

We are now going to present an innovative project launched by Apa Nova Bucharest, in 2010.

Here is the information we have found about that innovative project.

This project is called “Reciclониada” (the translation in English of Reciclониada would be Recyclathlon) and is part of the “Capital Grows Green” programme and the “You make Bucharest” campaign.

THE RECICLONIADA PROJECT

“Bucharest is yours to create!”

Description: Since 2010, during one day, Apa Nova Bucharest has invited the inhabitants of Bucharest to an Ample Recycling Campaign within the "Capital Grows Green" programme and the "You Make Bucharest" campaign, the Bucharest Town Hall and Apa Nova Bucharest has offered the inhabitants of Bucharest an entire day for collection and recycling and a concert held by Sistem. Associations and specialized NGOs made available containers available for the collection of all types of recyclable waste and information to this effect.

Its aim: Since 2010, during one summer day, Apa Nova Bucharest has invited the inhabitants of Bucharest to an Ample Recycling Campaign.

RECICLONIADA 2010

☞ Apa Nova Bucharest invited the Bucharest Inhabitants to an Ample Recycling Campaign on Friday, July 15th, in the George Enescu Square.

☞ On Bucharest July 15th - PET bottles, paper piles, bottles, printer toners and cartridges, used bulbs, electronics or domestic appliances were all expected with open collection containers, as an entrance ticket for the inhabitants of Bucharest, to the “Reciclониada”. Moreover, a used pair of headphones contributed to a substantial discount when acquiring a new one.

☞ An ample project of collecting all types of recyclable waste offered by Apa Nova Bucharest, in partnership with the Bucharest Town Hall, with the support of Romprest, within the “You Make Bucharest” campaign.

☞ A way for the capital inhabitants to be able to inquire about the ways they could help the city become cleaner, more beautiful and more environmentally friendly.

☞ Under the slogan “You recycle when it’s day, and when it’s night you entertain”, the event gathered an impressive number of associations and dedicated NGOs that wanted to become partners: Eco-Rom, Ecoteca, ViitorPlus, Let’s Do It, Romania!, Descuț în Iarbă, Green Revolution, and the H2O Shop.

☞ From 12 am, their representatives offered information, and presented their projects and the collection methods they made available. They also organized contests for the best eco inhabitants of Bucharest and livened up the civic spirit of the Capital inhabitants.

☞ From 7 pm, the eco attitude was rewarded with quality music: DJ Dan Bazix and DJ Dudawles first warmed up the atmosphere in Drum & Bass rhythms, and from 21:00, the Sistem band, famous for its involvement in environmental actions, offered a concert for all the inhabitants of Bucharest attending the event.

☞ “If, in general, the inhabitants of Bucharest want to make an eco gesture but do not know all the collection possibilities the city offers, on July 16th, they will be able to find out all the necessary information for the recycling of any type of waste, from glass, to used batteries or refrigerators. We strongly believe that through information and mobilization, the Capital inhabitants will become more attentive and more responsible in terms of material waste, and will support the entire community towards a healthier and a more environmentally-friendly way of life, as part of their daily routine.”, stated Mr. Bruno Roche, General Manager of Apa Nova.

The “Reciclioniada” Programme

☞ From 12 am, the waste collection action started, with the support of Romprest, Eco-Rom and Ecoteca; they installed collection containers for all types of waste: paper/cardboard, plastics, glass, metal, electrics and electronics, batteries, bulbs and fluorescent lamps, cartridges and toners.

☞ The ViitorPlusNGO participated with its “Recicleta” project, for the collection of office paper for recycling; the paper’s transportation is ensured by cargo-bicycles run by under-privileged people – and with its “Sacoa de pânză” project (Fabric Bag), meant to offer an eco alternative to plastic/paper bags by manufacturing natural fabric bags. Participants were able to add a personal touch to fabric bags by using water-based colors. In addition, at the ViitorPlus stand, one was able to measure the CO2 footprint.

☞ The “Desculțîn iarbă” (Barefooted in Grass) stand offered an oasis of silence, in order to chase away the urban stress and anxieties, through a grass area, with lounges. There were contests for the best eco-citizens, initiated by Ecoteca and Desculț în iarbă, and prizes were offered by Apa Nova Bucharest.

☞ Green Revolution organized a bike-sharing centre on Friday, in the George Enescu Square; bike rentals were free, based on the ID card. Apa Nova Bucharest also offered a number of bicycles for rental and riding during the event.

☞ The H2O Shopstand offered a substantial discount for each pair of headphones brought for recycling, upon acquiring a new Skullcandy pair of headphones.

☞ The “Pași către viață” Association (“Steps towards Life”) offered lemonade in order to support social and eco causes.

Who was involved in Reciclioniada 2010?

☞ Apa Nova Bucharest: a subsidiary of Veolia Apa, has been, as of November 2000, the statutory undertaker for the water and sewage public services in Bucharest. Apa Nova Bucharest (ANB) has had as its main object of activity the management of water resources, water treatment and distribution towards consumers, the discharge of wastewaters and of storm waters from the Municipality of Bucharest.

☞ The “Reciclioniada” Partners:

. ☞ **Romprest:** a campaign specialized in two main directions: sanitation and green areas. Romprest campaigns draw the attention upon the fact that the care for the environment must be complementary to cleanness.. (www.romprest.ro)

. ☞ **Ecoteca:** an NGO specialized in the management of recyclable wastes, including electric and electronic wastes. (www.ecoteca.ro)

• **Eco-Romis**: an organization for selective collection and recycling of package wastes. (<http://www.ecoromambalaje.ro>)

• **ViitorPlusi**: an NGO that implements sustainable development projects, falling within the following fields of activity: the management of natural capital, sustainable production and consumption, education for a sustainable development, good governance. (Their most famous projects are :Sacoșă de pânză (The Fabric Bag), Recicleta, and „Adoptă un copac” (Adopt a Tree). (www.viitorplus.ro)

• **“Let’s Do It, Romania!”**: a project of social involvement in Romania intending to clean wastes all around the country within one single day. Following the example of Estonia, Latvia and Lithuania in 2008 and 2009, the action from Romania implies the involvement of citizens, of local authorities, of private companies, of sanitation operators, of public persons, and of mass media, in order to mobilize population for the cleaning of wastes on September 25th.

. Our school got involved in the project and on September 25th, about one hundred persons from the French school (students, teachers, staff members and parents) went to the Baneasa forest to collect garbage. Funny things were collected such as an old typewriter, some shoes, some clothes and even a huge animal skull! The 200,000 volunteers collected 550,000 garbage bags in the entire country (120-liter garbage bags). (<http://www.letsdoitromania.ro>)

• **Descult în iarbă** (Barefooted in Grass): a social responsibility mark meant to offer town dwellers a space where they can escape from concrete and glass enclosures and from their daily routine. (www.descultiniarba.ro)

• **The Green Revolution Association**: set up in 2009, promoting the urban ecology and implementing the measures underlying the construction of a green town. Last year, the association initiated its first free bike-sharing project in Romania, “La pedale” (To Pedals), developing a national bike-renting project. (www.greenrevolution.ro)

• Media partners of Recicloniada in 2010: Radio France International Romania (RFI Romania) and the Knox magazine.

RECICLONIADA 2011

Apa Nova București gave the go-ahead for the Recycloniada: the first ecological fair organised on a campus. On June 9th, the second edition of Recicloniada took place.

Within the Recycloniada project, on June 9th, in Grozăvești campus, environmental associations and NGOs of Bucharest made available to the inhabitants recipients for the collection of all recyclable waste. Eco workshops, green spaces for relaxation, urban readings with Radu Paraschivescu, special guest, and a concert offered by Sistem were among the activities prepared for all the inhabitants of Bucharest on the occasion of the Recycloniada.

• On June 9th – PETs, piles of paper, bottles, toners and printer cartridges, bulbs or used electronic devices and other old stuff, were all expected in the open collection containers and represented the entry ticket of Bucharest inhabitants to the Recycloniada, 2nd edition.

• All this for a vast project aimed at the collection of all types of recyclable waste that Apa Nova București, in partnership with the Bucharest City Hall and with the support of Urban SA provided within the campaign „You make Bucharest!”, in order to inform the Capital's inhabitants about the manners in which they can help the city be cleaner, more beautiful and more ecologic.

- ☞ According to an environmental report launched by the European Community at the end of May 2011 for Romania, only 18 metals are recycled more than 50%, while the majority of metals do not attain even a 1% recycling ratio.
- ☞ An inhabitant of Bucharest generates approximately 350 kg waste per year; so, a three-person family annually produces more than 1 ton of waste.
- ☞ In 2010, Romanians selectively submitted 60% more packaging waste that ended up being recycled than in 2009. This is also due to the 50% increase in the selective collection infrastructure.
- ☞ The collection target recommended by the European Union to its Member States is of 4kg/inhabitant every year, and Romania has only a 1.0–1.5 kg/inhabitant collection rate.
- ☞ The event gathered an impressive number of partner associations and NGOs: Urban SA, Eco-Rom, Environ, Ecoteca, MaiMultVerde, Let's do It, Romania!, Descuț în iarbă (Barefoot in the grass), Green Revolution, Pași către viață (Steps towards life).
- ☞ “We are already at the second edition of the Recycloniada and we are convinced that, by information and mobilization, selective collection can become a daily habit for the Capital’s inhabitants. On June 9th, any inhabitant of Bucharest can find out all the necessary information in order to be able to recycle any type of waste, from glass to batteries or other used household appliances”, declared Mr. Bruno Roche, General Manager of Apa Nova București.
- . The Manager of Apa Nova, Mr. Bruno Roche also declared that this event could become a tradition aimed at sensitizing population regarding selective recycling of waste.
- . “Unfortunately, we produce more and more waste and, at a certain moment, we reach unbearable quantities. One of the solutions is to recycle; Romania is still at the beginning in this respect. (...) We would like to take advantage of this day in order to show that we must not throw the garbage anywhere we like. There are collection points in Bucharest”, also said Mr. Bruno Roche.
- . He also said that “More the world advances and progresses, more we produce waste and, therefore, we must find solutions to diminish it. One of them is recycling. There is another one: to ask ourselves questions when we carry out our activity in the industry or production about how we can avoid large amounts of waste”. He appreciated as “remarkable” the fact that, in Romania, the recycling topic was assumed by the civil society and by NGOs. Bruno Roche also drew the attention on waste that certain inhabitants of Bucharest discharge directly into the sewage network, stating that this is not the city’s waste dump and people should not dispose of used oils, tyres, bottles and construction materials.
- ☞ Selective collection of waste has numerous advantages, both for the environment and for the population. This system reduces the amount of waste and, by recycling; a significant economy of resources can be achieved.
- ☞ According to Eco-Rom Ambalaje, in Bucharest in 2011, there were more than 600 selective collection points, with coloured containers.
- ☞ Selective collection of garbage has been an obligation since 2005, in Romania. But, a lot of people still don’t have access to the selective or sanitation infrastructure.

RECICLONIADA 2012

On June 29th, in Lipscani Street, in the Old town, Apa Nova held a new edition of the green manifest event: Reciclониada. Organized in partnership with the Bucharest City Hall, the event promoted the importance of recycling materials and therefore, selective waste collection.

☞ On that day, the inhabitants of Bucharest had waste collection areas available and were able to interact with the most environmental organizations.

☞ Different workshops about reconditioning recyclable waste were organized.

☞ People could also ride Velo bikes or relax on the grass, with a book in their hands, sipping a fresh lemonade from the Descult in larba” (Barefoot in the grass) stand. At 6 pm, a series of concerts started. It culminated with the rhythms of the most environmentally-friendly Animal X and Sistem.

☞ “Recycling should no longer be perceived as a whim, but a lifestyle. Our event is already in its third edition and we want increasingly more residents of Bucharest to become aware of the importance of selective collection and recycling. During the event, we will provide specific infrastructure and give them information on effective and proper collection. Recycling should not be a burden and that is why we have thought of pairing it with a fun side. Thus, we have prepared a variety of activities and competitions with prizes as part of the event”, as declared by Bruno Roche, the Managing Director of Apa Nova Bucuresti.

☞ The people of Bucharest who brought waste from each of the following category: paper, plastic, glass, metal and DEEE (electrical, electronics and appliances) automatically joined the raffle with prizes to some of the most anticipated concerts of the summer (B'est Fest festival days and The Red Hot Chili Peppers concert).

☞ According to a survey made in 2011 in the capital city, upon the request of Apa Nova Bucuresti, people's behavior towards waste collection and sewerage services primarily depends on the user's level of awareness, and the range of services and equipment for waste management.

☞ As regards the presence of street containers for selective collection, 36 % of the people said that they had not even noticed them. 60 % also believed that they were located too far from their homes, while 41 % have never used them, and 37 % have done it only occasionally.