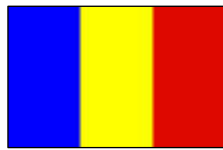




Twinning Project

PHARERO/06/IB/EN/06

Romania - North Eastern Region



## **Implementation and application of the environmental acquis focused on domestic waste management**

**Twinning Project Romanian-Spanish-Dutch in REPA Bacău  
For Region 1 North-East/Moldova , Phase II**

**Activity nr: 4.2**

**Communication Campaigns on home composting**

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# 1 Flanders, Belgium

## 1.1 Introduction

Belgium promotion of home composting started in 1997.

In 1998 the Flemish Compost Organisation VLACO established a separate department to actively promote home composting

In 2007 about 41% of the public is practising home composting.

A Compost Masters program is the success to home composting in Flanders.

**Manual Compost Masters** (in Dutch; Handboek Compostmeesterwerking)

With this manual we focus in the first place to the municipalities and their inter-municipal associations.

We will consider what resources the environment- and sustainability officers today have to promote home composting and eco-gardening. The Compost Masters are a part of this strategy, but in turn they need resources to perform their voluntary task.

## 1.2 Campaigning materials

**Brochure Composting in a worm bin** (in Dutch; Composteren in een wormenbak)

"Composting in a worm bin" is the perfect guide if you want to start composting with worms, so-called vermicomposting. You get to know the difference between a composting worm and an earthworm and to get the correct information on the ideal humidity, temperature, air and food in a worm bin. In addition, the various types of worm bins are discussed. We give you the most common errors and solutions, and many practical tips of enthusiastic users.

**Brochure Composting in bins and boxes** (in Dutch; Composteren in vaten en bakken)

"Composting in bins and boxes" contains a basic guide to home composting. What is compost? How does composting work? When to start composting? What animals and micro-organisms are present in your compost pile? What is and what is not compostable? On these and many other questions you get the appropriate answer. And of course, the choice between a bin, box and ile are discussed in detail.

**Leaflet How to use compost?** (in Dutch; Hoe gebruik je compost?)

A5 double explaining use of compost

**Leaflet How to make compost?** (in Dutch; Hoe maak je compost?)

A5 double explaining how to make compost

## 1.3 Internet

National level

[www.thuiscomposteren.be](http://www.thuiscomposteren.be)

<http://www.compostmeester.be>

Municipal level

Every municipality in Flanders is active in home composting and campaigning. Just some examples (all in Dutch)

<http://www.kapelle-op-den-bos.be/thuiscomposteren>

<http://www.heist-op-den-berg.be/page.aspx?PageID=855>

<http://www.wingene.be/mobiliteitMilieu/thuiscomposteren/nl?PHPSESSID=c687e863a1a1>

<http://www.antwerpen.be/eCache/BTH/2/008.cmVjPTlwMzU.html>

## 2 United Kingdom

### 2.1 Introduction

UK has a long history of landfilling and only started in the new millennium to actively implement the Landfill directive. One strategy to divert landfilling of biodegradable waste is composting. WRAP (Waste & Resources Action Programme) helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change. WRAP actively supports home composting.

**Home Composting toolkit guide** Guidelines for local advertising and promotion. The brochure features existing advertising and communication material templates and shows you how to adapt them for your own local use. Templates are made available for download. These guidelines are to be used in conjunction with the visual identity guidelines on [www.recyclenowpartners.org.uk](http://www.recyclenowpartners.org.uk).

Website for local authorities to develop recycling communications campaigns:  
[http://www.recyclenowpartners.org.uk/local\\_authorities/](http://www.recyclenowpartners.org.uk/local_authorities/)

More information:

[http://www.wrap.org.uk/local\\_authorities/research\\_guidance/home\\_composting/index.html](http://www.wrap.org.uk/local_authorities/research_guidance/home_composting/index.html)

### 2.2 Campaigning materials

1. Composting At Home Leaflet
2. Composting Know How Leaflet
3. Golden Bin competition winner letter: letter with delivery of home composting bin
4. Posters
  - Dressing the lawn
  - Getting the right mix
  - What to compost
  - Optional accessories
  - Making the perfect leaf mould
  - Transform your garden with a compost bin1
  - Fill the bin that makes your garden more beautiful1
  - Transform your garden with a compost bin2
  - Transform your garden with a compost bin3
  - Fill the bin that makes your garden more beautiful2

### 2.3 Internet

National level

Home composting campaign site: [http://www.recyclenow.com/home\\_composting/](http://www.recyclenow.com/home_composting/)

Municipal level

[http://www.bromley.gov.uk/environment/recycling/home\\_composting.htm](http://www.bromley.gov.uk/environment/recycling/home_composting.htm)

<http://www.kingston.gov.uk/environment/recycling/compost.htm>

## 3 Spain

### 3.1 Introduction

Due to the high degree of self-government enjoyed by the regions in Spain, almost each region has an own history regarding the implementation of home composting and the associated awareness campaigns, even though in general the percentage of rural municipalities active in this field is still low. Pilot projects have been implemented throughout the country in several rural areas or in bigger municipalities which have a high percentage of households with backyard garden.

Two examples: One of the most advanced examples is the county of Guipúzcoa, who has a home composting website (see section 3.3). The Galician Environmental Agency SOGAMA is as well implementing a home composting campaign, and has posted several materials used, in its website (see section 3.3).

Several home composting manuals can be accessed via internet, and have been produced by regional and local authorities, as well as by NGOs collaborating in the campaigns. Some examples are provided in section 3.3.

### 3.2 Campaigning materials

The materials used in the campaigns mentioned include i) manual on home composting, ii) several posters, iii) leaflets, iv) videos and appearance in regional TV.

Examples of a videos and an appearance in regional TV news:

<http://www.sogama.es/ppcd.php?lang=EN&sec=1&pag=58>

<http://www.gipuzkoa.tv/play.php?vid=611>

Some of the campaigning materials from the pilot project from SOGAMA, like a home composting manual and 3 posters have been translated into english and romanian within the context of this Twinning Project, to form part of a DVD elaborated by the Twinning which contains useful support materials to make home composting awareness campaigns. Also the video mentioned before has been subtitled into romanian and included in the DVD.

### 3.3 Internet

Regional level

Website from the Regional Environmental Agency of Galicia, which includes examples of campaigning materials to implement home composting:

<http://www.sogama.es/ppcd.php?lang=EN&sec=1&pag=58>

Home composting website from the county of Guipúzcoa:

<http://www4.gipuzkoa.net/medioambiente/compostaje/es/index.asp>

Website from the Regional Ministry of Environment of Andalucía with information about home composting:

[http://www.juntadeandalucia.es/medioambiente/site/web/menuitem.a5664a214f73c3df81d8899661525ea0/?vgnextoid=ef4fad59ebe6f010VgnVCM1000000624e50aRCRD&vgnnextchannel=a8ebad59ebe6f010VgnVCM1000000624e50aRCRD&lr=lang\\_es](http://www.juntadeandalucia.es/medioambiente/site/web/menuitem.a5664a214f73c3df81d8899661525ea0/?vgnextoid=ef4fad59ebe6f010VgnVCM1000000624e50aRCRD&vgnnextchannel=a8ebad59ebe6f010VgnVCM1000000624e50aRCRD&lr=lang_es)

Local level

Home composting manual of the municipality of Galapagar:

<http://www.ayuntamientodegalapagar.com/doc/mambien/Manual%20compostaje1.pdf>

Action plan of the home composting awareness campaign of the municipality of Miranda de Ebro:

<http://www.abarrataldea.org/miranda.htm>

NGOs

Home composting manual from the environmental NGO "Ecologistas en Acción":

[http://www.ecologistasenaccion.org/IMG/pdf\\_manual\\_compost.pdf](http://www.ecologistasenaccion.org/IMG/pdf_manual_compost.pdf)

## Links

- The European Compost Network  
European Compost Network of experts, research station and organizations such as compost VLACO. This website has information on the European policy on composting, in addition to scientific summary notes on composting and compost use.  
[www.compostnetwork.info](http://www.compostnetwork.info)
- Website of waste management department of California, USA  
Information compost quality, mulching, sustainable farming.  
[www.ciwmb.ca.gov/organics/homecompost](http://www.ciwmb.ca.gov/organics/homecompost)
- Canadian Compost Federation  
Website of the Canadian Compost Federation.  
[www.compost.org/AboutComposting.html](http://www.compost.org/AboutComposting.html)
- Home composting organisation in UK  
Promoting composting in your community and Master Composters.  
<http://www.homecomposting.org.uk/>
- Document from the European Commission "Success stories on composting and separate collection", with information about good practices in Spain and other EU countries:  
[http://ec.europa.eu/environment/waste/publications/pdf/compost\\_en.pdf](http://ec.europa.eu/environment/waste/publications/pdf/compost_en.pdf)



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