

**Capital Cities Collaborating on Common Challenges in Hazardous Waste Management
Yerevan, Warsaw, Tirana**



Project co-funded by
the European Union



The title of the project	Name of the grant beneficiary	Country	A short description of the project	Project total value (EUR)	Level of EU funding (%)
Master of Recovery	Profile sp.z.o.o.	Poland	<p>The digital application "Master of Recovery" is aimed mainly, but not exclusively, at children and young people. It will have two functionalities. It will help residents:</p> <ul style="list-style-type: none"> a) recover and recycle reusable waste, b) use biodegradable waste from households to increase biodiversity in a metropolitan setting and create green areas in the neighborhood. <p>The app will encourage waste utilization activities within the neighborhood community and provide knowledge (know-how and best practices) showing how to do it. The app will combine improving municipal waste management with community building, creating digital and social innovation in one product and promoting cultural change related to the ecological approach to household waste management. Practically, it will contribute to decreasing the amount of waste being disposed of. The application:</p> <ul style="list-style-type: none"> a) will increase the number of people who are aware that many materials previously treated as waste can be usefully reused and know how to do so, thus contributing to the development of a circular economy, b) will increase the number of people actively recovering reusable waste, especially textiles, which will be subject to mandatory separate collection in the EU from 2025, and will facilitate cooperation between organizations collecting clothing and residents, c) create a Warsaw community of people and institutions committed to developing a culture of reuse, recovery and composting, creating and supporting desirable cultural patterns, d) will increase residents' understanding of what biodegradable waste is, what composting is and how this value can be used to create mini-gardens in the neighborhood, generating another cultural innovation, e) will improve the communication of the Warsaw municipality, the waste management facilities and NGOs with residents and activate residents to work towards improving waste management in the city. <p>The project will contribute to achieving better communication with residents, feedback, and awareness-raising related to specific functions of MWM; as follows:</p> <ul style="list-style-type: none"> a) Information and alert activities are carried out in Warsaw through City Hall applications and websites such as the 19115 phone number and the "segregate well"; website (https://segregujna5.um.warszawa.pl/). They are useful, but mainly factual and official. The project will take communication to the level of emotion and fun, making it more effective in engaging residents in action and activating them. 	EUR 44999,85	90,00%

		<p>Communication that incorporates emotions is more engaging and motivating to the recipient than communication devoid of them.</p> <p>b) The digital application will improve the almost non-existent communication today between residents and institutions dealing directly and indirectly with waste recovery.</p> <p>c) It will allow residents to give feedback on the opportunities that the city and recycling facilities provide for using raw materials for upcycling or composting (e.g., can you go to the PSZOK and take some waste for upcycling).</p> <p>d) Through educational and instructional videos, it will generally raise awareness among residents about waste reuse.</p> <p>e) It will reach parents through children, to whom the message will reach through game-like fun. The communication addressed indirectly to parents through children has a strong motivating and effective effect.</p> <p>f) It will introduce and disseminate new cultural patterns related to household garbage management, thus raising awareness of the waste problem and giving related activities a new meaning. Specifically, it will give them subjective value – people doing it will have a feeling of making good and behaving in a proper way.</p>		
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