

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)



COORDINATOR

**DeustoTech**



ZAMUDIO



WASTE4think.eu



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## Description

Zamudio (Biscay, Spain) is a municipality with a spread population and a big enterprise ecosystem (7 industrial areas including the biggest scientific-technological park in the province). The industrial waste generation supposes a 68% of the total waste generated.



## Objectives

The main objective of Zamudio pilot is to reduce urban waste generation and increase the reuse and recycling rate. To achieve this, different solutions will be implemented in the framework of the Waste4think project which will result in the improvement of the integral waste management services, reducing both their overall costs and GHG emissions.



## Eco-Solutions

- A full monitoring of dustbins and lorries and a decision taking information system (short and long term planning)



- Implementation of different economic instruments (PAYT and incentives)



- Testing of the involvement of different citizens by using methodologies such as citizen science

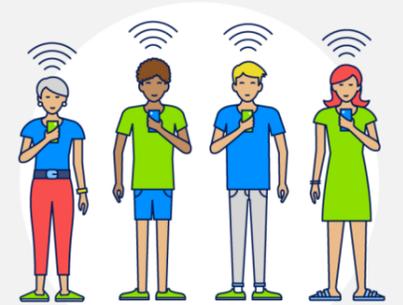
- Design waste avoiding behavioural campaigns



- Identify new business and governance models, which may turn a waste into an eco-innovative opportunity

- Collective actions for organic waste collection, both in industries and restaurants

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



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



- Zero-waste actions will take place in order to establish Zero-waste ecosystems in schools, industrial area, Town Hall and popular events.

## Expected results

8 % reduction of waste generation

20 % increase in waste sorting

10 % saving of management costs

10 % reduction of GHG emissions