

# WASTE 4think

## MOVING TOWARDS LIFE CYCLE THINKING BY INTEGRATING ADVANCED WASTE MANAGEMENT SYSTEMS

### MAIN GOAL:

Mobilize the population for lower environmental impact behaviors and increasing recycling.

For that...



With this information, will be possible adjust the collection to ensure greater efficiency and comfort for all households.



## CASCAIS

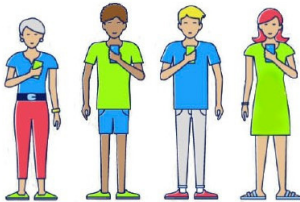
New underground bins with higher deposition capacity and equipped with innovative systems

## HOW?

Several activities will be performed with local population, tourists and local schools by an environmental awareness dedicated team.

It is intended to engage the community in the implementation of a Pay-as-you-Throw (PAYT) system through participatory models:

### Using APPs



All this will include a Gamification process and continuous interaction between the citizens and waste services managers to ensure a flawless process on both equipment use and behavior changes.



and awareness social actions developed for all target audience as well as nearby residents or waste enthusiasts that want to participate

