



**URBAN
WASTE**
URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES



Translation and dissemination of waste sorting instructions in foreign languages

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Translation and dissemination of waste sorting instructions in foreign languages

What is the measure about?

Description and scope of the measure

As the waste management system may be very different when on holiday, and the information not necessarily easily accessible to tourists (language barriers, lack of information), waste sorting can be difficult for tourists. In cities where many tourists stay in rented accommodations, this can affect the quality of the waste, in particular for recyclable fractions, and lead to an increase of littering during the touristic seasons. In this sense, making it easier for tourists to understand the waste management system can improve the quality and quantity of waste sorted by the tourists and reduce the amount of litter produced by them. To do so, the waste sorting instructions can be translated and made available to tourists renting holiday accommodations. Besides, the instructions could be complemented with the map of sorting bins if there is a bring banks system to collect waste on public areas.

This measure could be completed by the distribution of reusable waste sorting bags. Indeed, tourists do not always find the appropriate bins in their holiday accommodation to make it easy for them to sort in the accommodation.

Integration in a waste management plan

This action can be integrated in the communication actions of the waste management plan.

How to implement this measure?

Economic aspects to consider and potential solutions for the financing of the measure

Costs

- Costs associated to the printing and distribution of leaflets or posters.
- Translation costs that are expected to be low.
- Production of stickers or new signs to be placed in sorting bins.

Costs savings

- Having instructions translated into different languages would help tourist to better sort the waste generated and this translates into less waste being incinerated or landfilled. In this sense, the costs associated to these treatment alternatives would be saved. In average, the general costs of incineration and landfilling of residual waste in EU are¹:
 - Incineration of residual waste: 64€/ton
 - Landfilling residual waste: 56€/ton

Type of stakeholders to involve

- Waste management department of local authorities
- Waste management company/public authority in charge of municipal waste collection

Moreover, the following stakeholders should be involved for a wider dissemination of the waste management instructions:

- Tourist offices
- Owners and renters of tourist accommodations and secondary residences
- Companies, marketplaces of holiday rentals
- Local authorities in charge of collecting visitors' tax

Description of the operational steps to follow

The preliminary steps to implement this measure are:

- identifying the main nationalities of the tourists in the concerned area to define the languages in which the instructions will be translated
- obtaining the contact of the owners and renters of tourist accommodations and secondary residences in collaboration with the tourist department and offices, the authorities in charge of visitors' tax, and the main companies and marketplaces for holiday rentals
- disseminating the instructions in multiple languages through the contacts identified

¹ Source : IPCC (https://www.ipcc.ch/publications_and_data/ar4/wg3/en/ch10s10-4-7.html)

- creating a multi-languages communication campaign on sorting waste within the touristic areas, the airports, the train stations, etc.

Gender aspects to consider

Ensure instructions are gender sensitive and avoid favouring one sex or another in the communication material (wording, pictures etc.).

Examples of good practices

- Some municipalities, such as Keltakangas in Finland, have translated their waste sorting instructions in foreign languages and published leaflets that can easily be spread. Métropole Nice Côte d'Azur, in France, is currently doing so by translating the waste instructions in English, Spanish and Italian. The translated leaflets will be made available at the tourists offices and disseminated to the owners of tourist accommodations registered by the tourist offices.
- The City of Tallinn (Estonia) has translated in English the waste management instructions of the city on its official website. The web page gives information on the global functioning on waste in Tallinn, but also clear explanations on what should and what should not be disposed in the different types of recycling bins.²

² <http://www.tallinn.ee/eng/A-Guide-to-Sorting-Waste>

Guidance for setting up monitoring indicators

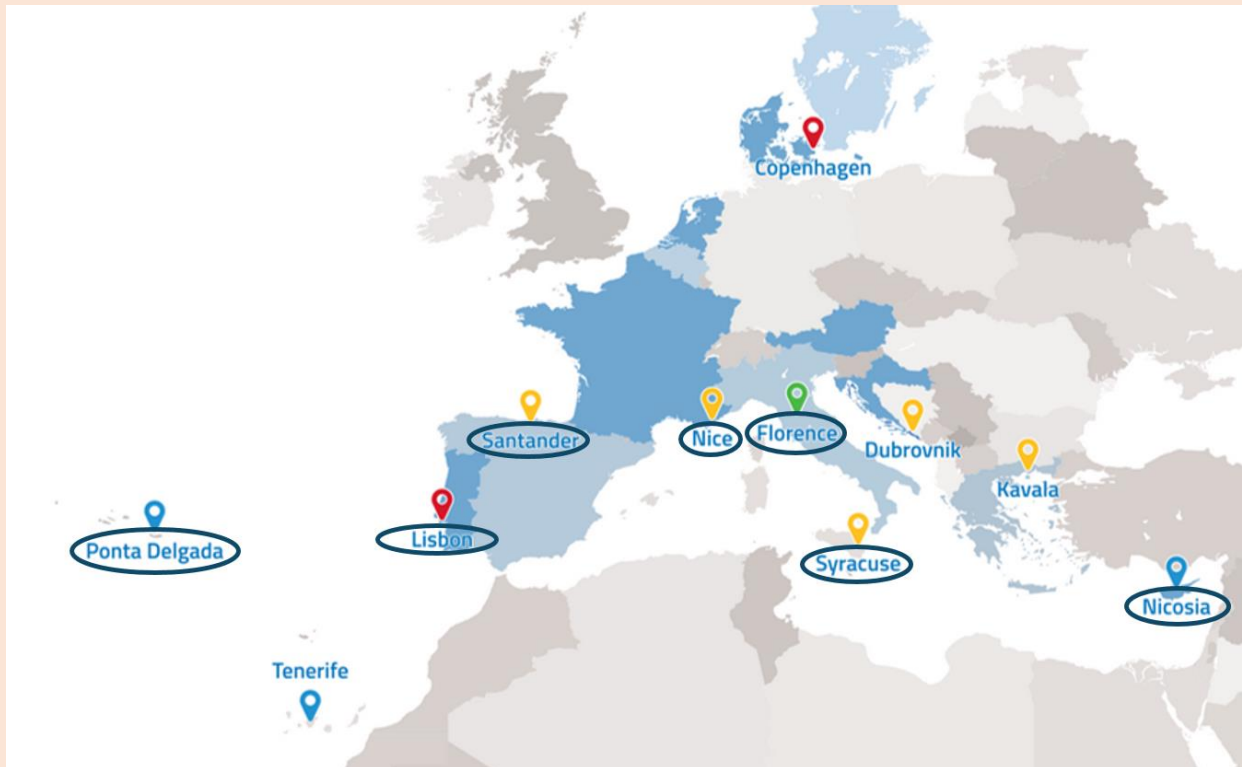
The following data can be collected on a monthly basis:

Monitoring of actions, items, stakeholders and people involved	month 1	month 2	month 3	month 4	month 5	month 6	total
Tourist accommodations involved [number]							0
Total number of tourist accommodations in the pilot area [number]							0
Percentage of tourist accommodation involved %							0
Private houses rented to tourists involved [number]							0
Total number of private houses rented to tourist in the pilot area [number]							0
Percentage of private houses rented involved %							0
Public and private points of distribution (info point, etc.) involved [number]							0
Waste instructions leaflets distributed [number]							0
Waste e-instructions downloaded [number]							0
Evaluation of people potentially reached by communication initiatives [number]							0

Gender considerations:

- Who is the ultimate decision maker in accommodation? **[male-female]**
- Is translated information in a gender sensitive format? **[yes-no]**

Lessons learnt from the implementation phase and fine tuning



Pilots implementing food waste sorting instructions translated in foreign languages within URBAN-WASTE

Florence distributed 20,000 Multilanguage instructions (Italian and English), **Nice Metropole** 3,750 instructions (French, English, Italian and Spanish), **Nicosia** 1,840 instructions (Greek and English), **Ponta Delgada** 1,500 brochures (Portuguese and English), **Santander** 2,000 instructions (Spanish, English and French) and **Syracuse** 3.850 instructions (Italian and English).

The distribution relied on partners such as tourism offices, hotels, owners and renters of tourist accommodations, museums, info points but also municipal buses, taxi companies. The activity was also supported by communication campaigns about waste separated collection and waste reduction: stickers, promocards, social communication, web sites and media.

Key points

- Publish efficient instructions with realistic pictures, appropriate color and short sentences
- Involve stakeholders well in advance for the dissemination of instructions when they are not already busy in the management of touristic flows
- Enlarge involved stakeholders (i.e. hotels, restaurants, camping, airport, railway station...) to broaden dissemination of translated instructions
- Disseminate the instructions on the facilities' web site to expand the audience
- Mobilize stakeholders via different means of communication (e.g. emails, phone calls...) to strengthen their participation