Communication and Waste Management Challenges in Malta

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CEO GreenPak
Do communication campaigns increase public participation and collection of recyclable materials?
Key objectives

- Meeting local & EU waste recycling targets
- Engaging the public
- Be cost effective working with limited budgets
1 Understanding the market and its behaviour
Republic of Malta demographics

- Area = 316km$^2$ [3 x islands: Malta, Gozo & Comino]
- Pop. = 420,000
- Pop. density = 1,325 pax/ km$^2$ [EU$_{avg}$ =117 pax/km$^2$]
- Private households = 153,000
- Local Municipalities = 63
- Located in the central Mediterranean Sea
- It lies 93km south of Sicily and 288km North of Africa
Geographic location
Waste generated in Malta

- 260,000t of MSW annually:
  - 52.1% food remains
  - 17.6% paper and cardboard
  - 11.6% plastics
  - 5.5% glass
  - 3.7% metal

Ref: NSO, 2012
Waste Treatment in Malta

- Packaging is separately collected by kerbside collections
- No separate collections for organic fractions
- 2010 Official published data:
  - 82% of MSW was being landfilled
  - 29.2% of packaging waste was recovered
## Packaging Waste Recycling data

<table>
<thead>
<tr>
<th>Material</th>
<th>Recycling Targets</th>
<th>Performance in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass</td>
<td>60%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Metal</td>
<td>50%</td>
<td>33.4%</td>
</tr>
<tr>
<td>Plastic</td>
<td>22.5%</td>
<td>22%</td>
</tr>
<tr>
<td>Paper/Cardboard</td>
<td>60%</td>
<td>51.4%</td>
</tr>
<tr>
<td>Wood</td>
<td>15%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
2 Designing the communication campaign
Positioning the Communication Campaign

- Sustainable waste management is not only achieved by introducing policies and targets; it is achieved by public participation.

- Effective public awareness and education programmes are needed for successful recycling.

- If individuals do not participate in waste management schemes, it is impossible to achieve the challenging targets set by policy.
Campaign Strategy

- GreenPak uses 3 different communication strategies:
  - Passive approach
  - Active approach
  - Interactive
### Examples of communication approaches

<table>
<thead>
<tr>
<th>Passive Approach</th>
<th>Active Approach</th>
<th>Interactive Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising on collection vehicles</td>
<td>Advisors visiting households</td>
<td>Carrying out surveys</td>
</tr>
<tr>
<td>Displays for use at fairs and public events</td>
<td>Providing residents with free bags, bins</td>
<td>Presentations in schools, conferences</td>
</tr>
<tr>
<td>Household leaflets</td>
<td>Promotional videos</td>
<td>Public meetings</td>
</tr>
<tr>
<td>Newspaper articles</td>
<td>Seasonal promotions</td>
<td>Radio phone-ins</td>
</tr>
<tr>
<td>Q&amp;A leaflets</td>
<td>Community newsletter</td>
<td>Telephone hotline</td>
</tr>
<tr>
<td>Stickers to designate recycling bin location</td>
<td>Display boards</td>
<td>Visits to recycling centres</td>
</tr>
</tbody>
</table>
Communication Campaign Planning

Some of the main considerations:
- Understanding the target audience
- Defining clear messages
- Use of a range of different media
- Establish a measure of performance
- Financing
## Target audience assessment

<table>
<thead>
<tr>
<th>Ref</th>
<th>Locality</th>
<th>Type</th>
<th>Pop. density pp/km²</th>
<th>Male</th>
<th>Female</th>
<th>Avg Age years</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Paola</td>
<td>Urbanised</td>
<td>3,310</td>
<td>48.5%</td>
<td>51.5%</td>
<td>44.3</td>
</tr>
<tr>
<td>2</td>
<td>Luqa</td>
<td>Rural</td>
<td>879</td>
<td>47.2%</td>
<td>52.8%</td>
<td>48.2</td>
</tr>
<tr>
<td>3</td>
<td>Zejtun</td>
<td>Semi- Urbanised</td>
<td>2,112</td>
<td>50.1%</td>
<td>49.9%</td>
<td>41.7</td>
</tr>
</tbody>
</table>
Campaign message “Recycle & Win!”

10 years of Success

Communication WG - Malta 2015
Deployment
Method Used

- Personal visits to each house
- Explaining information on leaflet
- Giving free roll of recycling bags
- After 5 months, vouchers sent to be exchanged with next roll of free bags
Information leaflets
Recycle for Charity – Plastic Caps

Irričikla għal... l-istrina b’solidarjetà 2014
Gemma t-tappijiet tal-plastik u għibhom l-iskola. Ser tinghata donazzjoni ill-Istrina skond kemm jingabru tappijiet!

Communication WG - Malta 2015
Recycle for Charity – Used clothes

Collection of Used Clothes

Bring your used clothes and accessories to the nearest Local Council listed below. Your donation will help individuals with various disabilities, as well as the environment.

Saturday 17th May 2014, 08:00am - 11:00am

Attard, Balzan, Cospicua, Lija, Pembroke, Qormi, Sliema, Valletta, Żurrieq

Sponsored by BEST Print

If you would like to donate other objects such as furniture, toys or any objects in good condition, please call 99948093.

Communication WG - Malta 2015
4 Results
Wide participation
Wide participation

Communication WG - Malta 2015
Increase in participation

Participation increase in 2015.

San Ġwann - 64%
Sliema - 62%
Pembroke - 61%
Birżebbuġa - 60%
Kirkop - 59%
Kviesija - 58%
Qormi - 57%
Mosta - 56%
Żejtun - 55%
Naxxar - 54%
Kalkara - 53%
Attard - 52%
Mqabba - 51%
Gżira - 50%
Għaxaq - 49%
Lija - 48%
Mdina - 47%
Santa Luċija - 46%
Tarxien - 45%
Xaxxija - 44%
Xgħajra - 43%
Żabbar - 42%
Żurrieq - 41%
Luqa - 40%
Marsa - 39%
Santa Venera - 38%
Xagħra - 37%
Ħamrun - 36%
Paola - 35%
Sannat - 34%
Ħamrun - 33%
Mdina - 32%
Valletta - 31%
Birżebbuġa - 30%
Gżira - 29%
Xagħra - 28%
Ħamrun - 27%
Paola - 26%
Sannat - 25%
Żabbar - 24%
Luqa - 23%
Marsa - 22%
Santa Venera - 21%
Xagħra - 20%
Ħamrun - 19%
Mdina - 18%
Valletta - 17%
Birżebbuġa - 16%
Gżira - 15%
Xagħra - 14%
Ħamrun - 13%
Paola - 12%
Sannat - 11%
Żabbar - 10%
Luqa - 9%
Marsa - 8%
Santa Venera - 7%
Xagħra - 6%
Ħamrun - 5%
Paola - 4%
Sannat - 3%
Żabbar - 2%
Luqa - 1%
Marsa - 0%
Santa Venera - 0%
Increase in Population Coverage

0% 10% 20% 30% 40% 50% 60% 70% 80%

2008 2009 2010 2011 2012 2013 2014

10 years of Success

Communication WG - Malta 2015
Increase in material collected

<table>
<thead>
<tr>
<th>Year</th>
<th>Kunsilli 2012</th>
<th>Kunsilli 2013</th>
<th>Kunsilli 2014</th>
<th>Kunsilli 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2,000</td>
<td>4,000</td>
<td>6,000</td>
<td>8,000</td>
</tr>
<tr>
<td>2013</td>
<td>6,000</td>
<td>8,000</td>
<td>10,000</td>
<td>12,000</td>
</tr>
<tr>
<td>2014</td>
<td>10,000</td>
<td>12,000</td>
<td>14,000</td>
<td>16,000</td>
</tr>
<tr>
<td>2015</td>
<td>14,000</td>
<td>16,000</td>
<td>18,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>
Cost efficiency

Participation Fees

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>€1,200</td>
</tr>
<tr>
<td>2006</td>
<td>€1,000</td>
</tr>
<tr>
<td>2007</td>
<td>€800</td>
</tr>
<tr>
<td>2008</td>
<td>€600</td>
</tr>
<tr>
<td>2009</td>
<td>€400</td>
</tr>
</tbody>
</table>

Surplus Fund

<table>
<thead>
<tr>
<th>Year</th>
<th>Surplus Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>€20,000</td>
</tr>
<tr>
<td>2013</td>
<td>€60,000</td>
</tr>
<tr>
<td>2014</td>
<td>€120,000</td>
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</tbody>
</table>
So public communication campaigns work?
GreenPak today ...

- An award winning organisation
- Provides services to over 70% of households in Malta & Gozo
- Is financially stable
- Respected by authorities, industry, the community & internationally
Thank you
greenpak.com.mt