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Technical Assistance for Assessment of Türkiye's Potential on Transition to Circular Economy

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Going Back to Green

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Activity 3.2.1. Assessment of Alternative Collection Models Workshop
Samsun



YEŞİLE DÖNMEK

GOING BACK TO GREEN



Yaşamak için kum zambağını yaşatalım.

ANTALYA

MURATPAŞA MUNICIPALITY

**Environmentalist Neighbour Card and
Independent Waste Collector Projects**



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About Antalya and Muratpasa

Antalya, a city where sea, sun, nature, culture and history are integrated, is the fifth most populous city in Türkiye with a population of **2 million 688 thousand**. The surface area of the city is 20.177 km². The length of the coast of Antalya, which is called the Turkish Riviera and described as the capital of tourism, reaches 630 km. There are 130 people per km² in the city.



With a **population of 521 thousand**, Muratpaşa district, which has the highest density, consists of **55 neighbourhoods** and approximately **130 thousand households**. There are approximately 140 thousand workplaces, 446 touristic hotels, pensions and facilities within the borders of the district and it has a bed capacity of 61 thousand. There are 14 Blue Flag Award-winning beaches in the district with a coastal length of 20 km.



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DON'T THROW
ACCUMULATE
WE GAIN TOGETHER

ATMA

biriktir

KAZANALIM



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1. PROJECT DETAILS

1.1 Project Objective

- With the Environmentalist Neighbour Card project; to sort recyclable wastes in households through a rewarding system and collect them on the street to contribute to the family budget as well as the national economy,
- To create public benefit by reducing the transport and disposal costs of household wastes by collecting recyclable wastes separately from other wastes,
- To protect the environment and natural resources.



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1.2 Project Goal

The Environmentalist Neighbourhood Card Project, which was launched with the slogan "Don't throw, accumulate, we gain together", aims to encourage household sorting based on each household and each individual, and to ensure that recycling becomes a habit and a part of life as a culture.

ATMA
biriktir
KAZANALIM



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1.3 Project budget, from which sources was the budget financed?

In the Environmentalist Neighbour Card project, all costs incurred except for the card distribution operation are covered by contracted licensed companies.

- Collection, transport and sorting costs (vehicles and personnel)
- Procurement and maintenance costs of waste collection equipment,
- Provision of rewards, etc.

expenses are covered by the companies.



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1.4 Who are the project partners?

BENEFICIARY : Citizens - Households → The person who lives within the borders of Muratpaşa district and separates waste at source,

IMPLEMENTERS : Waste Collection Companies → Companies collecting and sorting waste and financing their equivalent in Turkish Lira,

- Packaging wastes Çevmak Geri Dönüşüm,
- Textile wastes AJ International Group,
- Used cooking oils DG Doğru Kazanım,
- Waste electrical and electronic equipment Sefalılar Hurdalık

SUPPORTED BY : Authorised Organisation → Organisation providing waste collection equipment,



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1.5 Who are the project partners?

COOPERATIONS : Member Workplaces → Contracted companies organising discount campaigns for Environmentalist Neighbour Card

SOFTWARE : Environmentalist Neighbour Card system was prepared by Türk Elektronik Para A.Ş. Smart cards compatible with the system were purchased by the municipality and distributed free of charge to the citizens participating in the system.

STEERING COMMITTEE : Municipal Company → The municipal company that controls the expenditure part,

MUNICIPALITY → Organisation providing supervision and control of the system.



2. PROJECT IMPLEMENTATION

2.1. Project activities/processes

In 2015, feasibility studies were conducted for Türkiye's first and only award-winning recycling project, the Environmentalist Neighbour Card, and the software process of the project was initiated.

In 2018, electronic wastes started to be collected within the scope of the project.

In 2019, used cooking oils were also incorporated into the project.

In 2022, health services were included in the Environmentalist Neighbour Card discounts, which offer discounts in many sectors from grocery stores to clothing.

In April 2016, the project started to be implemented with the collection of packaging waste in 2 pilot neighbourhoods.

As of 2017, the project started to be implemented in 55 neighbourhoods of Muratpaşa district.

Within the scope of the joint project implementation with the Governorship of Antalya, public institutions were also included in the project as of October 2020.

In 2021, textile waste was also included in the project. The Environmentalist Neighbour Card acquired 'money card' feature. The accumulated TL can now be spent on online shopping wherever there is a bank POS device, without the limit of merchant locations. They can also be withdrawn in cash from ATMs.



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2.2 The relationship of the project with the needs and/or problems of the province/region/sector which is the implementation area of the project

- Voluntary household-based collection,
- Failure to apply penal sanctions,
- Low participation rates in recycling,
- Economic gain does not reach the real owner of the waste

such reasons have made the implementation of the Environmentalist Neighbour Card project compulsory.



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2.3 Project implementation method and outputs

Early outputs/expected outputs/final outputs)

Environmentalist Neighbour Card Project :

1. Waste sorting,
2. Delivery of wastes,
3. TL uploading,
4. TL spending,

These are the four steps of the project.

Since the beginning of the project until

today, approximately **21 thousand**

households have been distributed

Environmentalist Neighbour Card, **23**

thousand 536 tonnes of recyclable waste

has been collected, and **10 million 722**

thousand TL has been loaded to their cards

in return for these collected wastes.



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3. SUSTAINABILITY

3.1. Project sustainability

With the aim of sustainable environment and sustainable world, everyone wins in the project where the recycling process of recyclable valuable wastes is designed as 360 degrees.

The project; starting from the family, which is the basic building block of the society, Antalya, Türkiye and the world is winning; unlike similar projects, it provides its own sustainability with a circle in which recyclable valuable wastes that surround us are separated at the source, TL is loaded to the Environmentalist Neighbour Card in households and the uploaded TLs are transformed into shopping. With our project, which operates with a win-win logic, both nature and people win and with the established system, wastes are collected without harming the environment and brought back to the economy.



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3.2. Risks / Constraints

(What constraints were encountered during the project writing, acceptance and implementation processes?
How was the project steered?)

- Economic developments, frequency of variability in the waste market, high software and hardware costs, inadequate technical service network.
- Despite all these negativities, our project continues to be implemented by improving itself since 2016.



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3.3. Advantages / Project's strengths

(For whom, in which areas, what contributions will be made / have been made?)

- With the project, which was initiated in April 2016 with the slogan "Don't throw, save, we win together", recycling has started to become a part of life in Muratpaşa as a habit and culture.
- Recycled materials are used as secondary raw materials in the production phase of various products. Thus, our natural resources are used less, contributing to the nature.
- With this project, in which we utilise all kinds of recyclable wastes with the aim of protecting nature and the environment, we have made significant contributions to the protection of our national resources and to the household economy.



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We were crowned with 7 awards in 8 years

- * 2022, Second Century Association Local Government Project Award
- * 2020 Union of Municipalities of Türkiye, Zero Waste Idea and Project Implementation Competition Award for Municipalities
- * 2020 City Awards Türkiye / Artvin
- * 2020 Türkiye Healthy Cities Association, Healthy Cities Best Practice Competition Jury Special Award / Izmir
- * 2018 2nd International City, Environment and Health Congress Special Jury Award / Cappadocia
- * 2018 International Smart Cities Conference, Outstanding Success Story Award in Smart Cities / Ankara
- * 2017 Akdeniz University Environmental Service Award / Antalya



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4. OUR SUGGESTIONS FOR PROJECT WRITING AND IMPLEMENTATION?

- Acceptance of the Environmentalist Neighbour Card project software as a common software,
- Utilisation of this software by all municipalities,
- Establishment of a waste registration data system.



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INDEPENDENT WASTE COLLECTORS PROJECT



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5. PROJECT DETAILS

Circular on Waste Collectors dated 28.03.2022 and numbered 2022/6 was published by the Ministry of Environment, Urbanisation and Climate Change.

In accordance with Article 1 of the published circular, 'Procedures and Principles Regarding the Work of Independent Waste Collectors' entered into force with the Municipality Council Decision dated 01.09.2022 and numbered 332..

Independent Waste Collectors project has been prepared within the scope of the procedures and principles that have entered into force.



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5. PROJECT DETAILS

5.1 Project objective

- With the Independent Waste Collectors project, packaging wastes collected irregularly by waste collectors within the district borders shall be integrated into the municipal collection system and the wastes shall be recorded;
- Citizens who cannot deliver their packaging wastes to our waste vehicles on the days and times determined for the neighbourhood with the Environmentalist Neighbour Card project can recycle their packaging wastes without being bound by time;



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5. PROJECT DETAILS

5.1 Project objective

- Creating public benefit by reducing the transport and disposal costs of household wastes by collecting recyclable wastes separately from other wastes,
- Protection of the environment and natural resources,
- Improving the working conditions of independent waste collectors.



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5. PROJECT DETAILS

5.1 Project objective

Packaging waste is discarded to smart vending machine via these cards: Environmental Neighbour Card, Turkish ID card, RFID card-enabled cards.

Data recording of packaging wastes brought by independent waste collectors is made through the software.

Households and Businesses

Smart Vending Machine

Independent Waste Collector

Waste Reception Centre

Recycling Plant

Separate accumulation of packaging waste at source

Place of accumulation of packaging waste

The independent waste collector opens the smart vending machine with the issued card and collects the packaging waste

The place where the collected packaging waste is brought and sorted



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THANK YOU ...

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Thanks for your attention.



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