

WASTE4think seeks to move forward the current waste management practices into a circular economy motto, demonstrating the value of integrating and validating a set of 20 eco-innovative solutions that cover all the waste value chain.



- C** The coastal municipality of **CASCAIS** (PT)
- Z** The industrialized town of **ZAMUDIO** (ES)
- S** The residential town of **SEVESO** (IT)
- H** The business city of **HALANDRI** (GR)



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**EnBio Ltd**

**ΕΠΙΧΕΙΡΗΣΗ**  
ΕΡΕΥΝΑ ΚΑΙ ΤΕΧΝΟΛΟΓΙΑ

Δήμος Χαλανδρίου

**SERIOUS GAMES INTERACTIVE**

**ARS AMBIENTE**  
ANALISI, RICERCHI E SERVIZI PER L'AMBIENTE

**LEGAMBIENTE**

**SOFTline**  
SOFTWARE E SERVIZI PER L'AMBIENTE

**MOBA**  
MOBILE AUTOMATION

**CASCAIS AMBIENTE**  
Gestão do Ambiente Terrestre e Marítimo

**BCNOLOGIA**  
Agència d'Ecologia Urbana de Barcelona

**VIRTUALWARE**

**ENGINEERING**



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**WASTE**  
**4think**



**SEVESO**



**WASTE4think.eu**





## Description

Seveso is a town and municipality located in the Lombardia region (Italy), nearby Milan. The population is 23.000 inhabitants. Currently, waste generation is around 9.000 tons/year, and the recycling rate was 64% in 2013.



## Objectives

Seveso has already started from a very high baseline: around 75% of municipal waste was separately collected in 2016. However, within WASTE4think project they want to reach the maximum possible to about 80-85% separate collection. To achieve this, different solutions will be implemented in the framework of the project.



## Eco-Solutions

- Introduction of PAYT “Pay-as-you-throw” as an instrument of equity to charge citizens on the base of their behaviour, thanks to a door-to-door collection system, already in place. The system uses intelligent bags for residual waste fraction with integrated RFID transponder, identifying each user.



- Different social actions to reduce waste and improve even more separate collection for different targets:



- 1 Environment-friendly summer eco-events with washable dishware and waste prevention actions.

- 2 Reusable nappies for families with new-borns and kindergartens.



- 3 Citizen’s sensibilization door-to-door with “courtyard training” and educational entertainment.

- 4 A contest for virtuous households aimed to zero-waste.

- Activities that pursue the involvement of students and citizens by the use of Serious Games and Open Educational Resources (OER).

- Reinforcement of citizens’ involvement through the use of the ICT tools (Apps).



## Expected results

- 5 to 10% reduction of urban waste generation
- 10% increase in waste sorting
- 5% saving of management costs
- 5% reduction of GHG emissions
- 100% citizens participating in campaigns