

my

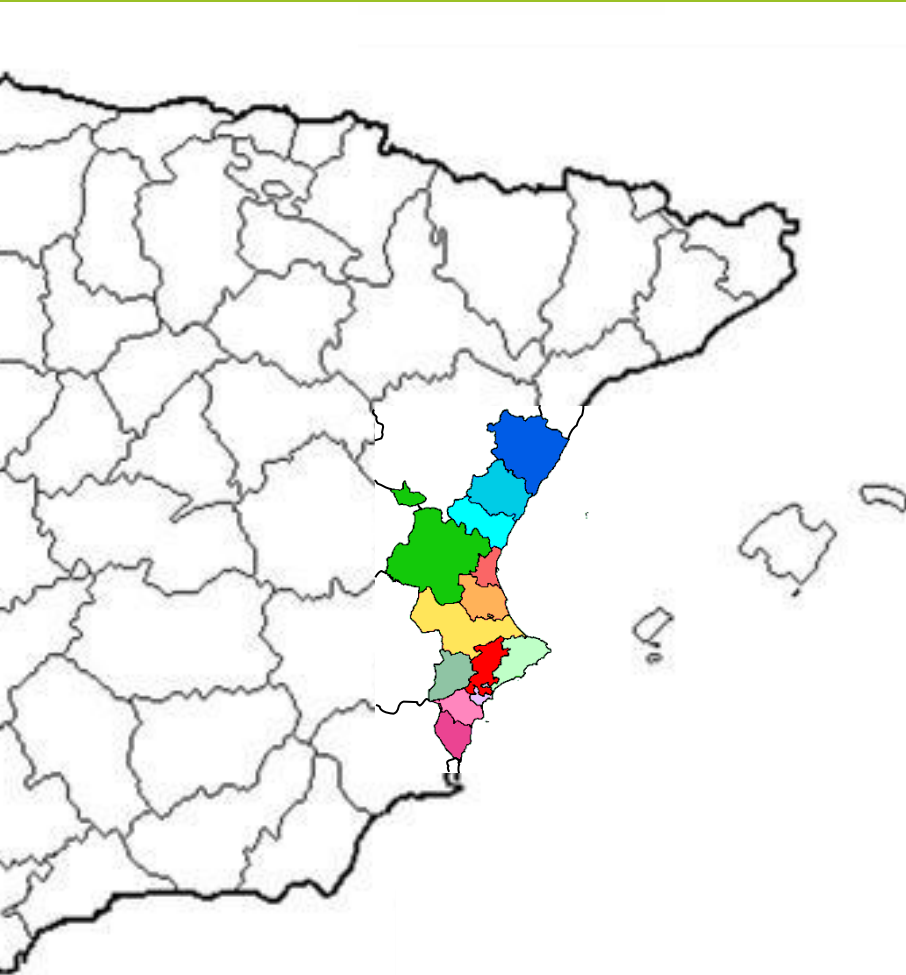
Environmental Account



Public policy incentives: **An incentive scheme in Valencia**



1. Consorcio Valencia Interior Services and facilities
2. **my** Environmental Account
What is it? System elements
3. Results
 - Card users
 - Collected quantities
 - Achieved goals
 - Next steps



61 municipalities +
Province government +
Regional government
50% province territory
250.000 inhabitants
10% province population

Recovery and disposal

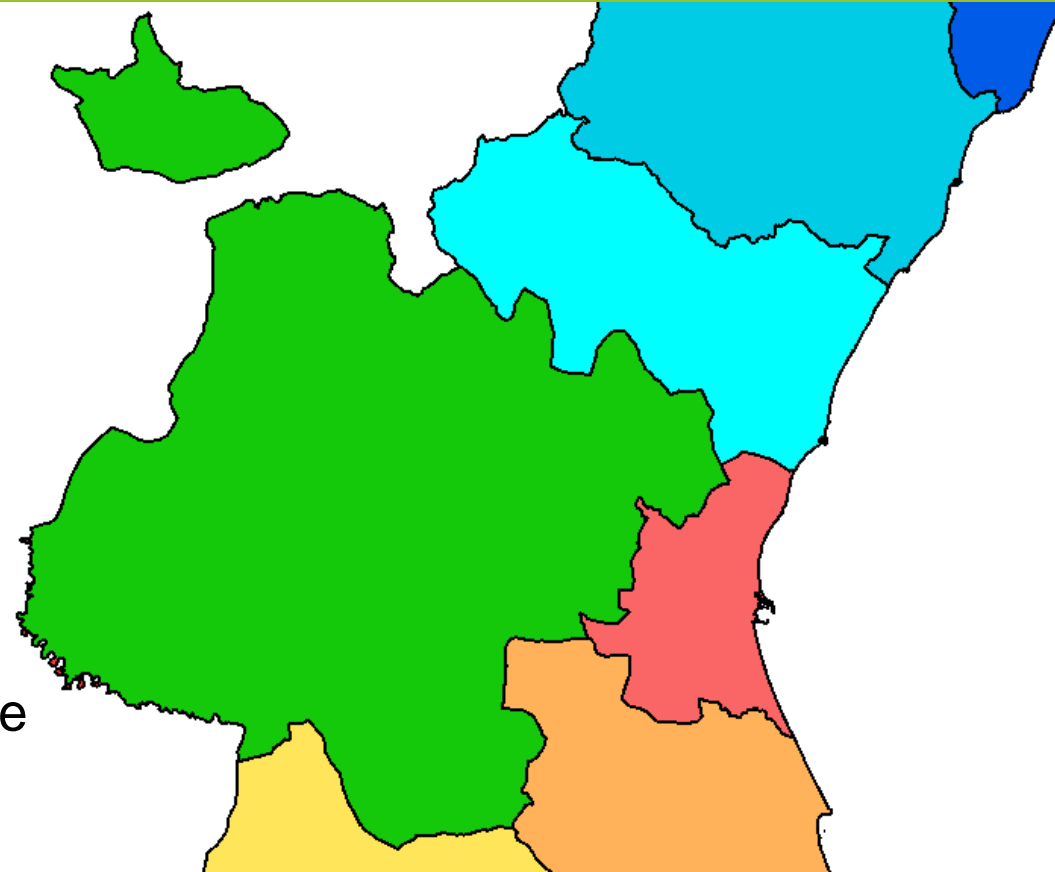
MMW grey bag

Household bulky waste

Garden waste

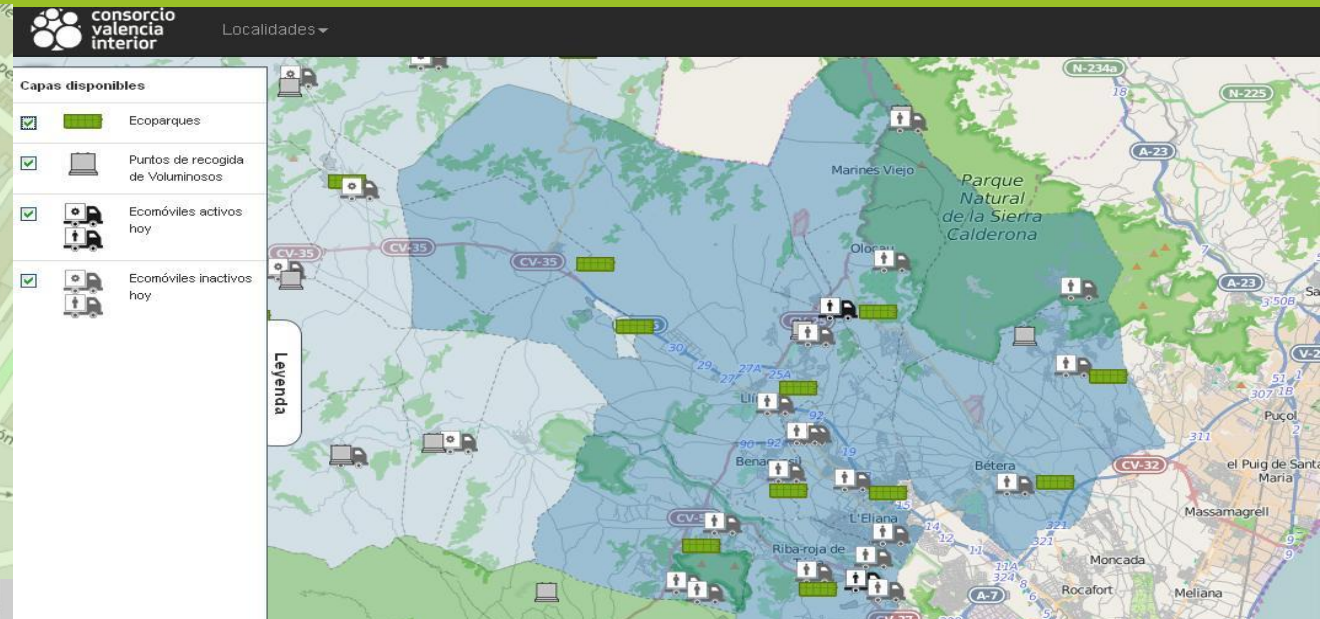
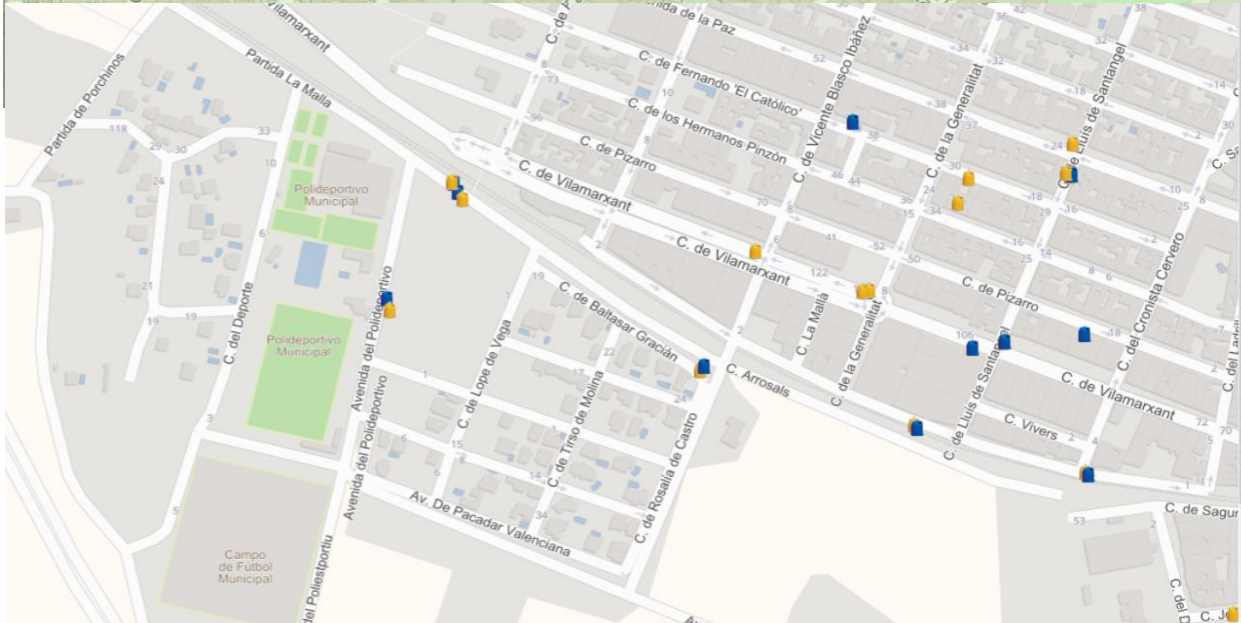
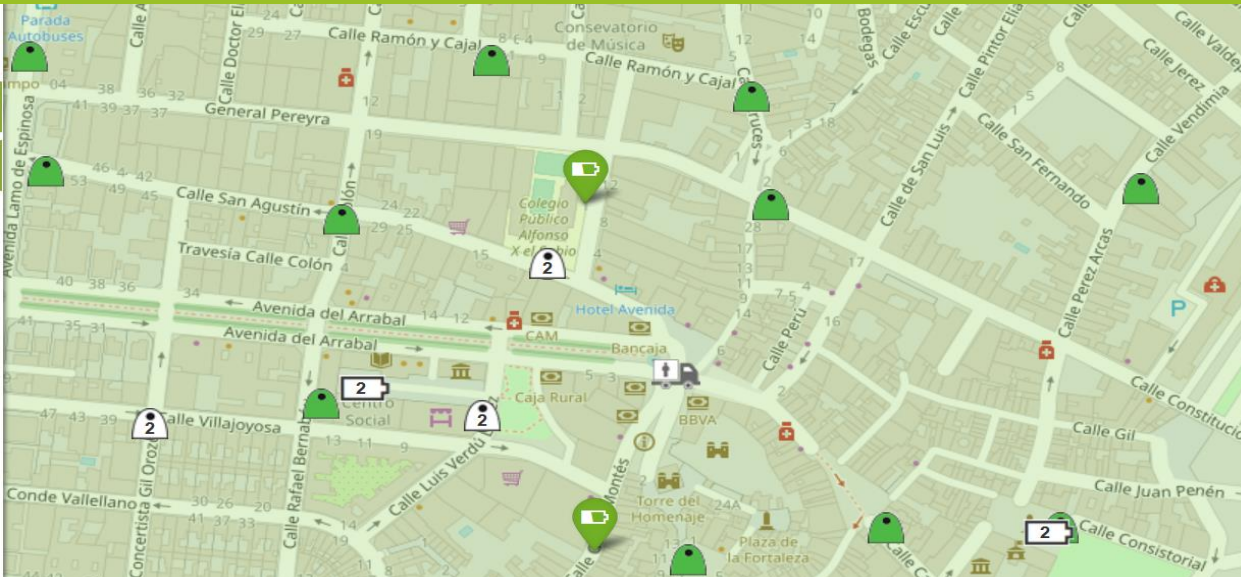
Municipal C&DW

Hazardous household waste



Services financed through a direct tax to neighbors





1.078 glass containers



2.103 light packaging + cardboard



27 Civic Amenity Sites



9 Mobile CAS routes





One card for each tax receipt holder of the Consortium allows to register in the system database **the amounts and type of waste** contributed to the CAS network.



A touch screen terminal connected to an electronic scale records each operation and sends the information to a central computer, which associates an “ENVIRONMENTAL ACCOUNT” with each receipt.

Depending on the amount and type of waste, visit to visit increases the value of the ENVIRONMENTAL ACCOUNT, the information of which is offered to the neighbor on each delivery receipt.

At the end of the period, the points accumulated by each citizen become a reward for recycling or discounts in the calculation of their fee



It works like an online bank account:



Nueva Consulta



Introduce en el espacio de la tarjeta el número de tu tarjeta de 'Mi cuenta ambiental' y pulsa la flecha

Nueva Consulta


[2014](#) | [2015](#)

Información del año 2015



Fecha de la última validación: 14/08/2015 11:28:36



Accesos totales: 19



Kg. Totales: 53,26



Puntos: 30,15



Puntos acumulados



Cantidades aportadas

Materiales	Kg. totales	Kg. con puntos	Puntos
Absorbentes	0,00	0,00	0,00
Aceites comestibles	0,00	0,00	0,00
Aceites de automóviles	0,00	0,00	0,00
Aerosol spray	1,18	0,75	2,25
Baterías	0,00	0,00	0,00
Bombillas	0,00	0,00	0,00
Bombillas bajo consumo	0,00	0,00	0,00
Cartuchos de tinta de impresión	0,00	0,00	0,00
Colchones	0,00	0,00	0,00
Envases de vidrio	0,00	0,00	0,00
Envases fitosanitarios	0,00	0,00	0,00
Envases ligeros	0,00	0,00	0,00
Envases (metálicos)	0,00	0,00	0,00
Envases (plásticos)	0,00	0,00	0,00
Escombro	0,00	0,00	0,00
Filtros de aceite motor	0,00	0,00	0,00
Fluorescentes	0,00	0,00	0,00
Frigoríficos	0,00	0,00	0,00
Grandes electrodomésticos	0,00	0,00	0,00
Madera	0,00	0,00	0,00
Metales	7,28	7,28	3,64
Monitor y TV	0,00	0,00	0,00
Muebles (madera)	0,00	0,00	0,00
Muebles (mixto)	0,00	0,00	0,00
Neumáticos	0,00	0,00	0,00
Papel-cartón	0,00	0,00	0,00
Pequeños electrodomésticos	11,86	11,86	11,86
Pilas	0,42	0,42	1,26
Pilas botón	0,00	0,00	0,00
Plástico duro	0,00	0,00	0,00
Plásticos	0,20	0,20	0,10
Radiografías	0,00	0,00	0,00
Residuos de jardinería	0,00	0,00	0,00
Residuos voluminosos	19,48	19,48	9,74
Restos de pintura	0,50	0,50	1,00
Textiles (ropa y calzado)	0,30	0,30	0,30
Tierra y piedras	0,00	0,00	0,00
Vidrio Plano	0,00	0,00	0,00
TOTALES	41,22	40,79	30,15



Puntos acumulados



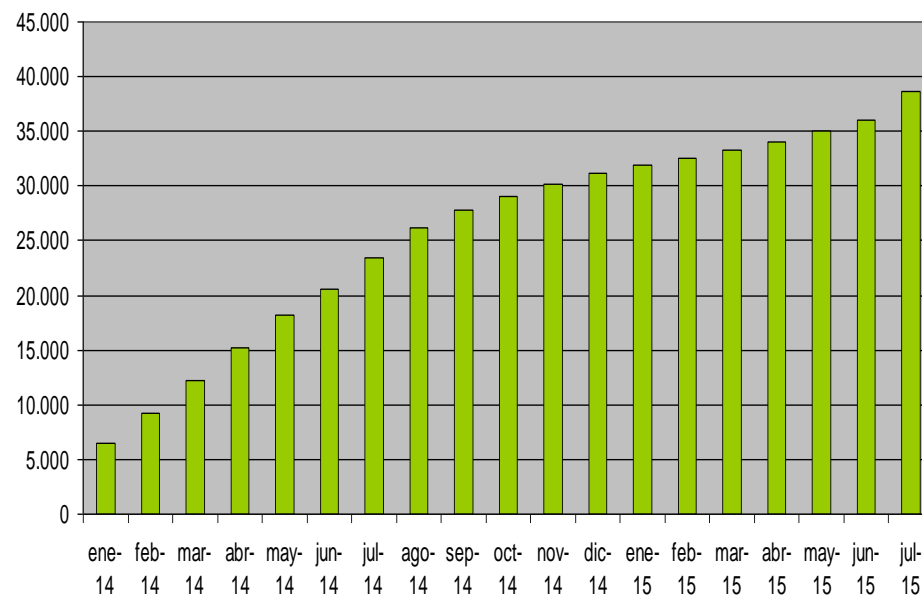
Cantidades aportadas

Comprobante	Fecha	Hora	Estación	Tótem	Operador
53720	10/01/2020	09:19:54	ECO REQUENA	12	999100000000002
	PAPEL-CARTON			25,00 Kg	
54173	25/01/2020	09:29:37	ECO REQUENA	12	999100000000002
	PAPEL-CARTON			25,00 Kg	
54677	11/02/2020	09:12:25	ECO REQUENA	12	0013A9DB
	PAPEL-CARTON			20,00 Kg	
55409	02/03/2020	11:17:04	ECO REQUENA	12	999100000000018
	PAPEL-CARTON			20,00 Kg	
55409	02/03/2020	11:17:10	ECO REQUENA	12	999100000000018
				280,00 Kg	
55845	13/03/2020	09:15:47	ECO REQUENA	12	999100000000018
	PAPEL-CARTON			20,00 Kg	
56053	01/04/2020	17:00:12	ECO REQUENA	12	999100000000018
	PAPEL-CARTON			20,00 Kg	
56055	02/04/2020	08:40:17	ECO REQUENA	12	999100000000090
	COLCHONES			23,00 Kg	
56055	02/04/2020	08:40:26	ECO REQUENA	12	999100000000090
	METALES			20,00 Kg	
56055	02/04/2020	08:40:32	ECO REQUENA	12	999100000000090
	RESIDUOS VOLUMINOSOS			3,00 Kg	
58328	15/06/2020	08:41:00	ECO REQUENA	12	999100000000104
	PEQUEÑOS ELECTRODOMESTICOS			13,50 Kg	
58328	15/06/2020	08:43:09	ECO REQUENA	12	999100000000104
	PAPEL-CARTON			20,00 Kg	
58385	16/06/2020	08:50:00	ECO REQUENA	12	999100000000104
	METALES			10,00 Kg	
58385	16/06/2020	08:50:13	ECO REQUENA	12	999100000000104
	GRANDES ELECTRODOMESTICOS			41,00 Kg	
58385	16/06/2020	08:50:19	ECO REQUENA	12	999100000000104
	RESIDUOS VOLUMINOSOS			5,00 Kg	
58444	17/06/2020	08:28:29	ECO REQUENA	12	999100000000104
	MADERA			30,00 Kg	
58444	17/06/2020	08:28:36	ECO REQUENA	12	999100000000104
	PEQUEÑOS ELECTRODOMESTICOS			15,00 Kg	
58444	17/06/2020	08:28:42	ECO REQUENA	12	999100000000104
	RESIDUOS VOLUMINOSOS			50,00 Kg	
60251	25/07/2020	08:36:52	ECO REQUENA	12	999100000000101
	PAPEL-CARTON			50,00 Kg	
60757	05/08/2020	17:24:43	ECO REQUENA	12	999100000000018
	PAPEL-CARTON			20,00 Kg	
61199	14/08/2020	09:04:40	ECO REQUENA	12	999100000000018
	PAPEL-CARTON			20,00 Kg	
62221	02/09/2020	17:14:26	ECO REQUENA	12	999100000000018
	PAPEL-CARTON			20,00 Kg	

SERVADOS.

Implantation: january 2014 – july 2015

Card active users



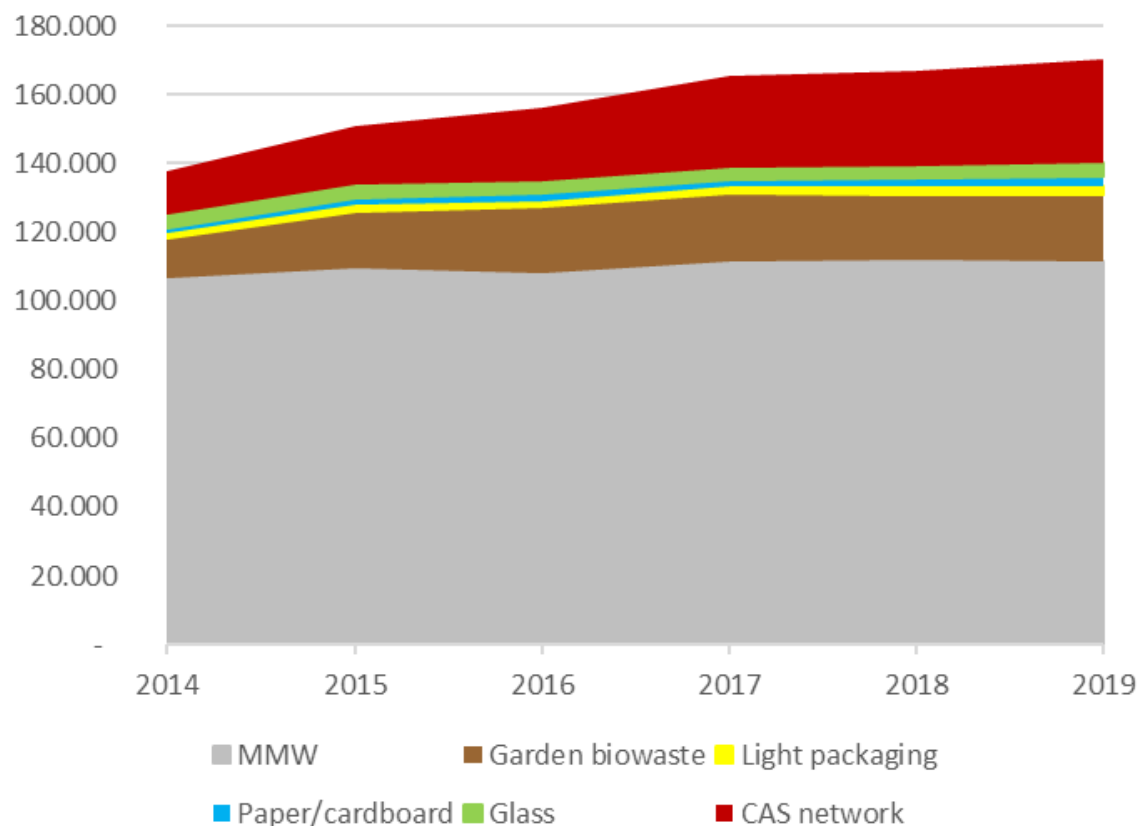
Neighbors who have contributed waste to
the CAS network with their card

36.040 active users
last year (20%)

on 182.385 tax receipts
(posible users)

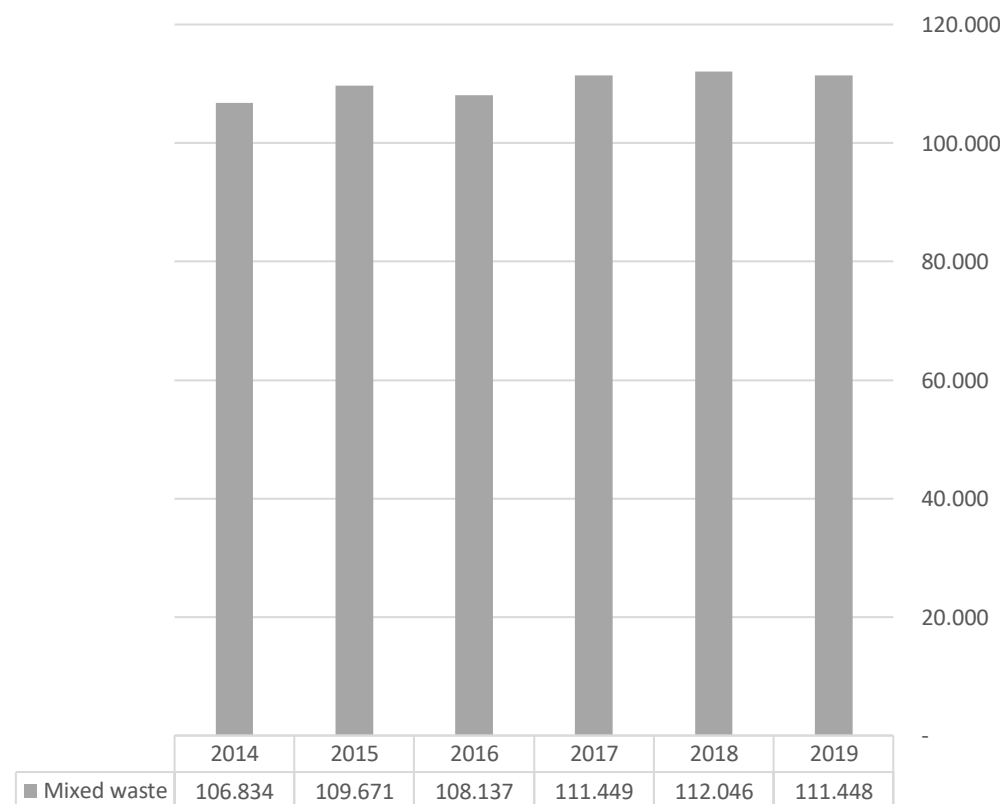
- 6 visits / active user per year
- Tax discounts = between 0,20 y 50€
- Average discount per user in the tax 2020 = 7€

Evolution of quantities managed 2014-2019
+ 23% (ton)



Evolution of undifferentiated collection 2014-2019

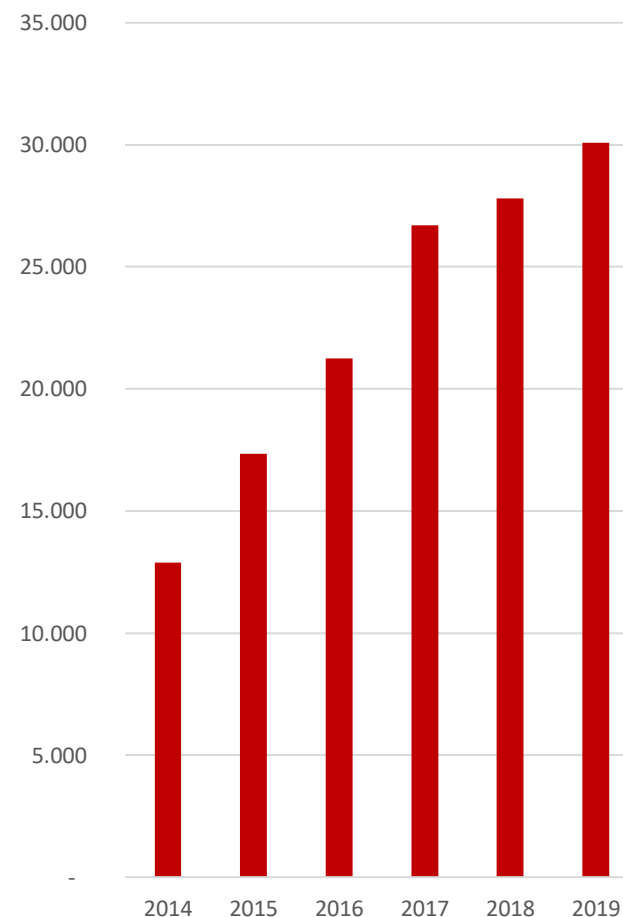
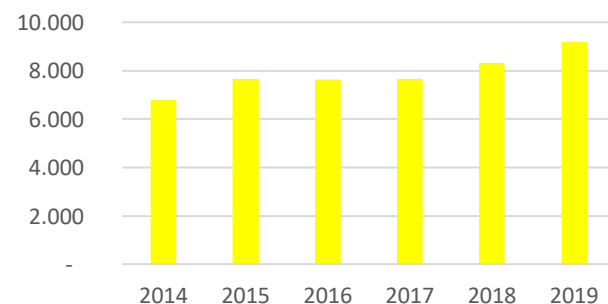
Mixed waste 2014-2019 +4% (ton)



Evolution of separate collection 2014-2019

Kerbside separate collection* **+35%** (ton)
without incentives

(*) cardboard, glass and light packaging



CAS network **+133%** (ton)

 *my* Environmental Account

- +12% Scrap
- +49% WEEE & batteries
- +76% Cardboard
- +78% Garden bio-waste
- +102% Wood
- +137% Bulky waste
- +152% Construction & Demolition

1. **Raise public awareness of importance of good separate collection for efficient and sustainable waste management.**
2. **Reward those who do it well. Recognize in a direct, personalized and palpable way the neighbor's collaboration.**
3. **Improve the environmental results of our waste management**

+ SEPARATE COLLECTION - HAZARDOUS SUBSTANCES IN MIXED WASTE
+ EFFICIENT RECOVERY - WASTE ABANDONMENT - REMEDIATION

CAS weight in total generation 9% 2014 to 18% 2019


Overall separate collection 23% 2014 to 35% 2019

LEARNINGS: Not enough as the only strategy. Objectives of Circular Economy Package much more demanding.

- Only 20% citizens involved. Society is diverse. Not for everyone. We need to address other targets
- Only for the CAS collection. 80% of waste collection is door to door / kerbside.
- The more you throw the less you pay, which is why we've had quite a few cases of great contributors, not always domestic (e.g. informal economy masons). Not consistent with managing hierarchy. Repairing? Prevention? Reduction? PAYT?
- It makes no sense to leave the key fraction unattended: bio-waste

How we apply the lesson. Within 2020:

Renewal of CAS identification and registration equipment.

- Identification in the CAS through a virtual card on the mobile (not necessary to carry the card .
- Adaptation to GDPR and WEEE regulation traceability requirements.
- Incorporation of modules for prep. for reuse in CAS (Incentives, traceability, individual labeling).
- Information on contributions and points, segmented communication to neighbors through APP.

Introduction PAYT in CAS. Professional card for large generators with public prices.

Introduction of smart separate collection of bio-waste. Use of the card as an electronic container key for large bio-waste generators.

Incorporation of the incentive system to our bio-waste management program. Domestic composters with QR code APP that geolocate and record contributions (only 140 users now).

