



Support Waste Management in Kosovo

EuropeAid/133800/C/SER/XK

“Public Awareness Campaign: Communication and Visibility Plan and Programme”

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Disclaimer

The opinions expressed in this Report are those of the authors and do not necessarily reflect the opinions of the European Union Office in Kosovo or any other organisation mentioned. As a result, these will be verified before implementation of any of the recommendations contained herein.

*This designation is without prejudice to position on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence

List of Abbreviations

Acronyms	Meaning
CA	Contracting Authority
EIA	Environmental Impact Assessment
EU	European Union
EUOK	European Union Office in Kosovo
GIS	Geographical Information System
GoK	Government of Kosovo
IMS	Information Management System
IPA	Instrument for Pre Accession
KEPA	Kosovo Environmental Protection Agency
MED	Ministry of Economic Development
MESP	Ministry of Environment and Spatial Planning
MLGA	Ministry of Local Government Administration
NGO	Non-Governmental Organisation
PAC	Public Awareness Campaign
SoE	State of the Environment
SWM	Solid Waste Management
TA	Technical Assistance
ToR	Terms of Reference
WM	Waste Management
WMMP	Waste Management Master Plan

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GENERAL

The implementation of the “Support Waste Management in Kosovo” project required that the Consultant shall prepare Reports related to the Technical Assistance Contract, for issues such as technical, financial, institutional, operational etc.

In March 2015, a Report was submitted, presenting the progress of the Public Awareness Campaign. The present Report is titled “Public Awareness Campaign: Communication and Visibility Plan and Programme” and addresses the issues that are described in the ToR and the Consultant’s proposal, concerning the project’s Task 5.

According to the project’s ToR, the Public Awareness Campaign shall consist of the following:

- A public information and consultation programme developed to introduce the concepts for waste reduction, separation and categorization, collection, reuse and recycling.
- A Kosovo-wide conference and 3 workshops, involving representatives of Municipalities.
- Design of supportive actions to encourage recycling industries and the production of biodegradable packaging materials.

In this respect, the present Report describes in detail:

- The Communication (Public Information and Consultation) Programme, targeting all the stakeholders and the general public. The program provided information on waste management, introducing the concepts for reduction of waste, separation and categorizations, collection, reuse and recycling. Specific activities were implemented including:
 - ✓ A Campaign on Recycling in Kosovo schools
 - ✓ A Workshop for the presentation of the Waste Management Master Plan and the selected Priority Projects
 - ✓ Information Material (website, leaflets, booklets etc)
- The Visibility Activities that put emphasis in raising the awareness of the target groups on the EC project results, as well as to the fact that the EC has co-financed the implementation of the program.

All the above were developed in respect to the EC’s visibility requirements governing the implementation of EC funded projects.

1 INTRODUCTION

The implementation of successful awareness campaigns that promote proper environmental behaviour in the field of waste management is a challenge, particularly as it seeks to change the population behaviours and habits. The population consists of different groups, which can be defined according to criteria of age, gender, education, occupation, income, among many other factors that require to plan communication and direct it to specific target groups, with different messages and appropriate media to each one of them.

Public awareness and communication on waste management is vital in encouraging community participation in generating and implementing policies and programs. Moreover, promotion of the appropriate handling and disposal of waste is important for the public health and the environment, and every member of the community shall be informed about potential hazards. An awareness campaign will contribute to avoid any type of public reaction or opposition from different parties.

This Report refers to the design and implementation of an appropriate Public Awareness Campaign tailored to the needs of the citizens of Kosovo and other stakeholders, in order to make sure that the stakeholders (including citizens) will be sufficiently informed and educated on the new waste management arrangements, considering the fact that the contribution of the citizens to the system (e.g. recycling, separation of waste fractions) is crucial for the success of the system itself. Emphasis will be given in the motivation of industries, and especially packaging producers, to use environmentally friendly material.

2 COMMUNICATION PLAN AND PROGRAMME

2.1 Need for Public Awareness on Waste Management

The current Waste Management practices in Kosovo have been mainly focused on the collection of waste and its transport to landfills. The quantity of waste in Kosovo is increasing, adding the pressure to the existing infrastructure and services, which are anyhow inadequate and insufficient to meet the EU environment protection standards. There are no practical measures to control or influence the reduction of waste at source and there are few efforts to encourage the economic operators and communities to decrease generation of waste. Public awareness remains low, despite some marginal efforts by the civil society organizations.

The Ministry of Environment and Spatial Planning (MESP) and other institutions dealing with the waste problem in Kosovo have made significant efforts to reduce waste and the number of illegal dump sites, however the problem still remains. There are many factors contributing to this, and lack of awareness is one that has a bad impact in the overall waste situation.

Environmental awareness raising may include several types of activities including:

- Reorient current awareness programs to include environmental dimensions; there are some programs in Kosovo, but everybody suggests that it is necessary to do more.

- Foster behavioural change and stimulate environmental activism; there are some relevant initiatives, mainly the earth and the environment days.
- Focus on low cost activities in schools; visiting a number of schools in areas with poor environmental performance.
- Distribute leaflets with clear messages on environmental protection.

2.2 Development of Public Awareness Campaign (PAC)

As of April 2014, the Consultant has communicated and discussed the development of the Public Awareness Campaign on Waste Management with several stakeholders in Kosovo, including:

- Public sector personnel (mainly MESP and KEPA)
- International donors (EUOK, GIZ, KfW, JICA and DG ENV / ECRAN, through their involvement in projects referring to waste management)
- Landfill operators, collection companies, businesses from the private sector involved in waste management issues, NGOs

During this period, the project team visited all the landfills and transfer stations in Kosovo, as well as numerous “recycling” businesses (engaged in the collection and use of recyclables) and industrial facilities (the main waste producers). The purpose of the site visits was to collect information concerning waste management practices, gaps and problems and to formulate a PAC strategy, which should define the target audience, the objectives, the messages and the activities, taking into account the Technical Assistance’s available budget.

Following the above, the proposed “Communication Plan and Programme” tackled the following **topics**:

- solid waste management
- waste reduction
- waste treatment
- composting / use of compost in agriculture
- source separation / waste categorization / **recycling [emphasis]**
- production of environmentally friendly packaging

The proposed information and education **activities** included:

- schools’ campaign / visits
- workshops
- study tour

The PAC focused not only to the local communities, which will be directly affected by the implementation of the “Waste Management Priority Projects”, but also to a broader audience including, the following **target groups**:

1. Public sector personnel (mainly MESP, KEPA and Municipalities)
2. Waste producers & managers

3. Packaging producers
4. Educational establishments / Teachers and students
5. NGOs
6. General public

2.3 Implementation of the Public Awareness Campaign / Activities

The activities that were foreseen in the project's Communication Plan and Programme (November 2014) were the basis of the work and the reference throughout the whole Public Awareness Campaign.

Following several meetings with MESP / DEP (Mr. Zymer Mrasori, Head of the Division for Environmental Education and Awareness), and a final meeting with the EUOK, MESP and the Consultant (on 23/3/2015), the agreed PAC activities included:

- Development of the Project Website
- Schools' campaign and visits (the campaign should focus on waste treatment, reuse and recycling and include a "drawing contest on recycling")
- Design and production of visibility material:
 - information leaflets
 - material for students participating in the "drawing contest on recycling" (blocks)
 - provision of recycling bins for schools
 - provision of award to the winning students (tablet)
- Participation in the "Environment day" (June 5th)
- Design and production of a booklet for school teachers on waste management
- Study tour
- Four workshops

All the proposed and implemented PAC activities were agreed with the Department of Environmental Protection of the Ministry of Environment and Spatial Planning.

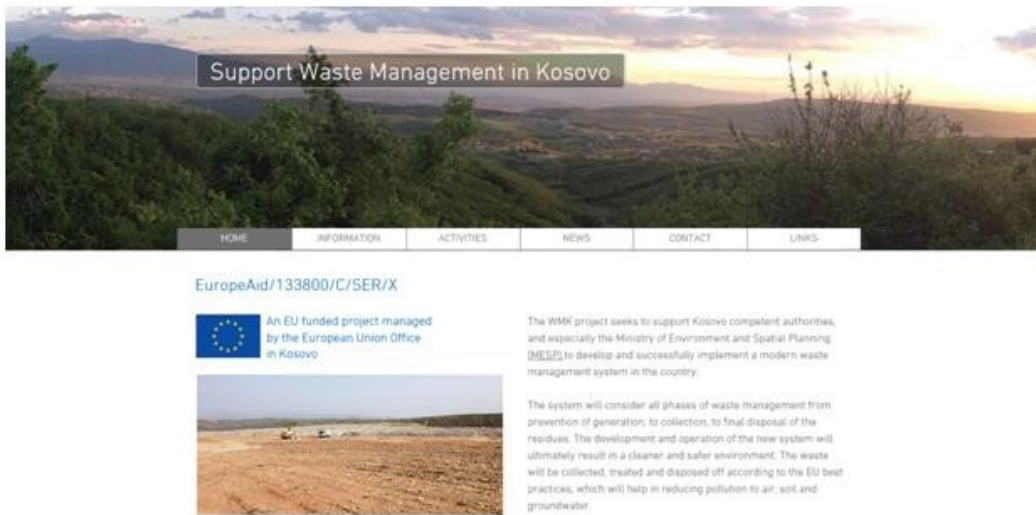
The PAC activities started in January 2015 and were concluded on December 2015. The Consultant's team consisted of the Public Awareness Experts and other Key and Non-Key Experts. The Ministry also participated in the PAC activities (the Division for Environmental Education and Awareness, in the schools' campaign).

The budget from the Incidental Expenditure was used to cover the PAC costs, following the approval of the EU Office in Kosovo.

3 IMPLEMENTED ACTIVITIES AND TOOLS

3.1 Project website

The project website was developed in 3 languages (Albanian, English and Serbian) and included material related to the project implementation (goals and results, reports, activities / events, contacts etc).



The project website was completed in February 2015 and is available at <http://www.waste-management-kosovo.org>. As of September 2015, the website is also available through the MESP website and facebook account:

- <http://mmph-rks.org/>
- <http://mmph-rks.org/sq/Publikime/Support-Waste-Management-in-Kosovo-1242>
- <http://mmph-rks.org/sq/Departamenti-per-Mbrojtjen-e-Mjedisit/Support-Waste-Management-in-Kosovo-1243>
- <https://www.facebook.com/mmph.rks?ref=hl>

The project website is linked with the website of MESP (and the EUOK), and will be updated so to remain active after the project finalization.

3.2 Schools' campaign / visits Visibility / Publishing material / Material for students for the "drawing contest on recycling"

The main target group of the Public Awareness Campaign, as it was agreed during the 5th PSC Meeting (March 2015), was school children. Educating children about the importance of the environment provides a path to a greener future and, therefore, involving children and teachers in recycling schemes and other activities to improve the environment consists of an important component of the project Communication Plan. Emphasis was be given to modern waste management concepts (reduce / reuse / recycle etc).

The "Recycling in Schools" Campaign was designed and implemented (with the assistance of MESP / DEP / Division for Environmental Education and Awareness).

The Consultant organized the PAC taking into consideration the following principles during his coordination and development efforts:

- ❑ Close cooperation with stakeholders (MESP, Ministry of Education, school directors / teachers etc) is critical to the development of sound educational material.
- ❑ Clear and simple messaging is an effective way to reach a broad audience.
- ❑ It is of value to develop marketing materials for individual recycling and waste reduction initiatives that are consistent with the school's comprehensive approach to recycling, waste minimization and sustainability.
- ❑ Current, accurate and comprehensive information is needed to inform and educate students on recycling and waste minimization practices.
- ❑ Peer to peer messaging is an essential component to education programs.

As such, site visits were organised in 5 cities (Pristina, Peja, Gjilan, Ferizaj and Mitrovica) and 5 villages. The project team with the assistance of MESP visited ~4 schools in each city and 1 school in each village, as it is presented in the next table.

No	Municipality	Name of school	School Director's Name	Date of presentation	Time	Number of participants
1.	Prishtina	"Gjergj Fishta"	Skender Llaloshi	2015.05.04	09-10:00	120
2.	Prishtina	"Nazim Gafurri"	Ardiana Makolli	2015.05.04	09-10:00	130
3.	Prishtina	"Ismajl Qemali"	Drita Cenaj	2015.05.04	11-12:00	120
4.	Prishtina (Bardhosh)	"Anton Zako Cajupi"	Shpetim Llumnica	2015.05.04	11-12:00	130
5.	Peja	"Xhemaj Kada" Pejë	Nimon Alijaj	2015.05.05	09-10:00	130
6.	Peja	"Asdreni" Pejë	Agime Lajqi	2015.05.05	09-10:00	135
7.	Peja (Novoselë)	"Lidhja e Pejës"	Naim Husaj	2015.05.05	11-12:00	140
8.	Peja (Vitomericë)	"7 Shtatori"	Draga Babaqiq	2015.05.05	11-12:00	120
9.	Gjilan	"Abaz Ajeti"	Hetem Kosumi	2015.05.14	09-10:00	130
10.	Gjilan	"Avdulla Tahiri"	Rashit Sahiti	2015.05.15	09-10:00	130
11.	Gjilan (Zhegër)	"Agim Ramadani"	Rrahman Agushi	2015.05.15	11-12:00	120
12.	Gjilan (Rruga për Kamenice)	"Nazim Hikmet"	Fadil Shabani	2015.05.14	11-12:00	120
13.	Ferizaj	"Gjon Serreqi"	Milazim Dërguti	2015.05.13	09-10:00	130
14.	Ferizaj	"Jeronim De Rada"	Servete Hajrullahu	2015.05.13	09-10:00	120
15.	Ferizaj	"Ahmet Hoxha"	Halim Gashi	2015.05.13	11-12:00	140
16.	Ferizaj	"Vezir Jashari"	Fatushe Azemi	2015.05.13	11-12:00	125

No	Municipality	Name of school	School Director's Name	Date of presentation	Time	Number of participants
17.	Mitrovica	"Aziz Sylejmani"	Flamur Gacaferi	2015.05.06	12-13:00	120
18.	Mitrovica	"Nonda Bulka"	Latif Hajrizi	2015.05.06	12-13:00	135
19.	Mitrovica	"Bedri Gjinaj"	Enis Kelmendi	2015.05.06	10-11:00	130
20.	Mitrovica	"Migjeni"	Hamdi Shyti	2015.05.06	10-11:00	140
21.	Malishevë – Village -Llapqevë	"Petro Nini Lua Rasi"	Aziz Avdiu	2015.05.07	09-10:00	130
22.	Obiliq - Village – iMuzakaj (Milloshevë)	"Hasan Prishtina"	Emin Kelmendi	2015.05.08	10-11:00	140
23.	Kaqanik- Village - iGllloboqicë	"Gafurr Luma"	Qazim Ceka	2015.05.07	10-11:00	130
24.	Gjakovë - Village - Cermjan	"Ali Hasi"	Ramiz Hoxha	2015.05.07	11-12:00	140
25.	Fushë Kosovë – Village -Lismir	"Lismir"	Shemsije Fetahu	2015.05.08	10-11:00	110
The total number of participating students and teaching staff during the lectures / presentations for recycling across schools in Kosovo					3.115 students + 65 teaching staff = 3.180 Total	

The project team presented the "Recycling campaign" to ~3.100 students, mainly of the 6th, 7th, 8th and 9th grade, as well as to 65 teachers.

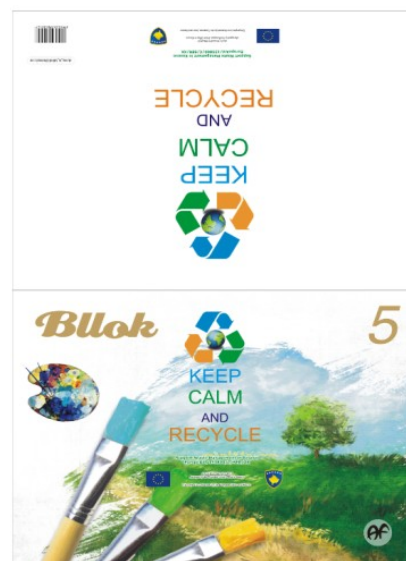
A presentation about waste management and recycling (power point and video) was made in each class, in every school.

Photos of these visits are presented in Annex 1. The presentation is attached in Annex 2 (English) and 3 (Albanian).

A "drawing contest on recycling" was announced in each class. A drawing block with a message about sound waste management / recycling was given to each student by the Consultant. The teachers collected the drawings and the school directors together with the teachers decided about the winning student of the contest, in each school. Then the Municipal Directorate of Education (with the assistance of MESP), of each city, decided the winning school of the city, while MESP decided for the participating villages.

MESP gave an award certificate to the 6 winning schools (one from each participating city, and one from the participating villages). The Consultant gave an award (a tablet) to the 6 students / winners (one from each participating city, and one from the 5 participating villages). This was done during the celebration of the Environment day (5/6/2015).

The names of the winning students are included in Annex 4.



The Consultant also provided the following during the school visits:

- ❑ a leaflet with information about recycling (produced in 10.000 copies), which is attached in Annex 5
- ❑ 4 recycling bins to each school (for paper, glass, metal and plastic) with the proper label (240L each / total 100 plastic bins)



3.3 Participation in the “Environment day” (June 5th)

During the “Environment Day” (June 5th 2015), the award ceremony concerning the “Recycling Campaign” in Kosovo schools took place. It was part of the overall activities that were realized by the Ministry of Environment and Spatial Planning. The PAC activity was presented to the participating media, as well.



3.4 Booklet for schools’ teachers on waste management

During June and July, 2015, the Consultant with the assistance of MESP (Department of Environmental Protection), prepared a booklet for schools’ teachers on waste management. The booklet included the following issues:

- Waste management policy in Kosovo
- Legal framework for waste management – Laws and administrative instructions on waste
- Waste generation at national level

- Municipal waste generation by regions
- Waste disposal and treatment
- Waste recycling
- Waste prevention and reuse
- Waste management: social impacts and benefits
- Waste environmental impacts

The booklet (30 pages) was submitted for approval to the Ministry of Education. It was produced in 1.000 copies in October 2015 and it was available for the 2015-16 school year. It is attached in Annex 6.



3.5 Workshops

In November 2015, a workshop for the presentation of the Waste Management Master Plan (WMMP) for the Priority Projects was held in Sharri hotel, Prevall, Prizren. Stakeholders involved in waste management issues in Kosovo (authorities, municipalities, waste operators, waste producers etc) were invited to participate in the workshop. The Master Plan was presented and comments from stakeholders were received and incorporated in the WMMP, as applicable.

The Workshop program is presented in Annex 7 and the list of participants in Annex 8.

Furthermore, the Consultant will be available to organize 3 additional workshops, one in each Municipality concerning the WM priority projects that were proposed in the Waste Management Master Plan.

3.6 Study tour

A Study Tour was realized from the 6th until the 12th of December 2015 in Greece for the personnel of MESP (6 people).



The Consultant organized the Study Tour in Greece and the following were implemented:

- Site visit to the Waste Management Facilities of the Region of Western Macedonia: Sanitary landfill, Transfer station and Recycling facility

- Site visit to the Athens Waste Management Facilities: Sanitary landfill and Recycling facility
- Presentations concerning “Planning of WM Systems”, “PPPs” and “Performance Monitoring, Inspection and Permitting of WM Facilities”

Following the Study tour conclusion, the respective evaluation took place.

3.7 Other visibility activities

As already mentioned, during the project duration the Consultant has communicated and discussed the development of the Public Awareness Campaign with several Waste Management stakeholders in Kosovo. The communication and visibility activities gave emphasis in raising the awareness of the target groups on the project results, as well as to the fact that the EU has co-financed the implementation of the program.

Concerning the motivation of industries, and especially packaging producers, to use environmentally friendly material and as a result of the implementation of Task 4 “Application guidelines for grants to the environmental friendly packaging producers”, information days were held in August 2014 (Pristina and Peja) and June 2015 (Pristina).

Finally, it is noted that all the implemented activities respected the EU’s visibility requirements governing the implementation of EC funded projects, and were monitored with respect to all of the material branded and publicized within the project, such as web site, publications, advertisements, events etc. As such, all the material that was developed contained the logos of the EU Office in Kosovo and MESP, as well as the appropriate statements and disclaimers.