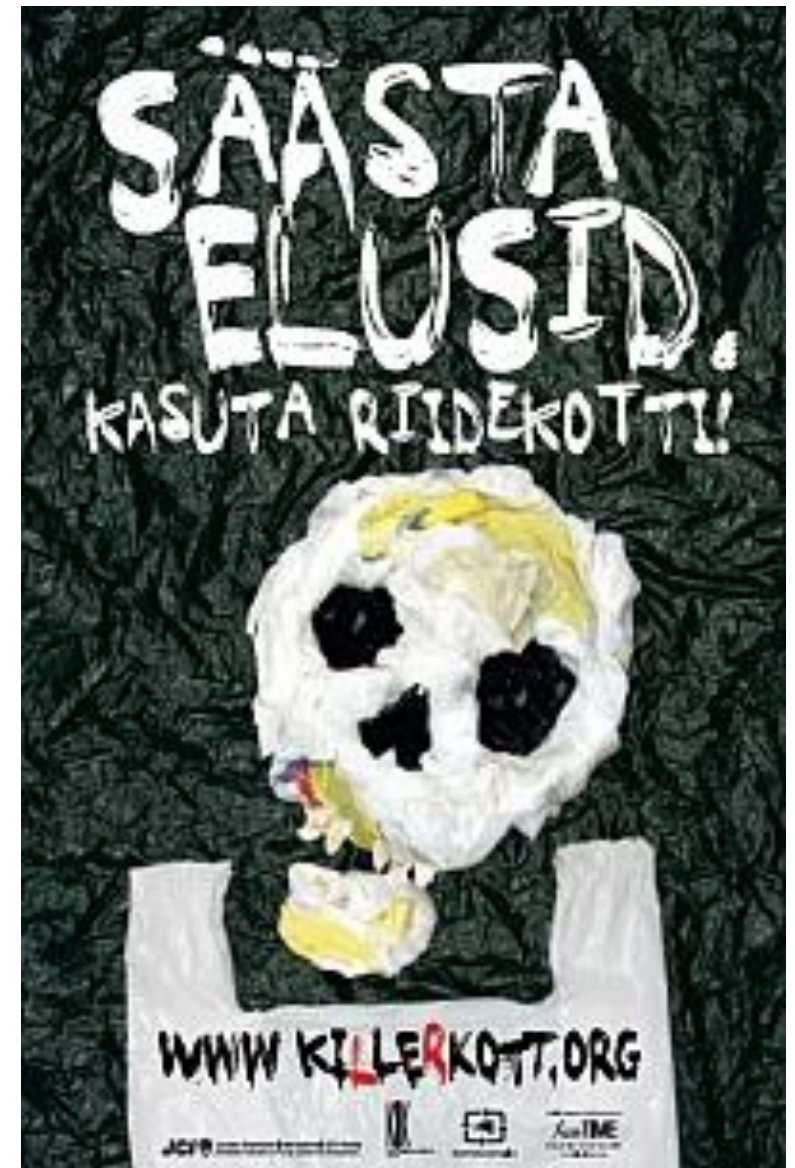
# Puppet shows

- Like Trashwolf and Supebunny





# KILLERKOTT – KILLER BAG



# Trashpolice campaign

- Schoolchildren document and record waste violances, report, notify
- Awards and prizes for most active and resultative ones!

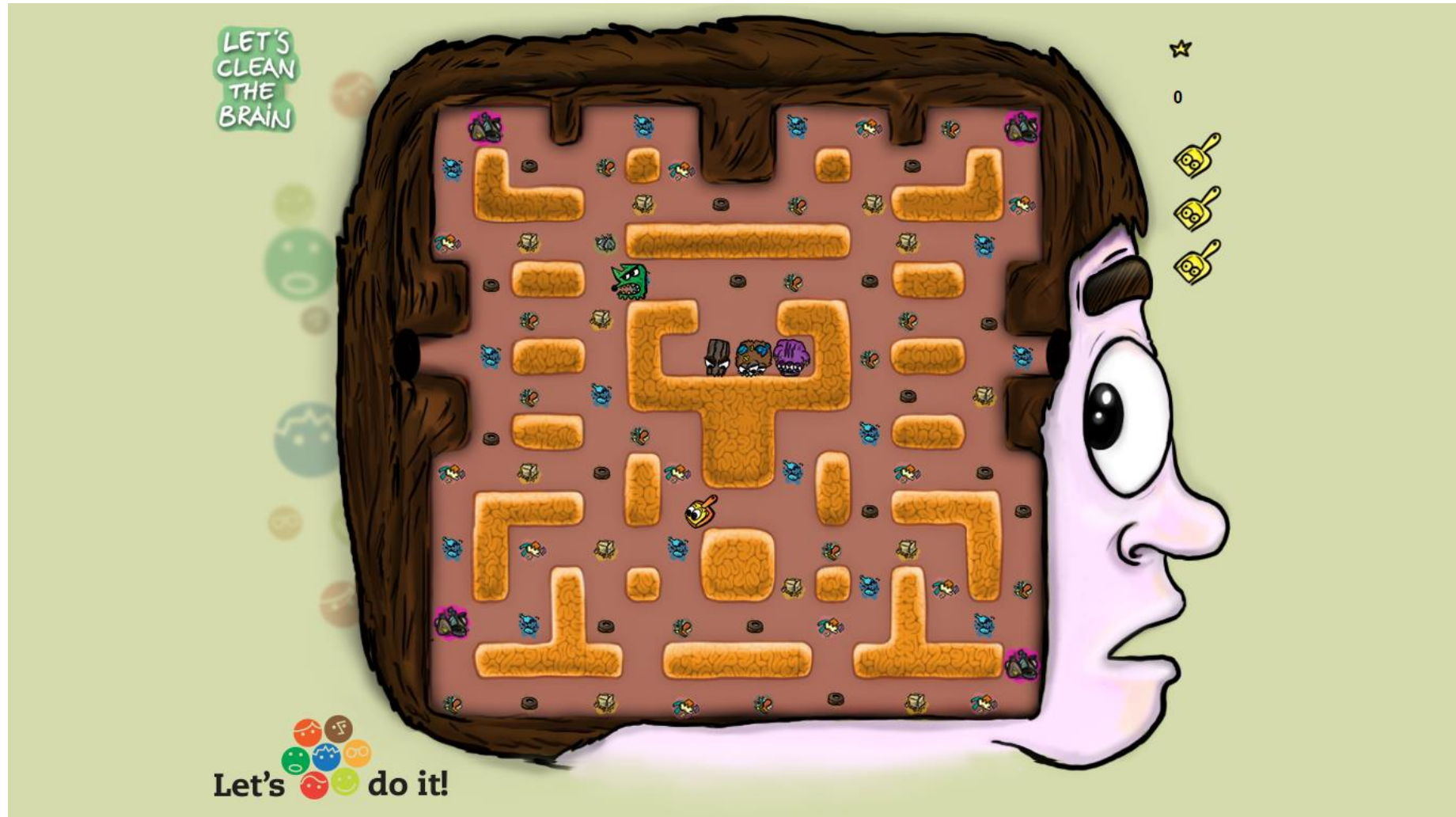


Infotelefon **1345**  
[www.tallinn.ee/est/pryglhunt](http://www.tallinn.ee/est/pryglhunt)





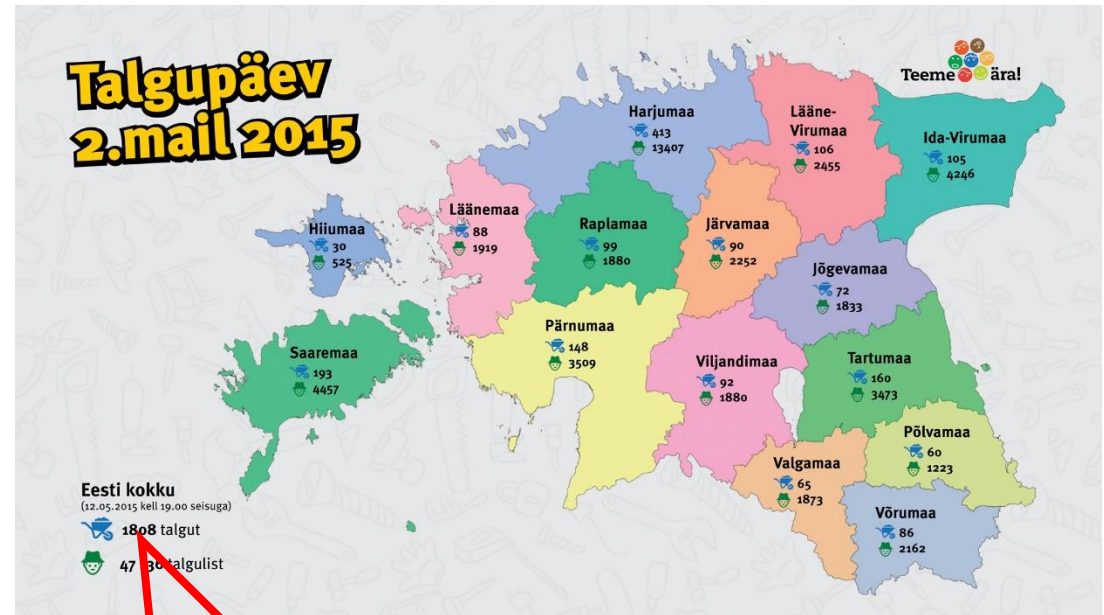
# Computerize – clean your thoughts



# Campaign-activity: Let's do it! (Teeme ära!)

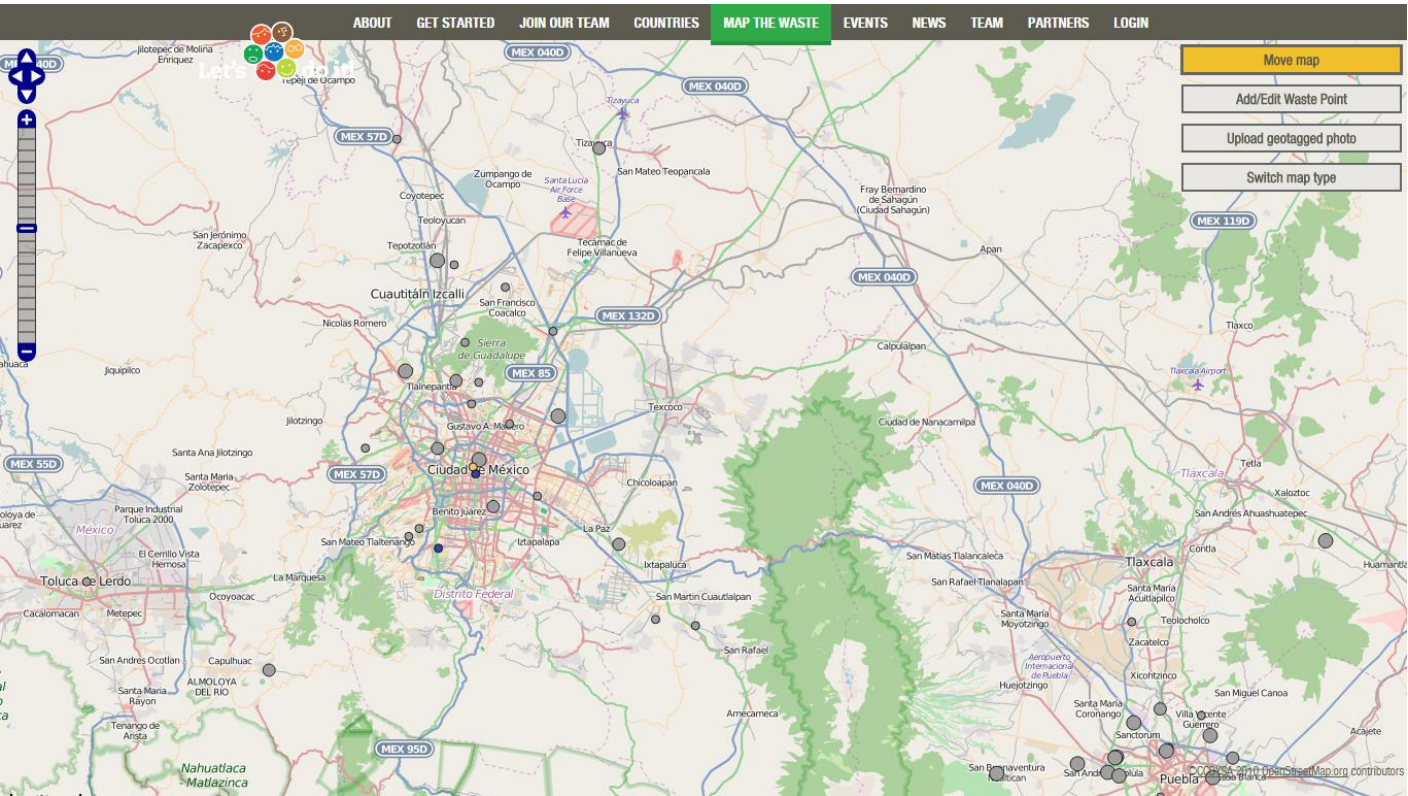
- Involve communities, active people
- Let the people to decide and fulfil tasks important to them
- Add additional benefits, prizes, discounts – make the environment

<http://www.letsdoitworld.org/>  
<https://youtu.be/fbZurfhIKn8>



**Eesti kokku**  
(12.05.2015 kell 19.00 seisuga)  
1808 talgut  
47 136 talgulist





TrashMap  
show on map

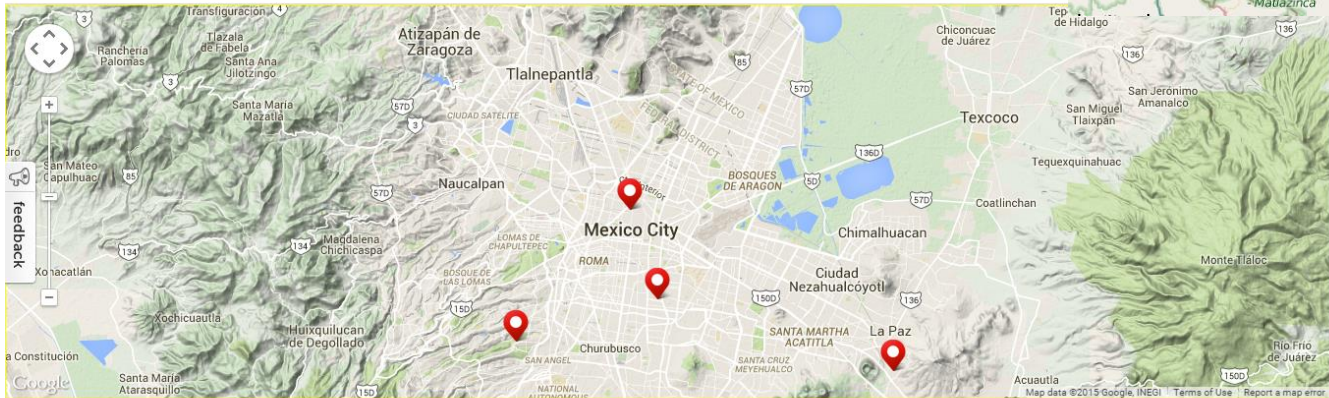
Statistics  
data in charts

Mobile App  
iPhone, Android  
& Windows Phone

Partners  
and Supporters

About  
and FAQ

Sign  
it's easy



Filter

- Show all
- Confirmed
- Cleaned

By time

- No limit
- Last 30 days
- Last 7 days
- Today

By size



by type









# How to know where to take?

- Printed media
- Street advertising
- Webpages & mobile apps like:
  - WHERE TO TAKE? (Kuhu viia?)
    - <http://kuhuviaa.ee/en>



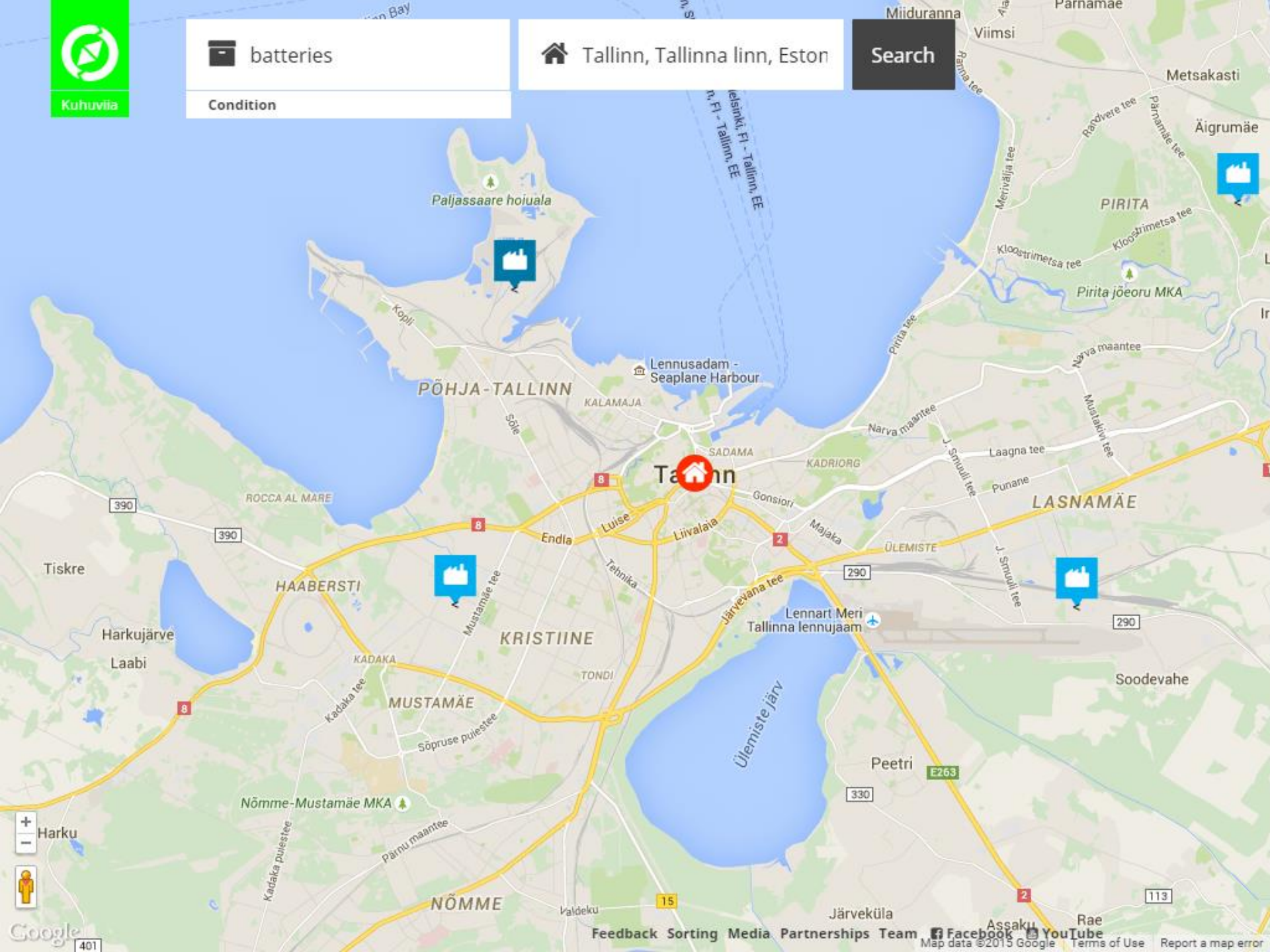
Kuhuvia





batteries

Tallinn, Tallinna linn, Eston

Search

+ Add company Eng



-  **Mustamäe jäätme...**  
Batteries  
Artelli 15
-  **Paljassaare jäätm...**  
Batteries  
Paljassaare põik 9
-  **Suur**  
Batte  
Suur-...
-  **Pärn**  
Batte  
Kalmi: enne Ma...

**TEEME PRÜGIST PUHAST KULDA!**  
Kompostimise koolitus!

**Kingi raamatukogule spordivahend**



  
Notify on Kuhuvia





Kuvuüia

batteries

Tallinn, Tallinna linn, Eston

Search

+ Add company

Eng



Condition

# Paljassaare jäätmejaam

Mixed packaging, Glass packaging,...

Overview

Reviews

More info

10 mins Show route

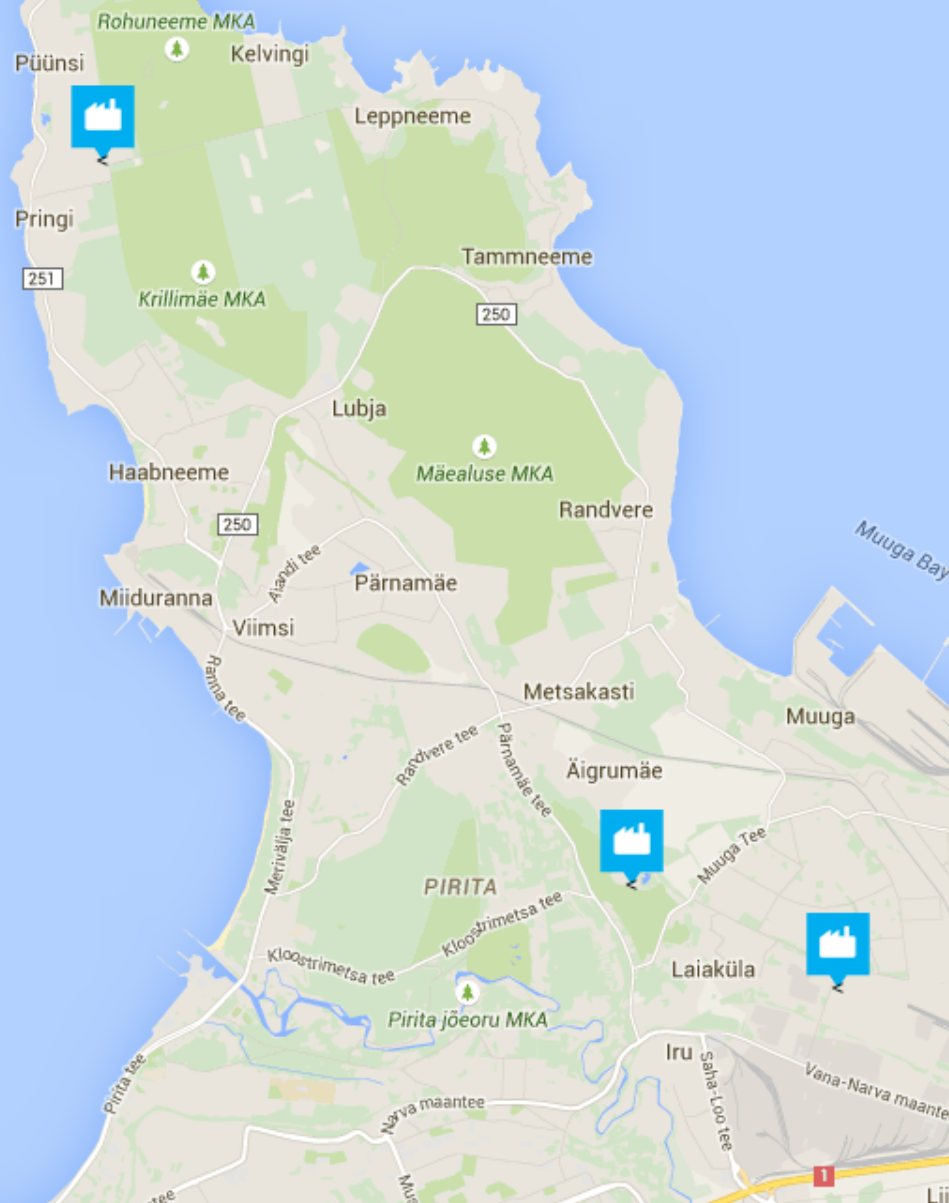
Paljassaare põik 9

K-R 14.00-19.00, L-P 10.00-15.00,  
suletud riigipühadel ja pühade-  
eelsetel tööpäevadel

6395222

May contain a paid service. [See price list.](#)

Last updated: 01.09.2014



TEEME PRÜGIST PUHAST KULDA!  
Kompostimise koolitus!

Kingi raamatukogule spordivahend

Uusküla

Notify on Kuvuüia



Google





Aluskaart Tallinna aluskaart Maa-ameti aluskaart Hübridkaart

Otsing **Näita kaardil** Ühissõidukid Teekonna-planeerija

**Puhasta kihid Puhasta kaart**

- Avalik võim
- Transport ja parkimine
- Jäätmed ja lemmikloomad
- Haridus
- Tervishoid
- Sotsiaalteenused
- Tervisespordirajatised
- Vaba aeg
- Vaatamisväärsused
- Sündmuskohad
- Kultuuriväärtuslikud alad
- Majutus
- Toitlustus
- Kaubanduskeskused

**Objektid:** [Rohkem infot](#)

Liiva jaam sega-,klaas- ja paberpakend [...](#) Pakendikonteinerid

2. Nõmme jäätmeveopiirkond [...](#) Jäätmeveo piirkonnad

Külastajate arv praegu: 372

[Võimalikud probleemid](#) Vigade ilmnmisel andke meile teada: [tallinn.viga@eomap.ee](mailto:tallinn.viga@eomap.ee)



Feedback, questions and further cooperation

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