

Report on a Study of Communication Tools in the Field of Waste Management in Germany, Slovenia, and Ukraine



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**Specific features and recommendations for SENECA Green
network member countries**

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List of Acronyms

DESI – Digital Economy and Society Index

DIY – Do It Yourself

d.o.o. – društvo s ograničenom odgovornošću – Limited Liability Company (LLC) in Slovenian

ITA project - International Technical Assistance project

GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

GNI per capita – Gross national income divided by the mid-year population

EPR – Extended Producer Responsibility

EVS – European Values Study

EU – European Union

NGO – Non-governmental organisation

ME – Municipal Enterprise

WEEE – Waste Electrical and Electronic Equipment

1. Executive Summary

1.1. Introduction

Deliberate, systemic, and adaptive communication is a necessary part of behaviour change in a sustainable society. Communication is the mechanism that turns abstract sustainable development goals into everyday practices.

At the national level, communication sets the general direction of needed changes. It provides a strategic framework and long-term guidance for all stakeholders and beneficiaries.

At the same time, real changes in people's behaviour happen mostly at the local level. They take place in individual municipalities, communities, households, and even informal neighbourhood networks.

If there is no direct threat to human life, no catastrophic environmental pollution, and no other critical need for immediate change, then deliberate communication remains the most effective means of fostering new patterns of behaviour.

To reach all members of society with reliable, high-quality information, communication experts use a wide range of tools. These include online and offline tools, verbal and non-verbal techniques, and different forms of social interaction. They range from public campaigns to engagement with opinion leaders at the community level.

This study organises and analyses the experience of three countries: Ukraine, Germany, and Slovenia. These countries have implemented, or are now implementing, behaviour change initiatives in waste management. The study examines different communication tools and components used in different institutional and contextual settings. These components can be adapted by member countries of the SENECA Green network, even when resources or institutional capacity are limited.

This study was conducted by Olena Kozliuk and Nadiya Velichko, experts at the Kyiv Institute for Strategic Analysis and Reform (KISAR), Ukraine, under the Contract with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Ukraine. The opinions and analyses presented in this publication are those of the authors and do not necessarily reflect the views or official positions of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH or the German Federal Government.

1.2. Key Findings

In Germany and Slovenia, both EU Member States, a clear legislative framework for waste management was established as early as the 1990s. This marked the transition from waste sorting to a circular economy model. In addition to the introduction of an effective system of incentives and penalties (see [Section 3.1](#) for further details), comprehensive and systematic public awareness campaigns form an integral part of national policy and regulations. Back in the 1990s, Germany launched the largest-scale campaign to date aimed at changing public behaviours and promoting the 'Green Dot' symbol, at a cost of €23 million (for more details, see [Subsection 6.1.1](#)). In comparison, in Germany, companies participating in the Extended Producer Responsibility (EPR) scheme allocate a further €30 million annually to national information campaigns and awareness-raising initiatives at local authority level. In Slovenia, EPR operators may lose their licence (environmental permit) if the Environment Agency considers that the planned public awareness measures are insufficient.

In addition to a stable legislative framework, the German and Slovenian populations take environmental issues very seriously and demonstrate a high level of cohesion. According to the EVS (European Values Study) surveys, values such as ecocentrism and interpersonal trust are characteristic of German and Slovenian societies (for more details, see [Section 3.4](#)). Accordingly, any campaigns and initiatives promoting environmental protection and conscious consumption are viewed very positively in these countries (for more details on clean-up campaigns, see [Sections 5.2](#) and [5.3](#)).

In Germany and Slovenia, public awareness strategies follow two models. The first model involves joining global movements and initiatives (#CleanDay, #PlasticFreeJuly, #EveryCanCounts). In this case, the lead organisation provides detailed guidance on organising events and drawing up a communications plan, including templates for branded information materials and promotional items. The second model involves developing and implementing unique, in-house projects with their own distinct identity and promotional materials. When using this model, it is important to have a project manager on staff and a network of professional suppliers/service providers (see, for example, [Subsection 6.2.3](#)).

In Germany, Slovenia, and Ukraine, many behaviour change initiatives are aimed at children and young people. In these countries, children are raised to become independent individuals, and parents and other family members respect their opinions and life choices. By teaching children how to sort waste correctly and consume responsibly, these initiatives can contribute to behavioural changes across the entire family.

In Germany and Slovenia, EPR organisations are implementing various communication initiatives in the B2B sector. These initiatives form part of their customer support service and play a key role in their competitiveness and attractiveness to manufacturers and product importers. Companies are focusing their efforts on educational initiatives (explaining new legislation and requirements for manufacturers), legal support, providing guidance, and developing digital solutions and platforms. (For more details, see [Subsection 6.1.5](#) and [Subsection 6.2.1](#)).

In Ukraine, the reform of the waste management system is still ongoing. This process is expected to bring the system into line with European standards and regulations, including through the introduction of the Extended Producer Responsibility (EPR) mechanism. Without stable financial support, effective environmental measures and projects rely on private initiative and individual leaders. The emergence of such new leaders in environmental activism is the result of many years of support for the country's civil society and youth through (international technical assistance (ITA) projects focused on democracy, leadership, and environmental training programmes.

For Ukrainian youth, participating in such programmes is not only a meaningful way to spend their free time among like-minded people but also an opportunity to acquire additional skills and use these opportunities as a stepping stones to career development. Society views young people aged 25–35 who have gained relevant experience and knowledge positively, whether they hold leadership positions in government bodies or own businesses.

Despite the fact that Russia's full-scale invasion of Ukraine has entered its fifth year, with constant missile attacks on the civilian population and civilian infrastructure, as well as humanitarian and economic crises, public utility services continue to operate at an acceptable level. Household waste is collected regularly, and the aftermath of attacks is cleared promptly. Public events and festivals on environmental themes are also held in compliance with safety requirements and following prior inspection of the locations for explosive objects (for more details, see [Section 5.4](#)). This pattern of behaviour among the population is not linked to mass awareness campaigns or regulation, but rather to distinctive features of Ukrainian society – its values, the expression of national identity, and a desire to distance itself from russians (for more details on Ukrainian values, see [Section 3.4](#)).

2. Methodology and approach to the study

2.1. Theoretical framework: the COM-B behaviour change model

To systematically analyse behaviour changes in waste management, this study applies the COM-B model (Capability, Opportunity, Motivation – Behaviour). This evidence-based framework explains why people behave – or fail to behave – in a particular way.

According to the model, any behaviour results from the interaction of these three components. If even one of them is missing or insufficiently developed, the desired change does not occur.

- **Capability.** This refers to an individual's internal ability to act. It includes physical skills (for example, carrying waste to the container) and psychological capabilities, such as knowing which types of plastic can be recycled. Without adequate knowledge, people cannot act correctly.
- **Opportunity.** This covers the external factors that make a behaviour possible. It includes physical infrastructure (the availability of containers and collection vehicles) and the social environment (cultural norms and the example set by neighbours). Without a container, even a highly motivated person will not sort their waste.
- **Motivation.** This describes the internal psychological processes that drive behaviour. It includes reflective motivation (conscious intentions and values) and automatic motivation (habits, emotions, and impulses). A person may know what to do and have the opportunity to do it, but still not be willing to act.

The three levels of the communication hierarchy analysed in this study (information → stimulation → support for change agents) directly correspond to the components of the COM-B model.

- Level 1 – information – develops capability (Capability).
- Level 2 – stimulation – strengthens Opportunity and, to some extent, Motivation by creating external incentives (Opportunity and partly Motivation).
- Level 3 – support for change agents – builds internal, lasting motivation (Motivation).

This approach makes it possible not only to describe specific tools, but also to identify which behavioural component requires targeted intervention.

A comparative and behavioural analysis of communication tools will be based on several research methods.

	Activity	Research tools	Data sources
1.	Analysis of external factors and context	Desk research	European Values Study (EVS) , European Social Survey (ESS) , UN E-Government Knowledgebase , Digital Economy and Society Index Eurostat AI-Powered Data Mining
2.	Analytical Summary of Existing Communication tools	Desk research and Case - study analysis	AI-Assisted Search Expert survey (F2F)

2.2. Analysis of external factors and context

To design effective public information campaigns aimed at changing population behaviour, it is important to build on existing experience and practices that have proven effective in addressing similar challenges. At the same time, when drawing on international experience, it is essential to take into account the local context and conditions – the factors that shaped the emergence of these communication practices. Understanding this context allows for more accurate localisation of these instruments.

Below are the key external factors that influence the planning of communication strategies and campaigns.

- **Factor 1 – Coherence and stability of waste management systems.** This factor forms the foundation for planning communication campaigns. The timing and manner in which waste management systems were introduced in a particular country, the extent to which the necessary infrastructure for collecting different types of waste has been established, and whether an effective system of incentives and sanctions has been established will directly influence which tools are used to promote appropriate behaviour among the population.
- **Factor 2 – Behavioural patterns of consumers and residents.** These are shaped by prevailing socio-cultural values and norms. Orientations towards material goods, levels of trust in authorities, willingness to cooperate with neighbours, and respect for formal rules vary significantly between countries and regions. Such characteristics of local society influence the design of strategic messages and the format in which information is communicated.
- **Factor 3 – Demography and urbanisation.** This factor helps define target audiences and anticipate the potential effectiveness of public events and face-to-face meetings. Urban and rural audiences respond differently to various forms of communication.
- **Factor 4 – Level of digitalisation.** The effectiveness of electronic channels for disseminating information in a given country depends on how well local residents' digital skills are developed and the extent of their access to the internet.
- **Factor 5 – Funding sources for communication campaigns.** The degree to which funding sources for communication campaigns are stable and flexible determines how systematically and gradually different communication tools can be used, and whether there are sufficient resources to sustain them and to evaluate their medium- and long-term impact.

When designing information campaigns for specific countries and regions, it is also important to take into account local factors:

- **Factor 6 – Physical waste management infrastructure.** The availability of containers, collection vehicles, sorting lines, and recycling facilities is a basic precondition. Communication alone cannot compensate for the absence of infrastructure.
- **Factor 7 – Level of trust in information sources.** Different societies place their trust in different intermediaries – state media, non-governmental organisations, social networks, or local opinion leaders. Communities may also have entrenched attitudes towards horizontal versus hierarchical governance systems, and campaigns should select channels accordingly.
- **Factor 8 – Experience of previous environmental campaigns.** Past successes and failures shape society's readiness for new initiatives. New campaigns should take into account what has already been tried.
- **Factor 9 – Public discourse and the media environment.** Before launching an information campaign, it is important to understand which topics and sentiments are already present in the media space. This makes it possible to plan the

campaign more effectively – deciding where to place emphasis and which potential public concerns need to be addressed in advance.

- **Factor 10 – Institutional capacity.** The presence of communication specialists in local authorities and municipal enterprises is often more important than the size of the budget. Without qualified staff, it may be difficult to implement campaigns effectively.

2.3. Comparative analysis of information tools used in municipalities and communities in Ukraine, Slovenia, and Germany

Before analysing specific communication tools, it is important to acknowledge one fundamental condition: waste management legislation and physical infrastructure must come before communication. No information campaign can change people's behaviour if there are no containers, collection vehicles, or clear sorting rules. All three countries examined in this study have already reached this initial stage, albeit to different degrees.

The communication process for fostering lasting behavioural change is organised into a three-level hierarchy. Each level corresponds to a particular stage of societal readiness and serves specific communication objectives.

- **Level 1 – Information and Explanation.** At this stage, people do not yet have sufficient knowledge of how to manage their waste correctly. The main task is to provide clear, simple, and accessible information.
- **Level 2 – Stimulation and Incentives.** This level applies when basic knowledge is in place but motivation to act remains insufficient. It involves communication tools that incorporate material and non-material incentives, such as bonuses, gifts, and public recognition.
- **Level 3 – Supporting Community Leaders and Change Agents.** This level concerns those parts of society or specific social groups that have not only recognised the need for change but also actively encourage others to adopt new behaviours through their own example. They are engaged in local initiatives, campaigns, and community projects and become agents of change.

Why is this hierarchy so important for achieving lasting change? Behavioural habits do not form instantly. A person must first learn about an issue (level 1), then experience a benefit or respond to social pressure (level 2), and only afterwards become an active participant (level 3).

Attempts to move directly to level 3 – for example, by calling on residents to organise community clean-up events – without prior information and incentives usually fail, remain isolated actions and lead to minimal, if any, behavioural change. The hierarchy makes it possible to build communication step by step, reinforcing each preceding level.

Analysing and describing specific communication tools and case studies through this logic of interaction allows us to show not only the 'visible' side of communication – a leaflet, an app or an event script – but also to understand the underlying rationale: why a particular tool was chosen and under which conditions it was applied. This, in turn, helps determine which communication tools are most appropriate for the needs and circumstances of W2C network participants.

2.3.1. Information and Explanation (basic level)

The basic information level is the foundation for any subsequent behavioural change in society. Its main task is to make new rules and practices so clear and so consistently repeated that they start to be internalised and followed almost automatically. No single channel or format can reach all social groups at once, so the most effective approach is to combine several complementary formats. For example, digital channels may work better for younger people, while newspaper articles may be more suitable for older residents.

Below is a description of each of the three main formats that can be used at this level.

Digital engagement

- **When to use it.** This format is most effective where there is stable access to the internet and mobile connectivity. It is particularly useful for rapid information dissemination, for targeted campaigns aimed at specific groups, and for collecting real-time feedback.

- **Target audience.** Primarily young people, working-age residents, parents of school-age children, and inhabitants of large cities. Digital channels also work well for those who already have basic skills in using apps and social media.
- **Why this format.** Digital communication makes it possible to deliver short, visually appealing reminders repeatedly. A person can receive a notification on their phone, see a post on Facebook, or watch a video tutorial on YouTube – all without additional effort. Moreover, digital platforms allow practitioners to measure reach and adjust messages in real time. For the basic level, where constant repetition is required, this is an indispensable tool.

Traditional mass engagement (offline mass marketing)

- **When to use it.** This format is applied when information needs to reach the widest possible audience without being tailored to individual characteristics. It is effective for creating an ‘information backdrop’ – ensuring that everyone is exposed to the same message, regardless of whether they use the internet.
- **Target audience.** Primarily older people, residents of rural areas and those who either lack access to digital devices or do not trust them. This format also works for the passive majority who do not actively seek information but absorb it through familiar channels such as radio, television and outdoor advertising.
- **Why this format.** Traditional mass communication helps establish a sense of social norms. When people see sorting posters at bus stops, hear radio announcements or find leaflets in their letterboxes, it signals that ‘everyone is doing this; this is the right thing to do’. For those who only need to hear an instruction once or a few times to start acting, this format may be sufficient. It requires no additional effort from the audience – the information comes to them.

Direct interaction (face-to-face)

- **When to use it.** This format is used to engage those who do not respond to mass communication or who have additional questions. It is also essential for overcoming active resistance or for working with narrow, specific groups, such as owners of large private plots or business representatives.
- **Target audience.** This is a relatively small but important segment of society: inquisitive people who want to know more; sceptics who need additional arguments; older residents who are accustomed to personal contact; and those who simply did not receive or fully understand the information from other channels.
- **Why this format.** Direct communication makes it possible to answer specific questions, dispel doubts, and address individual barriers. For people with a particular temperament or character – for example, sceptical, analytical, or anxious individuals – mass information remains unconvincing until they receive a personalised response. In many cultures, a personal recommendation from a neighbour or a conversation with a representative of a municipal company carries far more weight than any official instruction.

Summary for the basic communication level

The basic information level is the most extensive and inclusive. It does not require deep audience engagement, but it does require constant repetition. The optimal strategy is to combine several formats so that every social group receives information in a way that is convenient for them. Direct, face-to-face contact is not necessary for everyone, but it is critical for certain groups. Without a fully functioning basic information level, any attempts to provide incentives or to involve people in active participation are likely to be ineffective, because they will simply lack the necessary knowledge and habits.

2.3.2. Stimulation and incentives

Once basic information efforts have created a shared understanding of the rules, society moves into a transitional phase. People already know how to manage waste correctly, but they still lack sufficient internal motivation to act. At this stage, communication should not only remind people of the rules, but also encourage them to act and help bring informed individuals together as a community. The main task of Level 2 is to create external incentives – material or non-material – that encourage people to take initial action. The following sections describe how each of the three basic formats can be used to achieve this goal.

Digital engagement

- **When to use it.** This format is ideal for motivating groups that actively use smartphones and social media: young people, working-age adults, and parents. It is particularly effective when information about a campaign, competition,

or bonus scheme needs to be disseminated quickly. It also makes it easy to track participation, for example by counting how many people followed a link or downloaded an app.

- **Target audience.** Primarily young and middle-aged people who are accustomed to digital tools, as well as local opinion leaders who run blogs or have influence on social media. Targeted advertising can help reach specific groups, such as parents of school-age children through Facebook communities.
- **Why this format.** Digital tools make it possible to create diverse non-material incentives: public recognition (mentions in stories, publication of winner photos), competitive elements (rankings, points), and gamification (an app that rewards correct sorting). For young people, these mechanisms can be more effective than material rewards. In addition, digital channels can bring people together in communities – for example, a Telegram chat or Viber group – where they share their achievements and support one another.

Traditional mass engagement (offline mass marketing)

- **When to use it.** This format is appropriate when incentives need to reach a broad audience that is not active in the digital space. It is particularly useful for older people, rural residents, and those who have limited trust in digital channels. It is also effective for creating a ‘social norm’ effect: when people see announcements about competitions or discounts at bus stops, they understand that such practices are common.
- **Target audience.** Primarily older residents and people living in small towns and villages with weaker digital infrastructure. This format also works for the passive majority who do not actively search for information but receive it through familiar channels such as newspapers, radio, and outdoor advertising.
- **Why this format.** Traditional mass communication makes it possible to use simple, easy-to-understand material incentives: announcements about reduced waste collection fees, information about lotteries for participants in sorting schemes, or publication of winner lists in local newspapers. For many older people, public recognition in print or on the radio carries more weight than recognition through digital channels. In addition, this format works well for reaching entire families or neighbourhood groups, because information appears in shared spaces, such as notices in building entrances.

Direct interaction (direct / face-to-face)

- **When to use it.** At the stimulation stage this format becomes critically important, because this is where the transition from knowledge to action takes place. It is needed for working with those who hesitate, who require an additional incentive to act or who want to ask specific questions. It is also indispensable for bringing together activists and opinion leaders around joint activities.
- **Target audience.** Primarily ‘early adopters’ – people who have already received basic information but have not yet taken the first step. It is equally relevant for local opinion leaders (teachers, homeowners’ association chairs, active retirees, and entrepreneurs) whose example can encourage others, and for sceptics or those with many questions.
- **Why this format.** Direct communication not only conveys information but also builds trust and a sense of community. A study visit to a waste-treatment plant, where residents can see the results of their efforts with their own eyes, is a powerful non-material incentive. Competitions between neighbouring buildings with personal invitations from activists, or contests between school classes with teachers’ involvement, work precisely because of live contact. People receive not just information, but an emotional experience that can change their attitudes. In addition, direct interaction helps identify and support those who are ready to become agents of change in their courtyard or neighbourhood.

Summary for the stimulation level

Level 2 is the logical continuation of basic information activities. It uses the same channels, but with a different focus – not just reminders, but incentives and competitive elements. The key difference at this stage is that communication starts to focus on specific social groups and opinion leaders, rather than on the entire population. This is where individual, informed people are brought together to form an active community. Without this level, the next stage – sustained support and engagement – is unlikely to be effective, because there will not be enough active participants ready to take responsibility.

2.3.3. Supporting Community Leaders and Change Agents

Once basic information efforts have built knowledge and stimulation has triggered initial actions, a core of active participants begins to form. These people not only act correctly, but are also ready to involve others, organise initiatives, and lead by example. Level 3 focuses on supporting these change agents. Its purpose is no longer to create new knowledge or incentives, but to provide resources, coordination, recognition, and opportunities for people to develop their potential. Without this level, even successful campaigns may remain a series of isolated events and fail to result in lasting behavioural change at the community scale.

Digital engagement

- **When to use it.** This format is indispensable for coordinating change agents, especially when they are geographically dispersed or belong to different generations. This makes it possible to set up closed communities — such as groups on messaging apps or forums — where activists can share experiences, receive immediate support and plan joint actions. Digital tools are also effective for training (webinars, online courses) and for public recognition, for example by publishing stories about activists' achievements.
- **Target audience.** Primarily young change agents who are confident users of digital tools. It is also suitable for activists living in remote areas or those with limited time for in-person meetings. In addition, digital platforms make it possible to involve experts and mentors from other cities or even other countries.
- **Why this format.** Change agents need more than information; they also need a sense of community. Closed groups on social networks or in messaging apps create a safe space for discussing problems, finding like-minded people and receiving feedback. Digital maps of initiatives — for instance, showing where clean-up events are taking place or where new containers have been installed — help visualise results and inspire others. Moreover, digital channels allow training materials such as video tutorials, checklists and presentations to be disseminated quickly, which change agents can then use in their work with local communities.

Traditional mass engagement (offline mass marketing)

- **When to use it.** At Level 3 this format plays a supporting role. It is appropriate for publicly recognising change agents before a broad audience and for attracting new participants to active engagement by showcasing success stories. Since change agents are a minority, mass channels are not a priority, but they create an important social context: society sees that such activity is noticed and valued.
- **Target audience.** Mainly the wider public, which has not yet become involved as change agents but may join after seeing positive examples. For local opinion leaders who are not active in the digital space — for example, respected older residents — public recognition in a newspaper or on the radio can also be a powerful motivator.
- **Why this format.** Public recognition through traditional media carries high symbolic value. When an activist's name appears in a local newspaper or their photo is placed on an honour board, it not only rewards the individual but also signals to the community that such behaviour is exemplary. Coverage of successful initiatives — such as an article about neighbours organising separate collections — can inspire other communities to follow suit. However, it is important to remember that this format is one-way: it does not allow change agents to receive feedback or coordinate their actions.

Direct interaction (direct / face-to-face)

- **When to use it.** At Level 3 this format becomes particularly important. Face-to-face contact provides the most direct form of support for change agents through training, peer exchange, joint planning, and emotional reinforcement. Without regular meetings, training and joint activities, change agents may lose motivation, feel isolated and burn out.
- **Target audience.** Everyone who has already gone through levels 1 and 2 and demonstrates a consistently active stance. This includes homeowners' association leaders, schoolteachers, local entrepreneurs, active retirees and youth leaders. It also covers municipal representatives who work with change agents, such as environmental coordinators.
- **Why this format.** In-person interaction builds trust, empathy and a sense of shared purpose. Trainings for change agents provide not only knowledge but also practical skills, such as how to organise a clean-up event, communicate with resistant neighbours or report back to the municipality. Joint activities — for example, study visits to waste-treatment plants or off-site workshops — strengthen ties between activists and create informal support networks.

Direct contact also helps identify potential leaders ready to take on greater responsibility and provides opportunities for individual mentoring. Without this format, change agents may remain isolated enthusiasts rather than forming a resilient community.

Summary for the level of supporting change agents

Level 3 is the apex of the communication hierarchy for behavioural change. It builds on the successful implementation of levels 1 and 2; without basic information and stimulation, it would be difficult to develop a sufficient number of change agents. At this stage, communication moves away from mass outreach and becomes more personalised, peer-based, and focused on support. The priority format is direct interaction, as it creates trust, shared identity and durable relationships. Digital tools are used for coordination and training, while traditional mass communication is used for public recognition and attracting new members. Reaching this level indicates that behavioural change has moved beyond a temporary campaign and has the potential to become part of the social norm.

2.4. Communication tools for implementing Extended Producer Responsibility (EPR)

Implementing the principles of Extended Producer Responsibility (EPR) is a complex process that requires systematic communication with both businesses and end-users, including the general public. An effective communication strategy should cover three successive stages, each addressing specific tasks and relying on tailored communication tools.

2.4.1. Creating enabling conditions and an enabling environment

Once a decision has been taken to apply the EPR mechanism, the key challenge becomes practical implementation, including developing the necessary legal acts and technical regulations to put the reform into practice.

Communication tools at this stage focus on building an understanding of the need for EPR among key stakeholders and mobilising resources for its implementation. Such tools may include:

- Strategic sessions and working groups involving industry associations, public authorities and international partners to develop both the overall concept and solutions to specific technical challenges.
- Preparation and dissemination of analytical materials on international EPR experience, the economic benefits for businesses, and the positive impacts on the environment and related sectors.
- Public presentations of the concept at sectoral events, trade fairs, and conferences to create an information environment and attract early supporters.

2.4.2. Building a community of responsible producer ambassadors

This stage of business-focused communication aims to identify and engage companies that already operate according to EPR principles. They will form a core group of leaders – innovators whose example others can follow and adopt.

Such ambassadors may include companies with foreign, particularly European, capital, exporters, or businesses for which sustainable development and environmental protection are core corporate values.

Communication tools at this stage should be diverse and tailored to sector-specific needs, and may include:

- Public events such as industry conferences, forums, round-table discussions and seminars.
- Development and dissemination of practical guidelines and methodological recommendations on EPR implementation, adapted to different sectors and types of companies (producers, importers, distributors).
- Creation of an online platform where businesses can access all relevant information, legal documents, reporting templates, answers to frequently asked questions and contact details for experts.
- Public recognition of EPR ambassador companies through traditional media, social networks and sectoral rankings, which builds a positive image and encourages others to follow their example.

2.4.3. Communication with consumers through a universal EPR symbol

Once a sufficient number of businesses have joined the EPR system, it is time to communicate with end consumers. The key tool at this stage is the development and introduction of a single national EPR symbol – a visually clear, unambiguous and positive marker that enables consumers to identify products from responsible producers.

This symbol should operate similarly to successful nationwide campaigns and evoke positive associations among both consumers and producers. It is important to ensure that this is a single, nationwide campaign, rather than a set of separate corporate initiatives, as isolated advertising campaigns could lead to unfair competition, multiple variations of the symbol and the risk of greenwashing.

A single coordination body – an association or public institution – should act as the ‘brand guardian’, developing clear rules for using the symbol.

Communication tools at this stage must ensure that the symbol is widely recognised and its meaning is clearly understood by the general public, including:

- Development of the symbol and a brand book (technical standard) with clear rules of use, a colour scheme, fonts and requirements for placement on packaging and at points of sale.
- A nationwide information campaign using television, radio, outdoor advertising, the internet and social media to explain the symbol’s meaning and benefits.
- Placement of the symbol on the packaging of products produced by EPR system participants to inform consumers directly at the point of purchase.
- Visual marking on shelves and near price tags in retail chains – supermarkets and shops – to draw shoppers’ attention to EPR products at the point of sale.

3. Analysis of external factors in Germany, Slovenia and Ukraine as a basis for communication strategies to promote separate waste collection

When designing awareness campaigns aimed at changing public behaviour, it is important to draw on existing experience and practices that have proven effective in addressing specific challenges. However, when drawing on international experience, it is important to consider the local context and the conditions that shaped these communication practices. Understanding this context will enable these tools to be adapted more effectively to local conditions.

[Section 7](#) presents cases and examples of the use of various communication tools in Germany, Slovenia and Ukraine. To better understand how a particular tool can be used and adapted in the countries participating in the SENECA Green network, here is a description of the main external factors.

3.1. Legislative framework

The integrity and sustainability of waste management systems are fundamental to planning awareness campaigns. The communication tools used depend on when and how the waste management system was introduced in a particular country, how well-developed the infrastructure for collecting different types of waste is, and what system of benefits and penalties was put in place.

In Germany, legislative practices and initiatives regarding separate waste collection began in the 1960s in response to an environmental crisis caused by the expansion of landfill sites and groundwater pollution. The first ‘Waste Disposal Act’ (Abfallbeseitigungsgesetz) was passed in 1972 and regulated environmentally safe disposal and the establishment of centralised landfills. Also in 1972, the Organisation for Economic Co-operation and Development (OECD) introduced the ‘polluter pays’ principle into its recommendations. This principle has underpinned European environmental policy since 2007. The country now has a comprehensive waste management system in place, which serves as the foundation for a circular economy. Since 2015, separate waste collection has been a mandatory obligation for every resident of the country.

In Slovenia, the first law, the ‘Rules on Waste Management’, was adopted in 1998. However, the modern waste management system was shaped under EU influence: in 2004, [the ‘Environmental Protection Act’](#) was adopted.

In Ukraine, attempts were made to introduce separate waste collection on a large scale from 2018 onwards, following amendments to the Ukrainian ‘Law on Waste’. However, the lack of the necessary infrastructure (bins, sorting lines and recycling plants) in most towns and villages has prevented the introduction of such a system. The catalyst for systemic change was the inclusion in 2023 of a reform aimed at developing a circular economy within the national reform plan, Ukraine Facility, which formed the basis for receiving financial assistance from the European Union amounting to €50 billion for the period 2024–2027.

Table 1 provides a brief description of waste management systems in Germany, Slovenia, and Ukraine.

Table 1. Legislative framework for the introduction of separate waste collection in Germany, Slovenia and Ukraine.

	Germany	Slovenia	Ukraine
Legislative framework	Well-established Has been developing since the 1960s In 1994 – the ‘Act on the Circular Economy and Waste Management’. A new version of the Act ‘The Circular Economy’ (Kreislaufwirtschaftsgesetz, abbreviated to KrWG), has been in force since 2012. Waste sorting was introduced in 1996; since 2015, it has been a mandatory obligation	The system was established The system was shaped under the influence of the EU: in 2004, the ‘Environmental Protection Act’ (ZVO-1) was adopted, followed by a new version (ZVO-2) in 2022. The 2011 Decree on Waste introduced EU requirements for separate waste collection.	Under development, influenced by EU requirements In 2018, a system for the separate sorting of waste was introduced at the legislative level (the Law of Ukraine ‘On Waste’), but the lack of infrastructure and appropriate tools prevented its widespread implementation. In 2023, a new law, ‘On Waste Management’, was adopted. The relevant sectoral legislation is currently being developed, in particular regarding the implementation of separate waste collection
Penalty system	Well-established, effective and punitive The amount of fines is set by local authorities. For minor (unintentional) errors – from €10 to €50 For deliberate or large-scale breaches – from €100 to €300 In certain cases, fines start at €1,000 A ‘joint-neighbourly liability’ mechanism is in place	Well-established, effective and strict The amount of fines is set by national legislation and local authorities. For incorrect waste sorting – from €100 to €400 For serious environmental offences – up to €4,500 The offender bears personal liability (identified by inspectors/investigators), although the fine may also be imposed on the management company	Weak, ineffective Determined by national legislation. An administrative fine of between €6,50 and €26 (between UAH 340 and UAH 1,360) is imposed where there is sufficient evidence to draw up an administrative report, including evidence establishing the offender’s identity.
Enforcement	Comprehensive and technology-based Municipal inspectors/detectives (Mülldetektive, Waste Watchers)	Enhanced Municipal inspectors, police	Community Inspectors from the State Environmental Inspectorate, municipal police and local

	Germany	Slovenia	Ukraine
	Optical scanners in refuse collection lorries (Fremdstofferkennung) for quality control, AI-based analysis, and photographic evidence of offences for the imposition of fines (since 2024). Neighbours	Card-based access system for waste containers CCTV surveillance at waste collection points (Ekološki otoki) to identify offenders	authorities Public monitoring (the ‘EcoThreat’ website and app)
Incentive scheme	Financial and material. Pfand deposit-refund scheme for beverage bottles. Pay-As-You-Throw principle – reduced utility bills for correctly sorted waste. Free collection points for bulky and hazardous waste (Wertstoffhof) and compostable waste. Gamified apps with rewards (Bower). Fines are retained by the municipality or district that imposed them.	Financial and material. Pfand: a deposit-refund system for beverage bottles. The ‘Pay-As-You-Throw’ principle – reduced utility bills for correctly sorted waste (recorded through a card-based access system for bins). There are local collection centres (Zbirni centre) for bulky or hazardous waste. Those who compost organic waste on their own property are exempt from the bio-waste collection fee. Grant support programmes from the state environmental fund (Eko Sklad).	Minor financial. The tariff for mixed waste collection could be lower if condominiums provide bins for recyclable materials (paper, plastic, glass, and metal). There are waste collection points that charge a fee, but the price of recyclable waste is lower than the transport costs of delivering it. Some cities are setting up free collection points for Christmas trees, plastic, and hazardous waste.

Data source: *AI-Powered Data Mining*

3.2. Demographics and socio-economic situation

Demographic and urbanisation factors help to identify target groups and assess the potential effectiveness of public campaigns and face-to-face meetings. Urban and rural audiences may respond differently to various forms of communication. Meanwhile, income levels and poverty rates can indicate how effective campaigns offering material incentives are likely to be. Table 2 presents demographic and socio-economic indicators for Germany, Slovenia, and Ukraine.

Table 2. Demographic and socio-economic indicators

		Germany	Slovenia	Ukraine	Data source
1.1.	Total population, 2025	83,491,249	2,130,986	38,980,376	https://data.worldbank.org/indicator/SP.POP.TOTL
1.2.	Female population (% of total population)	50.6	49.7	53.5	https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS
1.3.	Urban population (% of total population), 2025	82	56	70	https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS
1.4.	Old-age dependency ratio, 1st variant (population aged 65 and over to population aged 15 to 64), 2022	34.7	33.1	26.2	https://ec.europa.eu/eurostat/databrowser/view/tps00198/default/table?lang=en&category=t_demo.t_demo_ind
1.5.	GNI per capita, Atlas method (current US\$), 2025	60,200	35,520	5,510	https://data.worldbank.org/indicator/NY.GNP.PCAP.CD
1.6.	Poverty headcount ratio at national poverty lines (% of population), 2021	14.8	12.7	23.20	https://data360.worldbank.org/en/indicator/WB_WDI_SI_POV_NAHC?country=&recentYear=true&year=2025

Note. Sources of information on socio-economic indicators for SENECA Green network member countries may include both national statistical institutes and international organisations such as Eurostat and the World Bank Group. The World Bank also compiles datasets within the framework of the Sustainable Development Goals (SDGs), organised by SDG Goal.

3.3. Digitalisation of society

To assess the potential effectiveness of digital tools, open-source secondary data can be used. Such studies are conducted in various countries to assess the level of digital transformation and progress in digitalisation.

The EU's Digital Economy and Society Index (DESI) has been compiled by the European Commission since 2014. Other countries that are not EU members collect data using this methodology or a methodology that is as close to it as possible. Table 3 presents selected indicators of digital transformation for Germany, Slovenia, and Ukraine.

Table 3. Level of digitalisation in societies

		Germany	Slovenia	Ukraine	Data resource
1.1.	Internet use, all individuals (aged 16–74), 2024	92.12	89.65	92.0*	https://digital-decade-strategy.ec.europa.eu/datasets/desi/charts/desi-indicators?period=desi_2025&indicator=desi_iuse&breaddown=ind_total&unit=pc_ind&country=DE,SI
1.2.	At least basic digital skills, all individuals (aged 16–74), 2024	52.22	46.70	58.0*	
1.3.	E-Government Development	0.9382	0.8841	0.8759	https://publicadministration

		Germany	Slovenia	Ukraine	Data resource
	Index, 2024 [from 0 to 1, 1 – maximum]				.un.org/egovkb/en-us/Data-Center
1.4.	Online Service Index, 2024 [from 0 to 1, 1 – maximum]	0.9238	0.8640	0.9854	https://publicadministration.un.org/egovkb/en-us/Data-Center

* Data from a national survey by [the Ministry of Digital Transformation of Ukraine](https://www.digitaleconomy.gov.ua/).

Note. Sources of information regarding the level of digitalisation in SENECA Green network member countries include the results of the United Nations E-Government Survey (released in 2024 and available on [the UN E-Government Knowledgebase](https://publicadministration.un.org/egovkb/en-us/Data-Center)), as well as [the Western Balkan Digital Economy and Society Index 2025](https://www.digitaleconomy.gov.ua/).

3.4. Characteristics of consumer/population behaviour

Behavioural characteristics and patterns are shaped by socio-cultural values and norms. The focus on material or social benefits, gender roles and child-rearing practices, willingness to cooperate with neighbours, and trust in the authorities vary significantly between countries. Such characteristics of local society influence the selection of key messages and slogans for information campaigns, as well as the selection of ‘influencers’ – leaders and ambassadors who can drive change and shape public opinion.

Therefore, before planning public awareness campaigns, it is important to study the behavioural characteristics of different target groups by organising and conducting specialised sociological research. However, for a basic understanding of a society and its values, one can utilise the results of research already being carried out in those countries. The most extensive of these are the EVS (European Values Study) and the WVS (World Values Survey).

The EVS (European Values Study) has been carried out periodically in waves since 1981. The surveys cover most European countries, and the results can be viewed both as a [cartogram](https://www.atlasofeuropeanvalues.eu/maptool.html) and in a raw-data database. (Raw data can be obtained by registering on the [GESIS](https://www.gesis.org/) (Leibniz Institute for the Social Sciences) website. The sixth wave of the survey was conducted in 2025–2026, with the first pre-release expected to become available no earlier than autumn 2027.

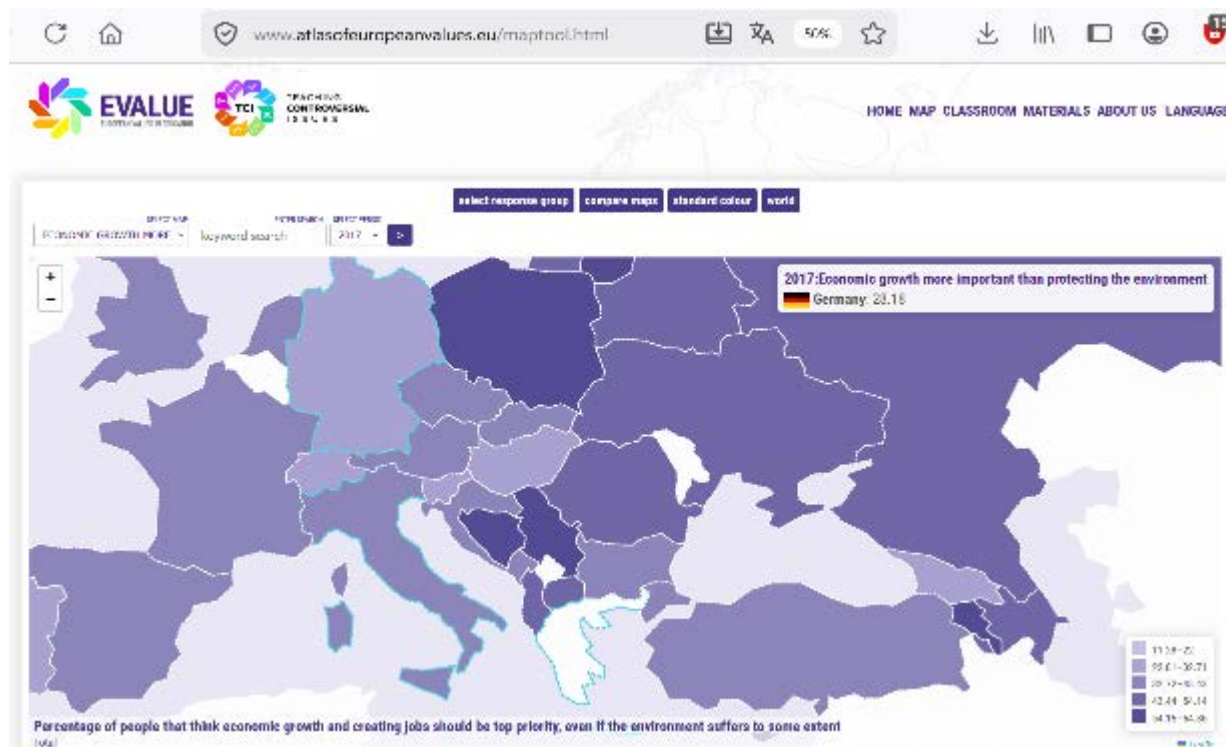


Photo. Example of EVS cartogram, <https://www.atlasofeuropeanvalues.eu/maptool.html>

The countries whose examples of communication tools were provided in [Sections 5.2](#), [5.3](#) and [5.4](#) are characterised by the following values and life principles.

EVS 2017: Key values of society	
Germany	- A predominance of the values of self-expression and emancipation (personal freedom, the right to self-determination, and personal autonomy) - A postmodern view of the family and gender equality (child-rearing focuses on developing independence and responsibility, rather than on religious obedience or conformism) - A high level of interpersonal trust - Ecocentrism (a willingness to sacrifice economic growth in order to tackle climate change and protect the environment) - A clear distinction between work and leisure (leisure, friends, and personal space are seen as an inalienable right that an employer cannot infringe upon) - Deep secularisation
Slovenia	- Family remains one of the most important values in life for the vast majority of the population. - Progressive views on family roles and a rejection of patriarchal stereotypes (child-rearing focuses on fostering independence and determination in children, enabling them to make their way in life) - A high level of trust in European institutions (the EU) and a strong sense of European identity - Prioritisation of leisure and work-life balance - Social solidarity - Strong interpersonal trust - High environmental responsibility - High levels of secularisation and a decline in the authority of the church
Ukraine	- Absolute priority given to family - A culture of hard work and good manners (when bringing up their children, Ukrainians prioritise diligence, good manners, and a sense of responsibility) - A lack of trust in institutions (low levels of trust in state authorities, political parties, and the courts) - Rising civic engagement - A moderate level of interpersonal trust - Demand for personal freedoms and European integration - High levels of religious devotion After 2022: - Strengthening of national identity, including the rejection of the Russian language and products from companies doing business with the Russian Federation - Widespread horizontal solidarity: the role of mutual aid, volunteering, and social trust at community level has become the new social norm. - A desire for personal freedom, dignity, and democracy. - New demands on institutions – a call for justice and reform.

Note. Before identifying the social groups that will lead the information campaign on waste management, it is recommended to review the raw data from [the 2017 EVS](#), specifically the following questions:

Q5 (v21) Have you done any voluntary work in the last 6 months? [Yes/No]

Q8 I would like to ask you how much you trust people from various groups. Could you tell me for each whether you trust people from this group completely, somewhat, not very much or not at all? [Trust completely, Trust somewhat, Do not trust very much, Do not trust at all]

(v33) People in your neighbourhood

(v35) People you meet for the first time

(v36) People of another religion

Q25 For each of the following statements I am about to read out, could you tell me how strongly you agree or disagree with each one? Do you strongly agree, agree, disagree, or strongly disagree?

(v75) A man's job is to earn money; a woman's job is to look after the home and family

(v79) One of my main goals in life has been to make my parents proud

Q27 How would you feel about the following statements? Do you agree or disagree with them? [agree, strongly agree, neither agree nor disagree, disagree, strongly disagree]

(v83) It is a duty to society to have children

(v84) Adult children have a duty to provide long-term care for their parents

Q28 Here is a list of qualities that children can be encouraged to learn at home. Which five would you say are the most desirable for a child to have? Please choose up to five!

(v85) Good manners	(v89) Imagination	(v93) Religious faith
(v86) Independence	(v90) Tolerance and respect for other people	(v94) Selflessness
(v87) Hard work	(v91) Thrift, saving money and possessions	(v95) Obedience
(v88) Sense of responsibility	(v92) Determination, perseverance	

Q38 Please look at this card and tell me, for each item listed, how much confidence you have in them: is it a great deal, quite a lot, not very much or none at all? [a great deal, quite a lot, not very much, none at all]

(v115) The church	(v131) Government
(v124) The European Union	(v132) Social media

Q57 Here are two statements people sometimes make when discussing the environment and economic growth. Which of them is closer to your own point of view?

(v204) Protecting the environment should be given priority, even if it leads to slower economic growth and some job losses.

(v204) Economic growth and job creation should be the top priority, even if the environment suffers to some extent

Q56. To what extent do you agree or disagree with each of these statements? [options: agree, strongly agree, neither agree nor disagree, disagree, strongly disagree]

(v199) I would donate part of my income if I were certain that the money would be used to prevent environmental pollution

(v200) It is simply too difficult for someone like me to do much about the environment

(v201) There are more important things to do in life than protect the environment

(v202) There is no point in doing what I can for the environment unless others do the same

(v203) Many of the claims about environmental threats are exaggerated

4. Analysis of behavioural barriers and motivations

A key prerequisite for a successful communication strategy is to consider the population's everyday practices and social contexts.

Each target group exhibits specific behavioural patterns, shaped by physical and psychological barriers, as well as by responses to motivational stimuli and incentives.

Table 5 presents the main barriers, incentives, and behavioural patterns characteristic of different target groups¹.

Key findings:

- The most common barrier is not a lack of knowledge, but inconvenience and a lack of habit. People will not sort their waste if it is complicated or inconvenient.
- The strongest motivating factors are simplicity and social norms. Sorting should become the 'default' behaviour, rather than an extra hassle.
- A typical pattern is the 'gap between knowledge and action'. People know they should sort their waste, but do not do so due to habit, inconvenience, or a lack of trust in the system.

Overcoming these barriers requires not just providing information, but changing the context – creating user-friendly infrastructure, providing visual cues, and reinforcing social norms. To bring about lasting behavioural change, communication must be comprehensive and systematic, whilst also taking into account the specific characteristics of each social group.

¹Based on research materials on the sociological factors influencing the behaviour of various social groups in the field of waste prevention and sorting (German).

https://www.bundesumweltministerium.de/fileadmin/Daten_BMU/Pool/Forschungsdatenbank/fkz_3717_34_333_0_abfall_vermeidung_kommunikation_bf.pdf

Table 5. Key barriers, incentives and behavioural patterns characteristic of different target audiences

Target group	Common behavioural barriers	Motivational drivers	Typical behavioural patterns
1. Mass passive audience (all residents)	- Lack of in-depth knowledge; acting out of habit - Reluctance to seek information independently. - Perception of sorting as an unnecessary hassle. - Infrastructural constraints (lack of bins, inconvenient locations) are a critical barrier	- Simplicity and convenience. Visual clarity (coloured bins, clear symbols). - Social norm ('that's what everyone does'). - Avoiding fines or receiving small financial incentives (discounts).	- They respond to external cues and repeated messages. - They start sorting when it becomes the 'default' and unquestioned practice, rather than requiring extra effort. - In the event of complications or inconvenience, they quickly return to their old habits.
2. Early adopters / conscious consumers	- Lack of time, inconvenience (nowhere to hand things in, long journey), insufficient motivation or incentives. - 'Cognitive overload' due to the large number of rules. - A disconnect between their actions and the outcome (they cannot see where the rubbish ends up).	- Internal environmental awareness. - Economic benefits (discounts, bonuses). - Public recognition. - The desire to be 'doing the right thing' and to be modern. - Access to clear and practical information.	- They seek information but may 'fall out of the habit' when circumstances change. - They need feedback and confirmation that they are right. - They are the primary audience for motivation and encouragement.
3. Opinion leaders and intermediaries (influencers)	- Lack of time and resources to communicate with the community. - A lack of ready-made tools and materials. - A lack of understanding of their role or a lack of recognition.	- Recognition of their role and status. A sense of influence and the ability to bring about change. - Access to structured information and ready-made solutions. - Opportunities to learn and share experiences.	- They act as a 'bridge' between the system (business, authorities) and the community. - They can act as catalysts for change (if they have the resources and support) or as a hindrance (if they themselves are sceptical or do not understand the processes). Note: training and support are crucial for this group
4. Children and young people (school pupils, students)	- They have no direct influence on household decisions (they do not make decisions about payment or organising	- Interactivity, games, competitions, public recognition amongst peers. - Visual appeal.	- They are the most open to new ideas and innovations. - In democratic societies, they actively

Target group	Common behavioural barriers	Motivational drivers	Typical behavioural patterns
	waste sorting). - They may quickly lose interest if the activity is not gamified or creative.	- A sense of involvement in an important cause. - Emotional engagement through stories and characters.	influence their parents ('reverse learning effect'). They can be powerful agents of change within families, if they are properly motivated and given the right tools. - They are a key audience for competitions, excursions and comic strips.
5. Older people (60+)	- Lower trust in new practices and digital sources of information. - Habitual reliance on established patterns of behaviour. - Possible physical limitations (difficulty carrying rubbish to a distant bin). - Perception of sorting as an 'unnecessary hassle' or a 'fad'.	- Personal contact; trust in familiar sources (neighbours, newspapers, television). - Public recognition (mention in a newspaper, a notice board of honour). - Practicality and clarity. - Financial benefits (reduced waste collection charges). - Experience of a 'thrifty' lifestyle can serve as a point of connection.	- They are slower to adapt to change, but once convinced, they become reliable and steadfast supporters. - They are often 'sceptics' who need to be persuaded through examples and personal contact.
6. Taxpayers and utility bill payers	- Distrust of utility companies. - Lack of transparency regarding the use of funds. - Perception of sorting as an additional burden with no apparent benefit. - A feeling that 'it all ends up in the same tip anyway'.	- Economic benefits (lower tariffs). - Transparency (understanding what they are paying for). - A sense of control (the ability to influence the quality of services). - The opportunity for the company to report publicly.	- They are the companies' customers and are the most critical of changes, especially if these involve tariff increases. - They need clear explanations: 'Why am I paying more?' and 'What do I get in return?' - They respond to the utility company's reports and public information about the company's activities.

5. Comparative analysis of communication tools used in public information campaigns at national level and in communities/municipalities of Germany, Slovenia and Ukraine

5.1. The impact of global movements and initiatives on behavioural change related to responsible waste management

Public clean-up campaigns and initiatives to eliminate illegal dumpsites are regularly carried out both in countries with low environmental awareness and in developed EU countries, where environmental protection and responsible waste management are part of national policies and social norms.

There are currently several global initiatives that provide organisational support to civic activists and communities in different countries around the world in organising cleanups in their local areas.

The global **'Let's Do It!'** movement began in 2007 as a local initiative launched by 41-year-old Estonian entrepreneur Rainer Nõlvak, who was 'tired of seeing waste in forests' and decided to act: to find and unite all concerned people who could help clean up waste in one day, rather than stretching the process over years. The concept was 'one country – one day.' As a result of the clean-up held in 2008, 50,000 volunteers were mobilised and collected 10 tonnes of illegally dumped waste in five hours.

Later, this initiative inspired activists from around the world, who began organising similar campaigns in their own countries. In 2011, the network gained international status and became the international non-governmental organisation **'Let's Do It! World'**, which made it possible to improve coordination and organise international projects. Today, this network brings together representatives of civil society organisations from 164 countries. It has observer status at the United Nations Environment Assembly (UNEA).

To scale up the initiative's impact and support wider behavioural change, a new concept was introduced: 'one world in one day.' This format aimed to achieve a more systemic impact: in order for responsible waste management to become a social norm, at least 5% of the population needs to be engaged.

In 2018, the first coordinated **World Cleanup Day** took place, bringing together 18 million participants from 157 countries. Since 2024, World Cleanup Day has been officially included in the UN calendar as an international day, marked annually on 20 September.

The main communication platform of World Cleanup Day is the website: <https://www.worldcleanupday.org/>

It serves as a coordination hub: users can register their clean-up activity or join an already registered initiative. For each country, success stories are presented, along with the contact details of the local organiser and a link to a website with more detailed information.

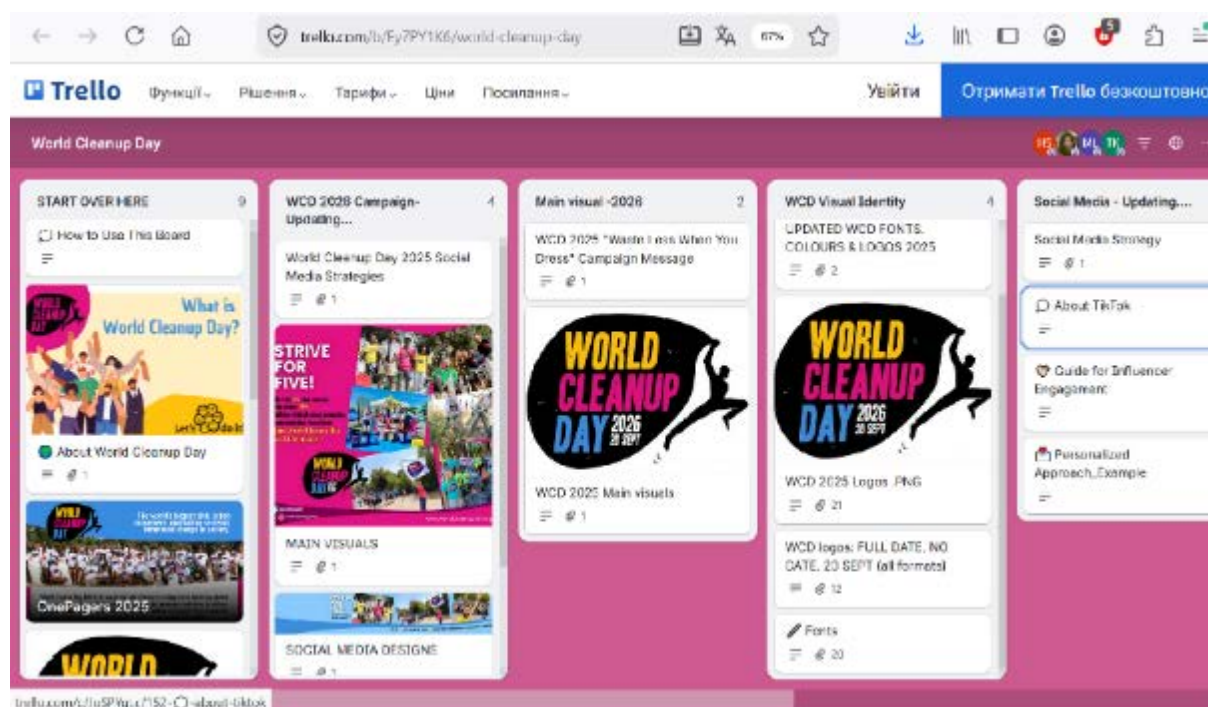


Photo. Example of communication material templates that can be used by local teams when organising events.
<https://trello.com/b/Ev7PY1K6/world-cleanup-day>

To ensure consistency of approaches and visual integrity, the international organisation Let's Do It! World provides systematic support for national campaigns as part of World Cleanup Day, including:

- **Methodology and mentoring:** methodological recommendations, including the [World Cleanup Guideline](#), instructions and advice on how to organise events. In addition, training programmes for coordinators, such as the Leaders Academy, as well as regional seminars and conferences, are organised to share knowledge and experience.
- **Technological tools:** an adapted WordPress website template that can be filled with local content, as well as web and mobile applications, including the Waste Mapping Tool – Planet Heroes².
- **Communication support:** the campaign logo, templates for promotional materials, as well as recommendations for developing an effective communication campaign are provided.
- **Partnership building:** an official letter is provided confirming a partner's status in the global campaign accredited by the United Nations Environment Programme (UNEP). The international team also helps establish contacts with global organisations that have local offices.

National branches of the organisation can attract local sponsors and partners and provide free kits for campaign participants, including gloves, waste bags, vests, and so on.

A more systemic approach to implementing comprehensive waste management solutions is supported by the global **Zero Waste initiative**.

In 2002, the Zero Waste International Alliance (ZWIA) was officially established. This organisation provided a clear definition of the concept, developed international standards, and continues to coordinate the global movement.

In 2015, the non-profit organisation [Zero Waste Europe](#) was officially registered in Brussels. It brought together the expert community, non-governmental organisations, and public authorities to promote sustainable changes in legislation and waste management practices in European countries.

The map of the European network is available on the website: <https://zerowasteurope.eu/the-movement/our-network/>

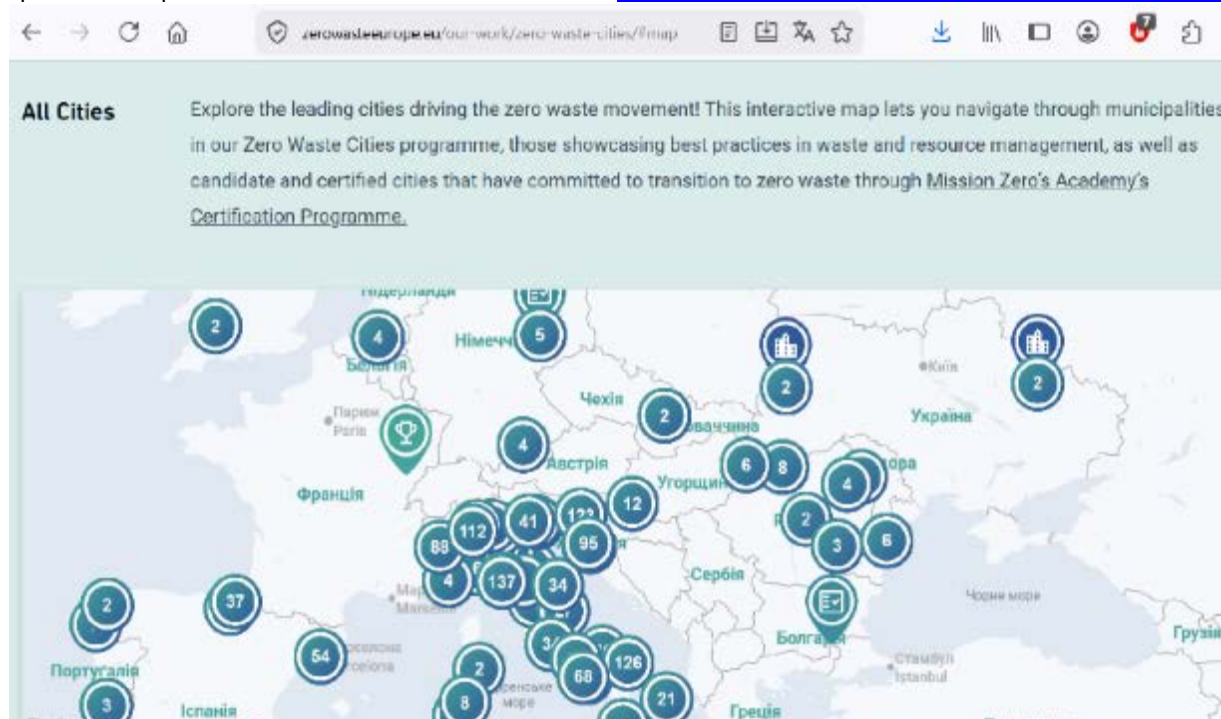


Photo. Map of European cities certified under the Zero Waste Cities programme
<https://zerowasteurope.eu/our-work/zero-waste-cities/#map>

One of the key programmes of the network is [Zero Waste Cities](#). Within this initiative, cities receive support to transition from traditional waste management to a circular 'zero waste' model. The project has existed for almost 20 years and brings together more than 480 municipalities in 15 European countries.

² <https://www.worldcleanupday.org/post/7-reasons-to-use-the-new-lets-do-it-app>

The main tool of the programme is the **Zero Waste Cities Certification**, issued by the Mission Zero Academy (MiZA). Candidate cities must reorganise their waste management system within two years: phase out incineration, introduce separate collection of at least five fractions, launch a programme for managing organic waste, including composting, and regularly analyse residual waste.

Links to national Zero Waste branches:

- Zero Waste Germany – <https://zerowasteurope.eu/member/zero-waste-germany/>
- Zero Waste Alliance Ukraine – <https://zerowaste.org.ua/en/golovna-english/>
- Ekologi Brez Meja (EBM), Slovenia – <https://ebm.si/en/>

5.2. The largest clean-up campaign in Slovenia: 'Let's Clean Slovenia in One Day!'

Background

The campaign began as a personal initiative of Nara Petrovič, a 35-year-old Slovenian writer, publicist, and eco-activist who was well known in Slovenia. After seeing a video of the campaign held in Estonia, 'Let's Do It. 2008', he was inspired by the idea and sent an email to friends and partners asking: 'Can we do something similar in Slovenia? Together?'

Among the recipients of this email were well-known people who had significant public influence in environmental, business, and journalistic circles. Their first organisational meeting took place on 2 September 2009, and on 12 January 2010, a press conference was held and the project 'Let's Clean Slovenia in One Day!' was officially launched.

The further implementation of this initiative was taken over by the Slovenian environmental NGO Ekologi brez meja (Ecologists Without Borders).

As a result of an active information campaign, 72 partner organisations, 210 municipalities, more than 500 schools and kindergartens, and 63 municipal companies joined the project.

At the initial stage, several partners played a key role in implementing the initiative, in particular:

- Sinergise, a leading Slovenian GIS developer, created a free web application based on Geopedia for mapping dumpsites, which made it possible to coordinate thousands of volunteers.
- The Department of Geography of the University of Ljubljana helped with the analysis and inventory of dumpsites.
- The Administration for Civil Protection and Disaster Relief provided logistical and technical support.

None of the partners involved received financial compensation. The movement was built on the idea of shared responsibility, with every participant – companies, universities, and schools – offering their professional expertise free of charge for the benefit of a common goal.

One week before the main event, a test clean-up was held with the participation of around 300 members of the Slovenian Armed Forces. This made it possible to test coordination mechanisms, waste removal procedures, and procedures for handling hazardous waste.

To cover organisational and operational costs, funds were raised through crowdfunding. The initiative could be supported through a donation on the organisation's website, as well as by sending an SMS message. Slovenian mobile operators, including Si.mobil, participated in this process.

As a result of the combination of grassroots initiative, the unique competences of partners and a broad civic movement, 7,000 dumpsites were cleaned and 12,000 tonnes of waste were collected. On the day of the campaign, more than 270,000 volunteers joined – over 13% of Slovenia's population. This exceeded Estonia's achievement of 4% in 2008 and became a new global benchmark for the scale of social mobilisation.

The initiative was repeated in 2012 and 2018 as part of the global World Cleanup Day initiative. Later, the focus of the NGO Ekologi brez meja shifted towards waste prevention and promoting the Zero Waste philosophy.

The final report on the 2010 campaign is available here: ebm.si/r/OSVED-zakljucno.en.pdf

Key motivational factors

- The key factor that united people was the idea of a shared national goal – to clean up the country and organise the largest environmental event in Slovenia. Volunteers were not simply participating in a cleanup; they were becoming part of a historic event.

Online communication

- A separate website was created to inform potential participants and all interested stakeholders: www.ocistimo.si. It is now archived.
- The key tool for mapping dumpsites was the Geopedia web portal with an interactive map, on which volunteers marked identified illegal dumpsites. As a result, information about 115,000 dumpsites was entered into the portal, creating the first national register of illegal dumpsites.
- Mass public support emerged thanks to the 'domino effect' on Facebook and Twitter. When Petrovič and his like-minded partners launched a Facebook group for the campaign, it gained 20,000 supporters within two weeks, and later the number increased to 42,000. This was the key mechanism that allowed a local idea to become a nationwide movement without large advertising budgets.

The project team carried out intensive communication on social media, monitoring comments and posts on internet portals and blogs.



Photo. Example of information and promotional materials for the 'Let's Clean Slovenia' campaign

Offline communication

- **Engagement of ambassadors, public figures, and public authorities to promote the project idea.** Well-known public figures – writers, journalists, singers, musicians, and athletes – voluntarily became the faces of the project. They took part in promotional videos, various public events, and interviews with national media. Their support gave the project credibility and helped attract a broad audience.
- **Activities in schools and kindergartens.** Special activities were held in schools and kindergartens with the involvement of animators, who explained the importance of waste sorting and proper waste management in a playful format. This helped engage the youngest audience and create a 'chain reaction' effect in families.
- **Cultural events and campaigns: flash mob, fashion show, exhibitions and concerts.** One of the most creative initiatives was a flash mob and fashion show on Čopova Street in Ljubljana on 26 March 2010. An exhibition of children's drawings titled 'Creative with Waste' was organised in the Parliament, the National Assembly / Državni zbor. Other events included the Formaraton run in Tivoli, Ljubljana, and concerts by well-known music bands and singers.
- **Thank-you parties after the cleanup.** Following the Estonian model, the organisers held final parties in Ljubljana, Maribor, and Nova Gorica as a sign of gratitude to all volunteers. In Ljubljana, the event took place at Pogačar Square, and in Maribor at the Snow Stadium. These events brought participants together, created a festive atmosphere, and reinforced positive emotions.

In total, the media published 2,160 articles and news items about the project, with the largest number published in April 2010.

5.3. The largest grassroots World Cleanup Day initiatives in Germany

Background

Germany joined the global Let's Do It movement in 2018 by holding a World Cleanup Day campaign. A key role in spreading this movement was played by German entrepreneur, communications and media specialist Holger Holland, who was 41 at the time and founded the NGO Let's Do It! Germany e.V.

Nationwide activity in Germany gained strong momentum thanks to grassroots initiatives and decentralisation. While in 2018 the initiative brought together around 20,000 participants from 32 municipalities (*Kommunen*), in 2025 it united more than 670,000 participants from 2,846 municipalities, representing 26% of all municipalities in Germany.

The organisers received the UN SDG Action Award in the Mobilise category in 2023, when they succeeded in mobilising nearly 450,000 people from over 2,000 municipalities.

Let's Do It! Germany e.V. also helps companies make environmental responsibility part of their corporate culture. Corporate participation in World Cleanup Day is positioned as an opportunity for team-building, while digital clean-up is presented as a useful practice for improving device productivity and reducing the cost of cloud services.

Although all participants register for the global World Cleanup Day campaign as individuals, some companies use their participation in the campaign to demonstrate their corporate social responsibility (CSR) and include it in their publications and reports. These include [ERGO Group AG](#) in insurance, [Globus Baumarkt](#), a chain of DIY retail stores, and [RE:CIRCLE](#), a manufacturer of household goods. RE:CIRCLE is an official partner of the movement and provides material support. In 2024, it supplied 10,000 waste bags made from 100% recycled materials for cleanups and the school programme.

Key motivational factors

- The key motivational core of the campaign is the philosophy 'think global – act local', which gives each participant a sense of personal significance: 'Even one participant can inspire an entire community, and 600,000 people can change the country.'
- The campaign also uses social pressure and the effect of publicity. Registered public campaigns on the map and photo reports on social media create the impression that 'everyone is doing it – join in too.' At the same time, the organisers express gratitude to participants for going out into the streets despite the rain and inspiring others by their example.

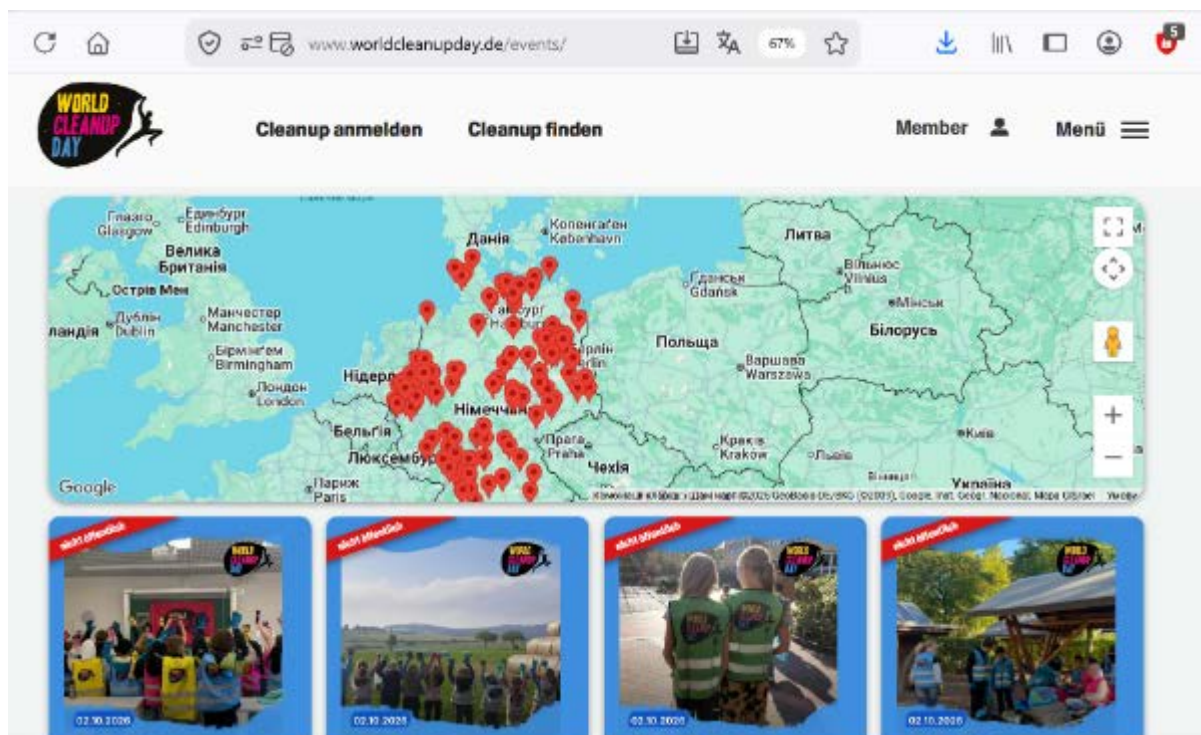


Photo of the campaign communication platform <https://www.worldcleanupday.de/events/>

Online communication

- The online strategy of the German World Cleanup Day is based on a digital platform that serves as a coordination hub.
- Individuals, schools, companies, and municipalities independently register their campaigns on the website www.worldcleanupday.de, after which they appear on a nationwide map. This creates a sense of scale and visualises the shared nature of the effort.
- To ensure the coherence of the information campaign, the main hashtag #worldcleanupday is actively used on social media. Local organisers also add regional hashtags, such as #CleanUpDayPaderborn or #KeepOnCleaning, which makes it easy to monitor activity and build communities.
- In addition, the World Cleanup Day team provides municipalities with ready-made guides, posters, and flyers for announcing events, which they publish on their official websites, on social media, and in local print media.

Offline communication

- The offline strategy is characterised by a high degree of decentralisation, allowing each community to act according to its own specific context.
- A key element of preparation is the educational programme 'World Cleanup macht Schule'. Schools and kindergartens can download educational materials for thematic lessons and order kits for organising a cleanup, including vests, waste bags, and other items: <https://wcd.shirtschleuder.de/>
- At the campaign registration stage, it is possible to apply for a free kit. Since 2020, more than 1,000 school classes have received special kits that include reflective vests, gloves, waste bags, protective glasses, and a children's playbook for preparing for the campaign.
- World Cleanup Day campaigns are often combined with activities under another municipal programme, 'Saubere Stadt' ('Clean City'), which is popular in German-speaking countries. In such cases, representatives of local authorities also join the campaign and take part in the clean-up together with residents.
- During the cleanups themselves, organisers create a festive atmosphere through joint barbecues or picnics. After the event, active participants receive certificates of appreciation, which can be downloaded from the website.

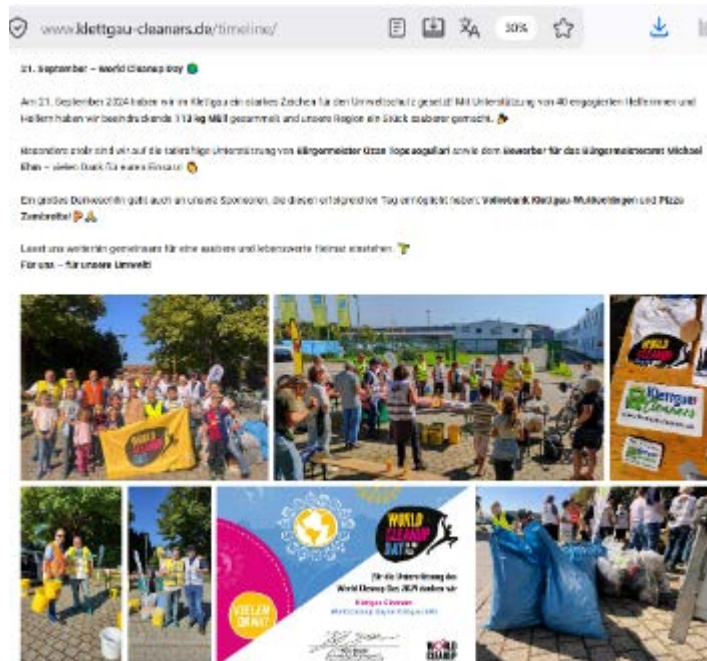


Photo. Coverage of World Cleanup Day in the municipality of Klettgau <https://www.klettgau-cleaners.de/timeline/>, <https://www.facebook.com/klettgaucleaners>

5.4. Environmental activities in Ukraine before and after the start of the war

Background

Ukraine has a long tradition of organising clean-up campaigns in public spaces, but the vast majority of them were historically linked to the Soviet-era practice of subbotniks, when employees of state companies, social institutions, and public authorities were mobilised for clean-up activities under administrative pressure. These activities were carried out mainly to compensate for the shortcomings of municipal services, rather than to raise environmental awareness or encourage public participation.

In 2010, by order of the Cabinet of Ministers of Ukraine, the annual nationwide landscaping and clean-up campaign 'For a Clean Environment' was introduced to take place on the third Saturday of April. However, in practice, it remains an instrument for addressing practical local problems related to cleaning parks and cemeteries and eliminating illegal dumpsites, which is especially relevant before the Easter holidays. In Ukrainian society, there is a tradition of cleaning one's home before Easter.

The transformation of approaches to conducting subbotnik-style clean-up campaigns began in 2010 under the influence of the international initiative 'Let's Do It! World', when Kyiv activists implemented two projects: 'Let's Make Kyiv Clean' and 'Let's Make Kyiv Clean – 2'. Since 2011, this format of organising campaigns has spread across Ukraine.

In 2015, 27-year-old civic activist and eco-activist Yuliia Markhel registered the NGO '[Let's Do It Ukraine](#)', which was later included in the global 'Let's Do It! World' network and joined World Cleanup Day in 2018.

Since the beginning of Russia's full-scale invasion of Ukraine on 24 February 2022, Let's Do It Ukraine activists have been actively involved in addressing the consequences of the war, including clearing rubble after shelling and providing humanitarian assistance to people affected by the war, including those affected by the environmental disaster caused by the destruction of the Kakhovka HPP. The organisation's website features a donation campaign to help address the humanitarian and environmental crises in Ukraine: '[Let's Do It Ukraine. SOS.](#)'

Despite the war, environmental campaigns in Ukraine continue to be large-scale. In 2024, around 200,000 participants joined traditional clean-up activities; clean-ups were organised at 24,450 locations; 68,669 tonnes of waste were collected, of which 120 tonnes of secondary raw materials were sent for recycling, according to the [organisation's 2024 report](#).



Photos. World Cleanup Day 2025 press and media centre in Kyiv, photo from the [organisation's 2025 report](#)

In 2025, Ukraine became the administrative centre for World Cleanup Day for the first time, organising a media platform in Kyiv with an international studio providing live broadcasts of events from different countries. In parallel, a press headquarters operated, where 100 volunteers from all over Ukraine worked in three areas: the media centre, responsible for social media monitoring; the press centre, responsible for writing news, supporting media publications, and creating materials; and the

communication centre, responsible for maintaining contacts with other participating countries and conducting interviews in three languages.

Key motivational factors

- The motivational component is a key aspect of the Ukrainian case, which demonstrates a combination of internal incentives – ‘we do it together’ – and external incentives – ‘this must be done’.
- The government-initiated campaign ‘For a Clean Environment’ largely relies on external motivation, reinforced through directive mechanisms, such as obligations imposed on companies and institutions, and the tradition of subbotniks. However, within the same campaign, there is also a strong internal component based on engaging young people and fostering a responsible attitude towards nature. As noted, participation in such initiatives shapes environmental awareness, develops a sense of responsibility, and fosters love for one’s native land, while young people are defined as a driving force for positive change in society.
- The motivation of World Cleanup Day participants in Ukraine is based on a sense of belonging to a global cause and the desire to demonstrate Ukrainian unity to the world. Activists use strong patriotic messages that resonate with the struggle for territorial integrity and independence. The success of the campaign depends on combining the universal human desire to ‘make the world cleaner’ with the national context.

The overall motivation for Ukrainians, especially during the war, often takes the form of an ‘act of peace and unity’ and a shared effort to rebuild the country, which international movement leaders view as a manifestation of resilience. In addition, elements of public recognition, such as publishing reports and acknowledgements, as well as material encouragement, such as certificates, play an important role in strengthening participants’ internal motivation.

Online communication

- The online component in Ukraine has a dual nature: official top-down communication through government web resources and active volunteer engagement through social media.
- As part of the ‘For a Clean Environment’ clean-up and landscaping campaign, communication is mainly carried out through the official websites of communities and the social media pages of local administrations, where orders, calls to participate, and reports on completed work are published.
- At the same time, Ukraine’s participation in the global World Cleanup Day movement through Let’s Do It Ukraine has significantly expanded the online toolkit. The use of Google Forms for registering participants and clean-up locations became a key tool, making it possible to keep track of participation and locations and contribute to global statistics.
- To ensure the coherence of the information campaign on social media, posts are marked with hashtags: #worldcleanupday, #letsdoitukraine, #побачивприбери. The hashtag ‘Побачив – прибери’/‘If you see it, clean it up’ started to be used in 2020 and later became a national slogan in promotional materials.

Online activities also include the creation and updating of the **National Map of Recycling Collection Points**: <https://recyclingpoints.org/>. This is an important digital tool for supporting the circular economy and engaging citizens. In addition, social media and messaging apps are actively used. For example, organisers create special Telegram channels for collecting photos and videos from participants, which helps shape the campaign narrative and visual content.

Offline communication

- Offline communication in Ukraine is based on a combination of administrative mechanisms inherited from the Soviet tradition of subbotniks and elements of the modern volunteer movement.
- Within the state campaign ‘For a Clean Environment’, executive authorities and local self-government bodies issue orders assigning territories to companies, institutions, and organisations of all forms of ownership, obliging them to carry out clean-up and landscaping activities.
- The orders also provide for the involvement of school and university students through the Ministry of Education and Science, which makes schools and higher education institutions important offline platforms for organising campaigns.

Within the international World Cleanup Day movement in Ukraine, additional offline mechanisms are used, such as community cleanups, sorting collected waste directly on site, and a new format – clearing rubble in wartime conditions, which has become part of the efforts to restore critical infrastructure.



Photos. Kits for World Cleanup Day 2023 volunteers, photo from the [organisation's 2023 report](#)

In addition to traditional environmental campaigns, Let's Do It Ukraine is also involved in cleaning the banks of water bodies and organises annual environmental forums, training academies, and experience-sharing camps.

A specific feature of the Ukrainian experience is the need to comply with wartime safety requirements. When organising campaigns, mass gatherings are prohibited; the State Emergency Service of Ukraine conducts mandatory checks of territories for explosive hazards; and participants must have access to shelters during air raid alerts.

It is important that each registered clean-up location is recorded through online forms, which allows participants to receive a personalised electronic certificate. This creates a bridge between offline action and online recognition.

6. Comparative analysis of communication tools used in the extended producer responsibility (EPR) scheme at national and local levels in Germany and Slovenia

6.1. Communication activities of the first EPR organisation, DSD Germany

In Germany, the Packaging Directive (Verpackungsverordnung) was adopted in 1991, obliging all producers to take back the packaging of their goods after use.

To avoid individual logistical costs, 600 companies joined forces in 1990 to establish a non-profit organisation – the [Duales System Deutschland \(DSD\)](#) – which became responsible for collecting and recycling packaging independently of municipal services. DSD was the world's first company to implement the principle of Extended Producer Responsibility (EPR).

To transform the complex EPR system into a simple signal for consumers, DSD created a visual symbol – a logo with two arrows curving into a circle ('Green Dot'). It signalled that the packaging was recyclable and that the manufacturer had fulfilled its financial obligations by paying for its subsequent recycling.

The Green Dot logo is registered as a trade mark ('Der Grüne Punkt'), for the use of which companies pay a licence fee. These contributions fund the infrastructure for the collection, sorting, and recycling of packaging waste.

In addition to the logo, the system has introduced physical reminders:

- The yellow bag (Gelber Sack) and the yellow bin (Gelbe Tonne) have become visual symbols of lightweight packaging sorting.
- Colour-coded bins for paper, glass, and organic waste have created a visual sorting system.

As a result, the sorting process became easy to understand, and there was no need to read through lengthy instructions.



Photos. Visual items of Green Dot system

6.1.1. The large-scale information campaign of the 1990s to promote the Green Dot

In the early 1990s, Duales System Deutschland (DSD) launched an information and advertising campaign to promote the Green Dot scheme. It became one of the most expensive and successful social campaigns in German history. Its budget amounted to 45 million German marks (approximately €23 million).

The main objective was not only to inform consumers about the new eco-label, but also to bring about a complete change in their everyday habits. The public awareness campaign taught millions of people how to sort their waste properly. All activities were based on key messages:

- Waste sorting is a social norm ('that's what everyone does'), not an extra chore.
- Plastic is a valuable raw material, not just rubbish.

To ensure that every household was made aware of the new sorting rules, DSD used all possible communication tools.

Traditional mass marketing

- **A leaflet in every letterbox.** The printed instructions explained step by step what the 'Green Dot' on the packaging means and which bin it should be disposed of in.

Online communication

Mass TV advertising

- **Step-by-step TV instructions (Erklärvideos).** A series of short clips showing in detail the daily life of an ordinary German family. Viewers were clearly shown exactly what to put in the 'Yellow Bag' (*Gelber Sack*) and what to leave in the ordinary rubbish bin.
- **'Green Dot' promotional videos.** Adverts explaining the philosophy behind the *Der Grüne Punkt* symbol itself. They conveyed the following message: if you see this symbol on a product in a supermarket, it means the manufacturer has already paid for its future recycling, and the buyer's only task is to dispose of it correctly. Some of these adverts can be viewed on their [YouTube](#) channel.
- **TV reports from recycling facilities.** They were focused on overcoming public scepticism. A camera tracked the entire journey of a bottle or box from the refuse lorry to the conveyor belt at the sorting station, demonstrating that the sorted waste is indeed turned into new raw materials, rather than being incinerated along with the rest of the rubbish.
- **Campaigns featuring celebrities and politicians:** Well-known German TV celebrities, actors, and authorities were enlisted to appeal to viewers during prime time, urging them to be environmentally conscious under slogans such as 'Sort your rubbish for the future'.
- **Animated cartoons for children.** Animated characters (Hugo and Egon), in the form of a yellow bin and a yellow rubbish bag, became the faces of the TV cartoon in 1995. Through short, humorous clips, they explained complex guidelines: plastic, metal, and composite materials (such as milk cartons) are now 'valuable raw materials' that must not be thrown away with ordinary household rubbish. The series of 20 cartoons was broadcast on the Junior children's TV channel.

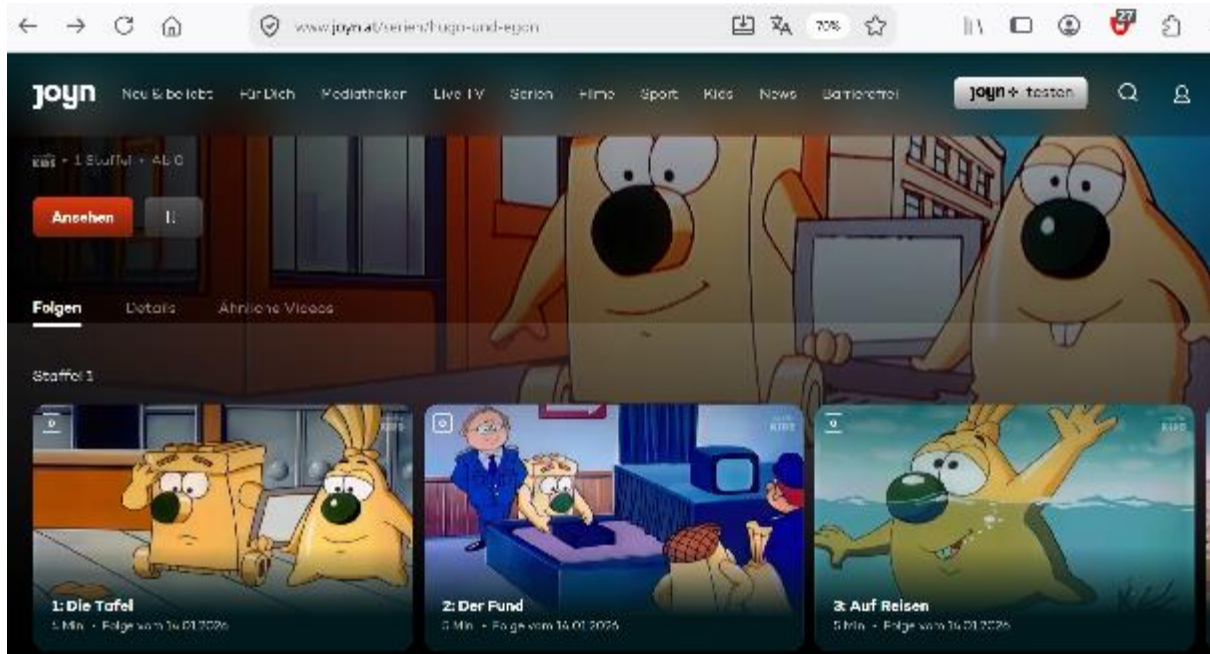


Photo. Hugo and Egon animations (<https://www.joyn.at/serien/hugo-und-egon>)

Offline communication

- **Integration of waste sorting rules into children's education.** Special lessons were held in schools (environmental days and weeks – *Aktionstage*). As part of the campaign, special educational books and leaflets for children featuring the cartoon characters *Hugo & Egon* were produced. These were distributed free of charge in German primary schools and nurseries to teach children how to sort waste correctly.

- **School trips to waste sorting facilities.** DSD fully funded and organised trips for whole classes to actual recycling facilities. The children were shown how huge magnets, separators, and presses worked, so that they could see for themselves the results of their waste sorting at home.
- **Mobile eco-buses (Öko-Mobile).** Specially equipped buses and vans from DSD travelled around towns and cities across Germany. They visited school playgrounds and town festivals. Inside the buses were mini-laboratories, interactive displays, and computer games from the 1990s, where children could take part in virtual speed waste-sorting challenges.
- **Creative competitions and upcycling workshops.** DSD organised large-scale drawing and craft competitions. Children were encouraged to create sculptures, toys, or useful items from things that are usually thrown away (boxes, bottles, tin cans). Winners received certificates, books about Hugo and Egon, or eco-friendly board games.
- **Interactive zones at local festivals.** During major local festivals, DSD set up play tents. These hosted relay races where children had to race to the correct bin (for example, Hugo's yellow bin) whilst carrying the appropriate type of rubbish.

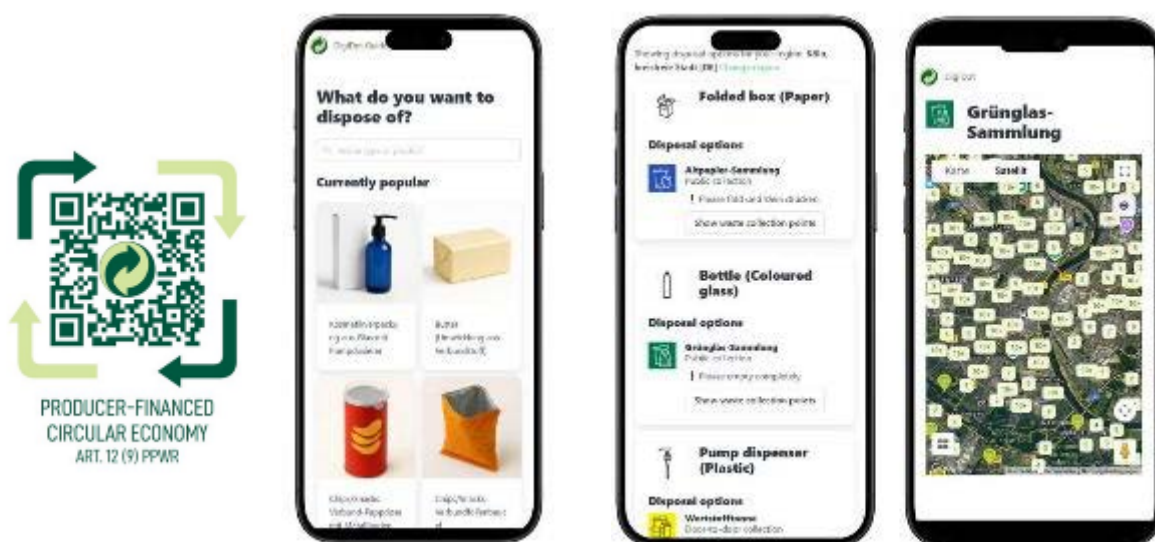
Results of the information campaign

- Information and promotional materials appealed to people's sense of civic duty and environmental awareness, urging citizens to become part of the global effort to save nature. The campaign was so effective that Germans came to regard waste sorting as a national cause. Folding boxes and washing plastic jars before disposal became a 'sacred daily ritual'³.
- In 2015, Green Dot's brand awareness among consumers reached 90%, and around 75% of those surveyed considered it an important contribution to environmental protection⁴.

6.1.2. New digital solutions – DigiDot

From 1991 to 2008, displaying the Green Dot logo was a legal requirement in Germany. In 2009, however, this requirement was abolished, and the use of the logo became voluntary following the emergence of other competing companies. Under Regulation (EU) 2025/40, packaging covered by an extended producer responsibility (EPR) scheme may be identified by a corresponding symbol in a QR code or other standardised, open, digital-marking technology, rather than by traditional EPR symbols.

The new Regulation (EU) 2025/40 aims to ensure harmonised and transparent packaging labelling across the EU. From 12 August 2028, packaging placed on the EU market will generally have to bear a harmonised label indicating its material composition to facilitate consumer sorting. In addition, economic operators may use a QR code or another standardised, open, digital data carrier to provide information on the destination of individual packaging components.



New digital tools - [DigiDot](#)

³<https://www.welt.de/wirtschaft/article11165526/20-Jahre-Gruener-Punkt-Warum-die-Deutschen-wie-verrueckt-Muellertrennen.html>

⁴https://www.nim.org/fileadmin/PUBLIC/9_NIM_Press/pm_gfk_verein_25_jahre_gruener_punkt_09_15.pdf

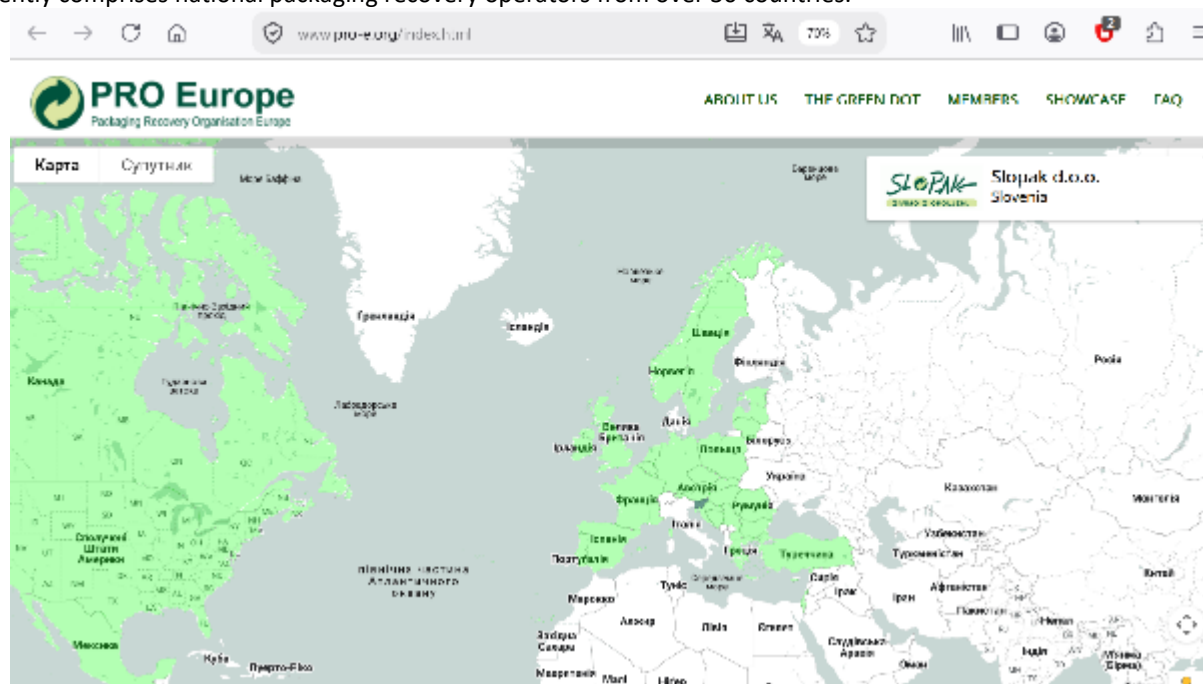
The [DigiDot](#) system has become part of the Digital Product Passport. It is a digital QR code placed on packaging that provides consumers with up-to-date, accurate guidance on waste sorting, tailored to their location and language.

6.1.3. International expansion of the Green Dot

In 1994, EU Directive 94/62/EC on packaging and packaging waste was adopted. This required Member States to establish national systems for the return and recycling of packaging.

To meet these requirements and scale up the successful experience of the Green Dot scheme across Europe, the national operators in Germany, France, Belgium, and Austria joined forces to establish the association [PRO Europe](#) (Packaging Recovery Organisation Europe).

This umbrella organisation acts as the master licensor of the Green Dot trademark in Europe and other countries worldwide. It currently comprises national packaging recovery operators from over 30 countries.



Map of Green Dot national operators <https://www.pro-e.org/index.html>

6.1.4. The current model for funding awareness campaigns in Germany

In Germany, a 'collective funding' model is used – all accredited dual system organisations fund the nationwide awareness platform '[Mülltrennung wirkt](#)' ('Waste Separation Works'), which runs television adverts, social media, and large-scale onsite event promotions. The total annual media budget for this joint campaign is around €8 million.

DSD co-funds the national campaign in proportion to its market share (15–20%), amounting to €1.2–€1.6 million annually (around 0.5% of the company's operating budget).

In addition to the national campaign, operators are also required to fund awareness-raising activities directly within local communities. The approved rate in Germany is €0.26 per resident per year⁵. Operators pay these amounts to local authorities under framework agreements (*Nebenentgelte*). Local authorities use these funds to print local waste collection calendars and leaflets for residents of specific towns and districts.

The total expenditure of the German waste management system on public information and education exceeds €30 million annually (waste management operators collectively pay municipalities around €22 million and €8 million to a national company).

⁵<https://jsberatung.com/verpackungsgesetz/dualesysteme-kosten-und-preise/>

6.1.5. Support for the business segment (B2B activities)

[Duales System Deutschland \(DSD\)](#) implements a wide-ranging programme of B2B initiatives. As its clients are manufacturers, importers, and retailers who are obliged to comply with the requirements of the Packaging Act (*VerpackG*), the company's B2B division is presented as a 'client service' and focuses on training, consultancy, and the development of digital tools.

The main B2B activities funded and provided by *DSD* are:

1. Training. *DSD* funds and conducts regular training sessions for its clients on the [following topics](#):

- Regulatory changes – a detailed analysis of the European *PPWR* Regulation and the updated German Packaging Act;
- Technical seminars on the design of packaging for recycling (Design4Recycling – D4R, with a focus on achieving high recycling rates);
- Implementation of digital labelling (DigiDot);
- Specialised training for licensed experts – auditors (Prüfer-Seminare).

2. Preparation and distribution of specialised guidelines, infographics, and information materials (for general use):

- [The new amendments to the German Packaging Act \(leaflet\)](#)
- [E-commerce Guides & Compliance Guides](#)
- [Composite Packaging & Design for Recycling Guide](#)

3. Consultancy and audit support

- Assistance in preparing the Declaration of Completeness (Vollständigkeitserklärung). For large B2B clients who exceed the limits on the volume of packaging placed on the market, *DSD* funds and provides expert assistance in preparing the documentation for the mandatory annual audit.
- Eco-design and packaging optimisation (Design for Recycling). *DSD* has its own engineering department which, free of charge or on preferential terms, helps client companies to test their packaging for recyclability using specialised, certified tools.

4. Technical assistance and development of digital tools

- Technical assistance with registration. *DSD* funds support services that help international B2B clients (exporters to Germany) to integrate their data seamlessly with the German government's LUCID register.
- E-commerce solutions. *DSD* develops and supports automated IT plug-ins for e-commerce platforms such as Amazon, eBay, Shopify, and so on, that enable online retailers to instantly calculate and purchase packaging licences, thereby helping them avoid having their accounts suspended.

All these activities are funded under the general heading of administrative and commercial expenses and customer service (*Vertriebs- und Verwaltungskosten*), totalling approximately €20–25 million per year (5.7–8.3% of *DSD*'s total operating budget).

6.2. A combination of standard and bespoke solutions in communication activities in Slovenia

Slovenia began implementing the principles of Extended Producer Responsibility (EPR) in 2000 as part of its preparations for EU accession, and mandatory packaging and registration requirements came into force in 2006.

Slovenia operates a competitive collective model (or open-market model) of Extended Producer Responsibility (EPR), under which several private non-profit Producer Responsibility Organisations (PROs) compete with one another for the right to manage packaging waste.

More than 10 organisations implementing extended producer responsibility (EPR) hold an official licence from the Slovenian Environment Agency (ARSO). They cover various waste streams: packaging and packaging waste, waste electrical and electronic equipment (WEEE) and batteries, as well as specific types of waste (cemetery candles, tyres, medicines). The market leaders are Slopak, ZEOS, and Interzero.

The strategy for informing the public and raising environmental awareness (educational campaigns in schools, media advertising, and container labelling) is a mandatory part of the Joint Waste Management Plan (Skupni načrt), which operators submit to the Agency to obtain a licence (Environmental Permit).

Typically, budgets include expenditure on outdoor advertising (billboards), social media management (Facebook, Instagram), the operation of information websites and printed materials, as well as the organisation of events and educational campaigns in schools.

In addition to their own funds, operators may receive co-financing from the EU LIFE environmental grants programme. The EU may cover up to 55–60% of project activities. Participation in EU programmes provides an opportunity to secure co-funding for larger-scale information and awareness-raising campaigns.

There is no set budgetary allocation; however, if ARSO considers that expenditure on awareness-raising activities is insufficient to achieve national waste collection objectives, the operator's environmental licence may not be renewed or may be revoked.

6.2.1. Communication activities of Slopak – a licensee of the European Green Dot network

Slopak d.o.o. is a limited liability company (d.o.o.) operating as a not-for-profit organisation; it was founded in 2002. It operates as an Extended Producer Responsibility (EPR) scheme operator for packaging waste management. It organises the collection and recycling of household and industrial packaging, and has subsequently expanded its activities to include electronic waste, tyres, and batteries. It is part of the European network authorised to use the Green Dot (Zelena pika) logo.

Slopak's head office employs between 12 and 15 full-time staff. One specialist – the communications manager – is responsible for communications and public information on a permanent basis. To organise public awareness campaigns, mass games, or environmental patrols, Slopak engages external agencies, volunteers, students, and partner environmental organisations.

Slopak's total annual operating budget ranges from €11.5 million to €15.4 million per year. The amount spent on public relations and public information is not publicly available.

Public awareness activities (B2C)

- **Explaining the waste sorting rules.** A dedicated [website](#) has been set up to explain the rules for sorting waste. The company also publishes useful information on social media under the hashtag [#LočujPravilno](#)
- **Educational projects for children and young people** (creative competitions in schools)
- **Activities at well-known music and sporting events** (eco-patrols and volunteers with green backpacks to collect packaging, games and photo zones, competitions)
- **Participation in global initiatives and programmes** such as Plastic Free July, an initiative to reduce plastic use ([#JulijBrezPlastike](#), [#PlasticFreeJuly](#)), and [Can Counts](#)

Business-to-business (B2B) activities are focused on helping companies fulfil their environmental obligations, minimise sanctions, and make the transition to a circular economy. Communication focuses primarily on practical, legal, and advisory support (<https://www.slopak.si/slopak-storitve>).

- **The comprehensive [EkoSlopak platform](#)** provides regular guidance on waste management, analyses energy consumption, and helps companies calculate their carbon footprints.
- **Webinars and practical seminars.** Slopak conducts online training for corporate clients on reporting to the FURS system (Slovenian Tax Administration) and completing packaging declarations.
- **Certification and compliance label.** Slopak provides information on the rules for labelling goods with the 'Green Dot' (Zelena pika) mark and on the annual awarding of eco-certificates to sustainable businesses.
- **Explanation of relevant legislation.** Slopak publishes monthly newsletters and notifications regarding changes to Slovenia's environmental laws (relating to air, water, soil, and chemical safety).
- **Corporate training for staff.** Slopak develops bespoke training programmes for company employees on the safe handling of hazardous waste.
- **Legal and expert advice.** Slopak provides support to foreign and local businesses in the field of recycling certain types of waste – used tyres, electronic equipment, batteries and pesticide residues.

Communication channels:

Official website	https://www.slopak.si/sl/
Website for consumers	https://www.locevanjeodpadkov.si/32/Separating-waste-at-home
Facebook	https://www.facebook.com/SlopakLocujemOdpadke
Instagram	https://www.instagram.com/slopaksi/
LinkedIn	https://www.linkedin.com/company/slopak/
YouTube	https://www.youtube.com/@slopak1



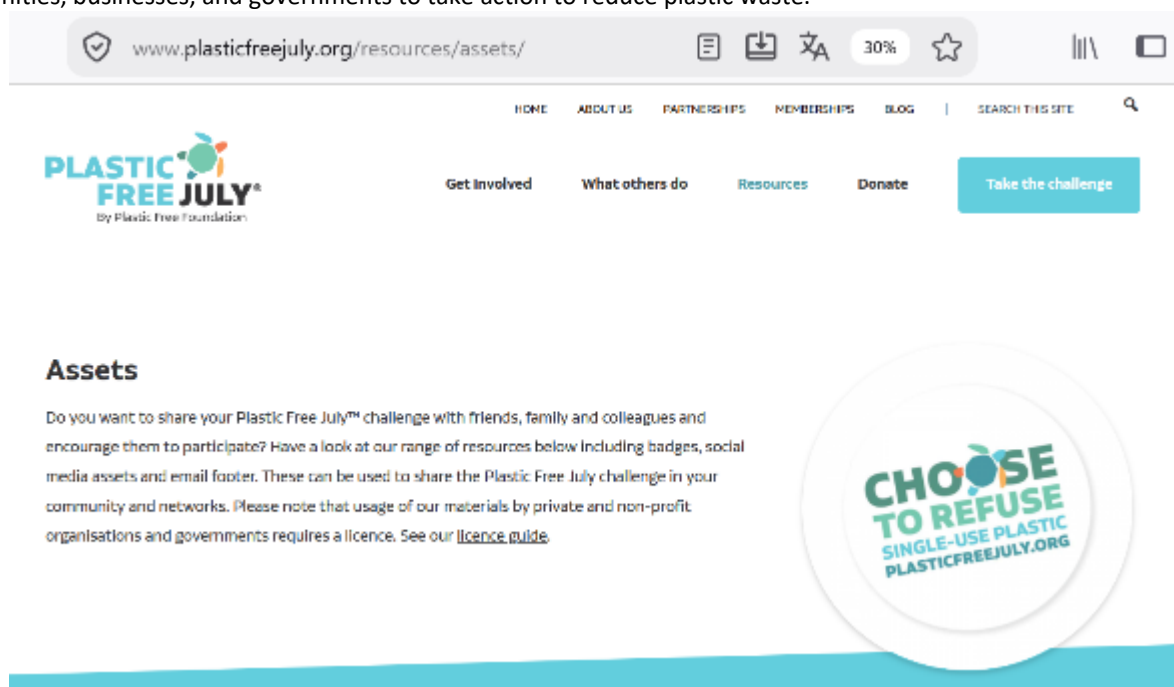
[Tennis Europe Junior Tour](#), 2025



[Hiphop Festival](#), 2026

Photos. EkoSlopak's presence at well-known music and sporting events

[Plastic Free July](#)® is the award-winning behaviour change campaign created and managed by the Plastic Free Foundation. Since its launch in 2011, millions of people worldwide have participated in this unique social movement which empowers communities, businesses, and governments to take action to reduce plastic waste.



Photos. Plastic Free July visibility templates <https://www.plasticfreejuly.org/resources/assets/>

6.2.2. ZEOS's unique solutions aimed at changing consumer behaviour and promoting the circular economy, Slovenia

ZEOS, d.o.o. is a Slovenian non-profit organisation engaged in the collection and recycling of waste, specifically waste electrical and electronic equipment (WEEE), batteries, and light bulbs. It was founded in 2005 by the country's leading manufacturers and retailers of electrical goods.

The company has a staff of eight permanent employees. Project managers (there are three specialists on staff) handle media and communications⁶ issues. To develop creative materials, advertising, and large-scale media campaigns, ZEOS engages external agencies and partner environmental organisations.

In 2023, the total budget for media and communications amounted to €415,423 (approximately 9.0% of the organisation's total annual operating budget), comprising⁷:

1. around 1.5% (€75,423) – basic costs for public awareness campaigns (maintaining websites, producing printed materials for schools, and maintaining recycling bins) are covered from the company's own budget,
2. around 7.5% (€340,000) – targeted funding from EU LIFE projects (media campaigns, mobile workshops, and eco-tours).

In 2026, the [‘Turn to e-circular’](#) project received the **EU's LIFE Awards 2026 in the ‘Circular Economy and Quality of Life’** category⁸. A video presentation of the project's results in English is available [here: https://www.lifeawards.eu/project/life-turn-to-e-circular/](https://www.lifeawards.eu/project/life-turn-to-e-circular/)

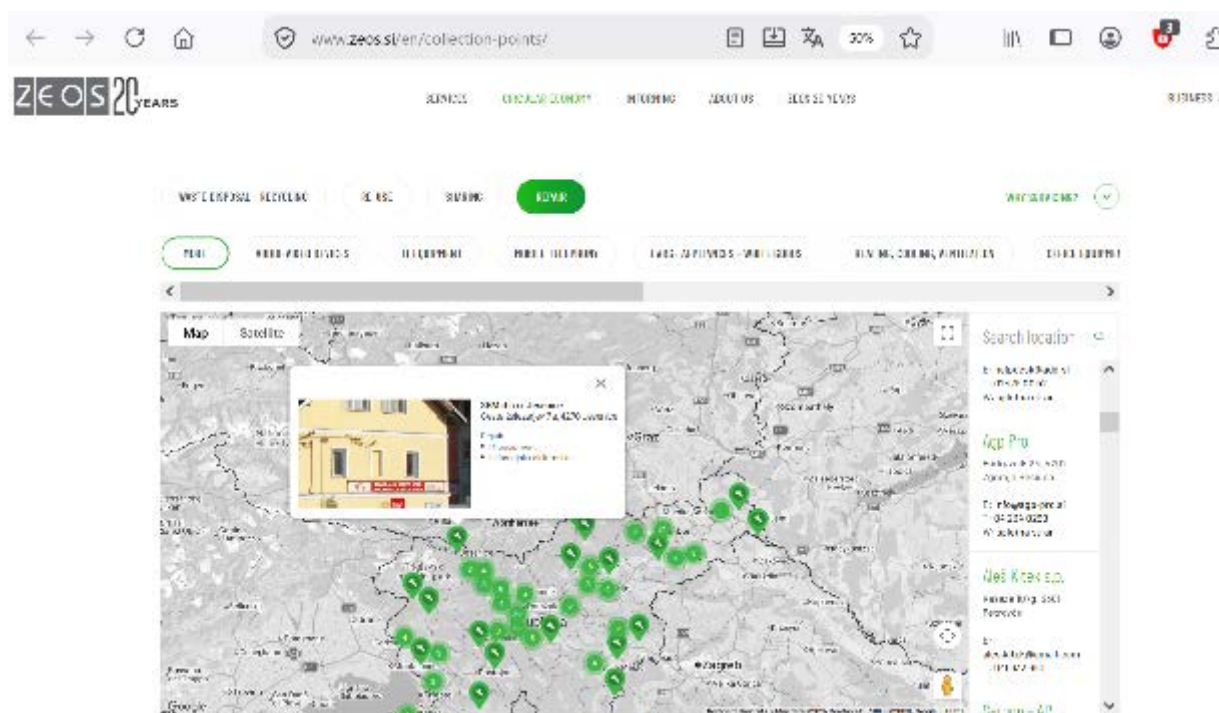
The organisation's project and annual reports on its activities are available on its website (at the bottom of the 'materials' page): <https://www.zeos.si/en/materials/>

Major awareness campaigns aimed at changing consumer behaviour and promoting the circular economy.

ZEOS has built one of the most effective and diverse information systems in Slovenia. As its main aim is to encourage people to dispose of waste electrical and electronic equipment (WEEE) and batteries correctly, the organisation focuses on interactivity and integrating its messages as closely as possible into people's everyday lives.

Key communication tools:

- **A dedicated platform** (<https://www.zeos.si/en/>) featuring information on the circular economy, completed projects, and interactive maps showing the locations of collection bins and equipment repair centres.



⁶<https://www.zeos.si/kontakti>

⁷Based on annual reports: <https://www.zeos.si/en/materials/>

⁸https://cinea.ec.europa.eu/programmes/life/life-awards_en

- **Visual communications.** Containers for collecting non-functional electrical and electronic equipment (grey containers) and boxes for collecting small electrical items and batteries (green corners in electrical retailer shops) are designed in a consistent branded style. Additional information signs are placed next to them. To maximise the impact, information leaflets and video guides have been produced explaining the rules for disposing of and reusing equipment.



[Street bins video](#), [leaflet](#)



[Green corners video](#),
[leaflet](#)



[Reuse corners info](#), [leaflet](#)

- **Awareness activities.** As part of its project initiatives, ZEOS organises various outreach events aimed at changing consumer habits – encouraging the proper disposal of electronic waste and promoting a shift from a ‘buy-and-throw-away’ model to repair and reuse.

A key element of these public events is **the E-transformer Mobile Information Centre** – a mobile educational vehicle (lorry) and mini-museum designed to teach people how to handle electronic waste correctly and to promote the circular economy.



Photos. E-transformer Mobile Information Centre (video <https://youtu.be/DGLGZOcwil4?si=jWczkKyzYvUrhKRh>)

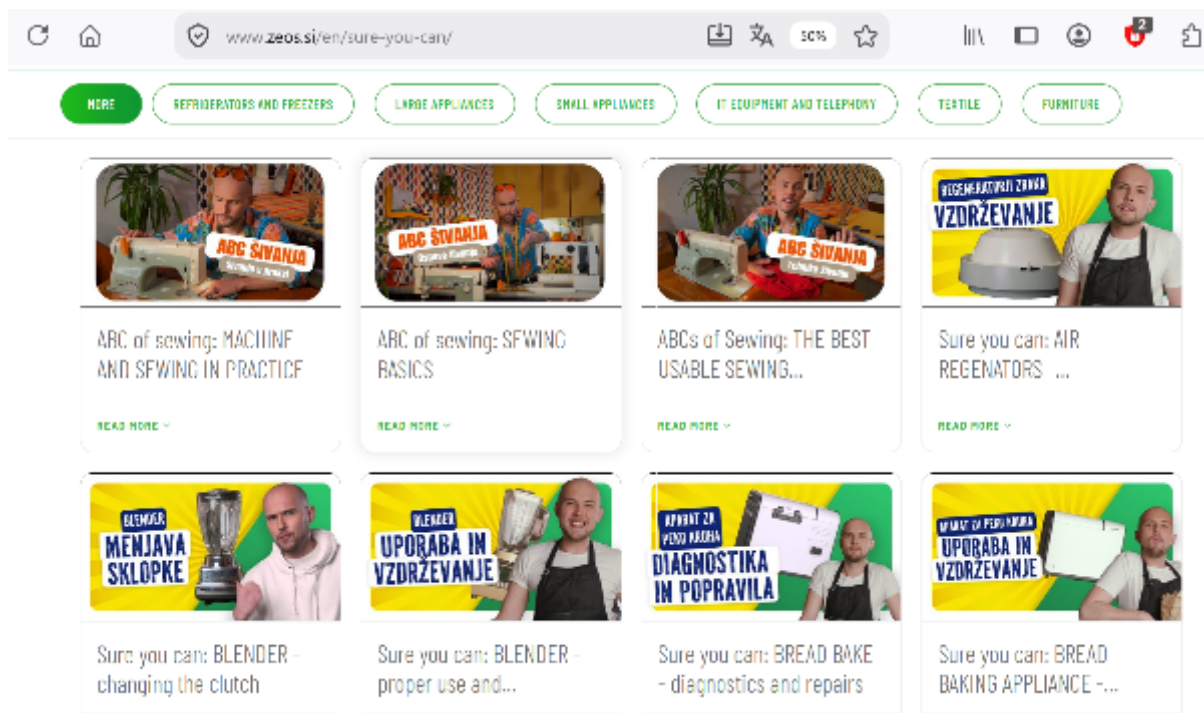
Further details on the themes of the events and the results of the awareness-raising activities are provided in the project reports:

- <https://www.zeos.si/fupld/10801/porocilo-life-2-eng.pdf>
- https://www.zeos.si/fupld/10838/laymans-report-eng-2025-3_končna-verzija.pdf
- **Digital and social media.** ZEOS actively manages and maintains pages on all major social media platforms, posts short videos, infographics, and environmental tips, and publishes reports on its environmental footprint.

Communication channels:

Facebook	https://www.facebook.com/eodpadki
Instagram	https://www.instagram.com/eodpadki
LinkedIn	https://www.linkedin.com/company/zeos-ravnanje-z-elektri%C4%8Dno-in-elektronsko-opremo-d.o.o/
YouTube	https://www.youtube.com/@sesemuporaben/playlists
X	https://x.com/eodpadki
TikTok	https://www.tiktok.com/@eodpadki? t=8jxnYFXU4O1& r=1

To promote the reuse of equipment, a series of video tutorials on repairing various types of electrical and electronic equipment has been produced under the slogan 'You can do it'.



<https://www.zeos.si/en/sure-you-can/>

7. Case analysis of communication tools

7.1. Level 1. Information and Explanation

Case 7.1.1: External information materials of ME 'Ecoservice-2022'

Implementation complexity: medium.

Implementation requirements: professionally designed layouts for information materials, developed in accordance with the principles of universal design for printed materials. This includes requirements for content and fonts, the number and contrast of colours, the visual placement of text blocks, and the avoidance of gender stereotypes.

The minimum financial costs are associated with the production of information boards from high-quality and durable materials, stickers for containers, and the printing of information leaflets and brochures. Ideally, a designer should be involved in the development of the information materials.

Context

Information materials on waste sorting rules were developed by the creative team of the GIZ project 'Environmental Protection Worldwide' as part of institutional support for ME 'Ecoservice-2022', Pyriatyn, Ukraine.

To ensure the visibility and recognisability of the new enterprise, a brand book had previously been developed. Based on this brand book, all public materials – vehicles, information boards, documents, and promotional materials – were designed in a single corporate style. This helped increase the enterprise's visibility and recognition and distinguish it from other municipal enterprises that also operate in the communities.

Key message

- **We are a new, modern company that follows European waste management standards.** The use of a unified visual identity on vehicles, containers, and publications demonstrates to consumers that the enterprise operates in a serious and systematic way, and helps build trust among consumers.
- **Sorting is simple.** Visual solutions and detailed instructions on containers and information boards near container sites clearly show where and what type of waste should be disposed of.

Important points

- The design of the information materials is not decoration, but a functional tool. Each visual identity element should become the visual voice of the enterprise and support its development.
- Placing instructions directly on containers, or on separate banners that are visually linked to a specific container, makes the information visible exactly at the moment when waste is being disposed of.
- Schematic images of waste types on each container help avoid misunderstandings for people who do not read the local language or have difficulty understanding lengthy texts.



Photo. Example of an information board with sorting rules



Photo. Example of information placement on containers for separate waste collection



Photo. Example of an information booklet of ME 'Ecoservice-2022'

Case 7.1.2: Facebook page of the waste management service company GreenEra LLC

Information source: GreenEra Facebook page, Lviv, Ukraine: <https://www.facebook.com/GreenEraLviv>

Case based on the structured F2F interview with ecologist Mykola Ryabyka, who is responsible for managing the GreenEra Facebook page.

Implementation complexity: low, as the tool does not require specialised software or significant investment, only basic digital skills.

Implementation requirements: internet access, a smartphone or computer connected to the internet, and a person responsible for managing the page. This person should be able to write posts, create infographics and short videos, respond to comments, and manage the page's day-to-day activities on this social network. The minimum time required is approximately five working hours per week.

Context

GreenEra Ukraine LLC has been providing comprehensive services for the collection, sorting, and disposal of solid household waste since 2016.

The company has three legal entities – [GreenEra Ukraine LLC](#), [GreenEra Stryi LLC](#), and [GreenEra Boryslav LLC](#) – each of which has a separate Facebook page. The main page, GreenEra Ukraine, focuses on waste collection services in the city of Lviv, including the use of underground containers manufactured in Italy.

Basic information about the company and its services for household and commercial consumers is available on the website: <https://www.greeneraua.com/en/>

Function

- The Facebook page serves as an additional communication channel for informing clients – both residents and legal entities – about the company's current activities, including tariffs, service costs, seasonal changes in operations, achievements and difficulties in the company's work, partner support, and other relevant updates.

Frequency

- The page is updated several times per week, which makes it possible to maintain regular contact with the audience without overloading it with information.

Target audience

- Heads of households and persons responsible for concluding service contracts at commercial and budget-funded institutions who have internet access;
- Residents of apartment buildings and condominium associations, mainly women aged 30–50, who are current or potential users of the company's services.

Key messages

- **We live and work alongside the city's residents and for them.** Despite adverse weather conditions and shelling, our employees do everything possible to ensure that you live in a tidy and clean city.
- **Your money goes towards improving infrastructure and services.** Posts cover the installation of new container sites, the purchase of equipment, and regularly published statistics on the amount of waste collected.
- **We follow innovations and implement them.** Posts cover the company's participation in international conferences.
- **We are available and in touch.** The page provides contact details for inquiries and links to other information channels, including the website and Instagram page.

Important points

- Use of a consistent corporate style in the design of infographics and communications, as well as in photographs of staff wearing corporate uniforms.

- The visual content is clear and focused on the necessary details. Even with a small number of images, usually 2–4 photos per post, it highlights the main messages: a new container, a waste collection truck route, examples of properly sorted waste, or problematic locations.
- Coverage of sector-specific seasonal topics, showing how different seasons affect the company's operations. This helps consumers better understand logistical challenges, such as snowdrifts, and act in accordance with seasonal recommendations, such as where to take Christmas trees for recycling or why organic waste should not be placed in mixed waste containers.



Photo. Screenshot of the GreenEra FB post [from May 25, 2026](#)

Yesterday's attack on the centre of Lviv also affected our company: debris from the explosion, scattered in all directions, damaged the mechanisms of the hatches on the underground waste containers in Soborna Square.

These are the very first underground waste containers that were installed in Lviv in 2018. They have been fulfilling their role every day since then.

The company's technical department promptly began repairing the equipment, and the bins will be fully operational again shortly.

At the same time, we extend our sympathies to all those affected by this attack, and we thank the Defence Forces for protecting the city and minimising the impact of the strike.



Photo. Screenshot of the GreenEra FB post [from December 17, 2025](#)

Autumn has come and gone, leaving a pleasant legacy

Just imagine: in three months, we've delivered over 263 tonnes of organic waste to the [Green City](#) composting plant!

This shows that the people of Lviv have really pulled their weight and set a new, impressive benchmark. By way of comparison: in the autumn of 2024, we managed to collect 210 tonnes of organic waste, which is 20% less than the amount collected this autumn.

Every brown bin is a step towards responsible waste management. Thank you to everyone who separates their organic waste

Case 7.1.3: Promotional video about the activities of ME 'Ecoservice-2022'

Information source: <https://www.youtube.com/watch?v=JvujHJH-DHc>, Pyriatyn, Ukraine

Case based on the experience of the KISAR implementation team (Nadiya Velychko and Olena Kozliuk)

Implementation complexity: high.

Implementation requirements: To produce a video that strengthens the positive image of the enterprise, it is necessary to involve a professional team throughout the production process, including scriptwriting for a video of up to 3 minutes, filming by a professional camera operator using specialised equipment, studio voice-over recording and music licensing, video graphics created by a designer, editing by a video editor, and the addition of subtitles.

Context

The video was produced in 2024 by the team of the NGO 'Kyiv Institute for Strategic Analysis and Reforms' (KISAR) under a contract with the GIZ Global Project 'Environmental Protection Worldwide' for the provision of communication support for ME 'Ecoservice-2022'.

The production of the video was preceded by a thorough analysis of the specific characteristics and behavioural patterns of the local population, as well as the development of a Communication Strategy taking into account the enterprise's institutional and financial capacity.

The idea of the video emerged as a way for the municipal enterprise to introduce itself to its target audience. In terms of consumer behaviour, the majority of this audience belongs to the segment of people who are 'self-oriented'. This group is characterised by egocentrism, a focus on material benefits and personal gain, and scepticism. The target audiences were identified using the Hawkins, Best and Coney methodology of consumer segmentation based on cultural values.

Objective

- To show the journey that ordinary waste goes through before becoming a 'resource' that can generate income.

Key messages aimed at overcoming prejudices and stereotypes

- **Payment for waste collection means covering specific costs, including the salary of a waste truck driver.** This driver may be your neighbour, and this is how he earns a living. His work is not easy: it involves covering long distances on roads that are sometimes in poor condition. This work must be paid for. When paying for the service, viewers should understand that they are not paying for an abstract service – they are helping to pay the driver's salary.
- **The enterprise cannot 'buy waste' from residents.** In order for waste to be sent for recycling and become part of the 'resource-to-revenue' system, it must go through many stages: collection, transportation, sorting, pressing, and delivery to a plant or recycling station. Each of these stages costs money, and the revenue received from selling recyclable materials is used to cover these costs.
- **In some communities, daily waste collection is not possible.** The territory served by the enterprise is quite large. Routes are planned efficiently, and many settlements are located at considerable distances from one another.

Important points

- The video should primarily be hosted on the enterprise's own information platform. A separate YouTube channel was created for ME 'Ecoservice-2022'. Further dissemination through social media and other channels should direct users back to the enterprise's original source.
- The overall style of the video and its graphics follows the enterprise's corporate colour scheme. During filming, efforts were made to use backgrounds featuring the enterprise's information materials and logos.
- The video featured recognisable places and locations that are familiar to local residents, in order to create an emotional connection with their everyday surroundings.
- Statistical data on the enterprise's activities were added to demonstrate its professionalism and efficiency.
- Technical specifications: a duration of up to 3 minutes, with subtitles in Ukrainian and English.

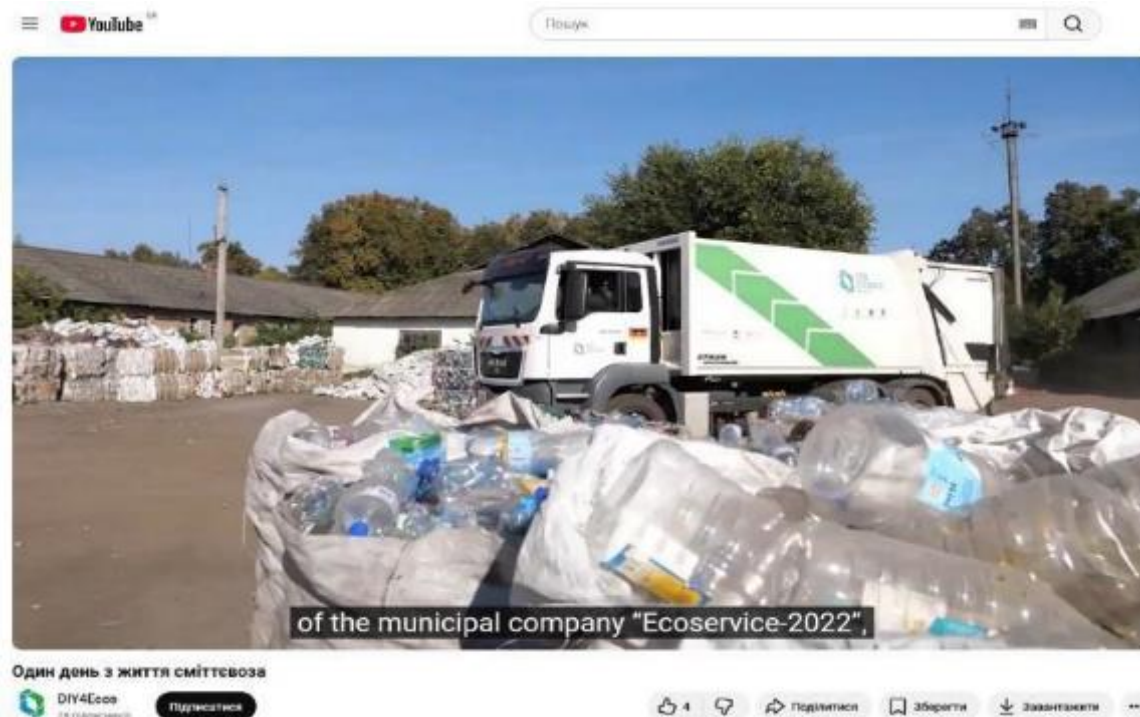


Photo. Fragment of video screenshot, <https://www.youtube.com/watch?v=JvujHJH-DHc>

7.2. Level 2. Stimulation and Incentives

Case 7.2.1: Organising excursions to the waste sorting site of ME 'Ecoservice-2022'

Information source: Case based on the structured F2F interview with Iryna Yashchuk, ecologist and the person responsible for organising and conducting excursions at ME 'Ecoservice-2022', Pyriatyn, Ukraine

Implementation complexity: medium.

Implementation requirements:

- At least one trained employee is needed – someone who knows the production processes and can present the enterprise's activities in an engaging way.
- To ensure safety, protective equipment such as helmets and vests should be available in sufficient quantities, along with drinking water, especially during hot weather.
- In order to comply with the safeguarding policy, permission for participation in the excursion and for photo/video recording should be obtained from parents and/or guardians of minors.
- It is also advisable to have branded promotional materials or souvenirs that can be given to all visitors, or to the most active participants, as a keepsake.

Context

In 2022, the Pyriatyn, Hrebinka, Novoorzhytske and Chornukhy communities of Poltava Oblast decided to establish the municipal enterprise 'Ecoservice-2022', which was intended to implement modern waste management systems based on inter-municipal cooperation. This initiative was supported by the GIZ Global Project 'Environmental Protection Worldwide', which provided institutional and technical support to the communities for the following three years.

To raise awareness of the new enterprise and the new waste collection system – including the introduction of new containers for plastic, paper, and glass in the communities – ME 'Ecoservice-2022' began organising excursions to its sorting facility in 2023. Initially, these excursions were organised for local deputies, journalists, and potential partners. Later, they were also offered to school students from the partner communities. In 2025, 28 excursions were conducted, involving more than 700 children.

Target audience

- School students, university students, potential business partners, active residents, and heads of condominium associations.

Functions

- Educating people about responsible waste management and the importance of proper waste sorting, building a positive image of the enterprise, and increasing trust among existing and potential customers.

Frequency

- Depending on the enterprise's capacity and consumer demand.

Key messages

- **Seeing it with your own eyes means believing it: seeing the production process first-hand dispels myths about 'mountains of waste'.** When a person sees how the press works and how bales of recyclable materials are formed, the abstract message 'waste should be sorted' turns into a concrete understanding: 'my actions have a result'.
- **Through children – to adults.** Excursions turn families into more conscious participants in waste sorting. Children who have seen the sorting or recycling process with their own eyes become effective agents of change at home. They actively share their impressions with their parents, monitor whether waste is sorted correctly, and bring home leaflets explaining sorting rules. Adults who may initially have had little interest in the topic often change their behaviour in response to children's enthusiasm.
- **Play is the best teacher: interactive activities during excursions are easier to remember.** Instead of a lecture and a tedious list of rules, children learn and remember more effectively through interactive activities: weighing items on a lorry weighbridge or guessing the weight of a bale of compressed plastic bottles. They sort waste into containers themselves and receive prizes for correct answers in a quiz. Emotional engagement makes learning more natural and memorable.

Important points

- Separate excursion scenarios should be prepared for each age group and professional group of visitors.
- Specific locations on the enterprise's territory should be identified as designated stopping points for excursion participants. Free and safe access to these locations must be ensured. Demonstration elements showing products made from recycled waste, photo zones, and play zones – for example, a cornhole or basketball area – can strengthen the positive impression of the excursion and contribute to raising awareness of the importance of separate waste collection.
- In countries or regions where a culture of enterprise openness is not well developed, it is advisable to begin excursions with local opinion leaders, such as journalists, local deputies, and teachers, and then expand the practice to a wider audience. Adaptation to local conditions may also involve translating materials and taking local religious and cultural considerations into account.



Photo. Excursion to ME 'Ecoservice-2022' for school students from the Pyriatyn community, 2024



Photo. Excursion to ME 'Ecoservice-2022' for school students from the Novoorzhytske and Hrebinka communities, 2025



Photo. Excursion to ME 'Ecoservice-2022' for school students from the Pyriatyn community, 2024

Case 7.2.2: A comic book as a communication tool for shaping and transforming environmental awareness

Information source: <https://www.giz.de/en/projects/environmental-protection-worldwide>.

Case based on the structured F2F interview with Artem Dubovik, designer of the GIZ project 'Environmental Protection Worldwide'

Implementation complexity: high.

Implementation requirements: To prepare an effective integrated product that will remain recognisable and relevant for many years, it is necessary to involve a professional team: a scriptwriter who can not only develop the concept of the fictional universe, but also formulate the text and key messages, as well as an artist-illustrator, preferably with experience in comic-style illustration.

The development of the layout and printing of one story takes between two and four months. It is recommended to plan several comic book issues, which makes it possible to gradually cover different topics and maintain the audience's interest. It is also advisable to budget for printing costs, as well as for branded merchandise featuring the comic book characters, such as stickers, keychains, pins, eco-bags, and so on.

Context

The comic book series was developed by the creative team of the GIZ project 'Environmental Protection Worldwide' with the aim of raising awareness among children and young people about the importance of responsible waste management and the impact of waste on the environment.

The comic book presents complex information about waste sorting in a clear and accessible format, using humour and an engaging story to make the information easier to remember. The comics include links, via QR codes, to educational animated films: https://www.youtube.com/playlist?list=PLtN9QehuBQRSTM7mS-3ya0uSxgm6_NBbB.

The comic book characters reinforce the identity and recognition of ME 'Ecoservice-2022'. Their images are placed on vehicles, including waste collection trucks, and on promotional materials such as eco-bags and stickers. In addition, one of the characters accompanies children during excursions and events. A mascot based on one of the comic book characters, Chugaystic, was created and is worn by a municipal enterprise employee.

Target audience

- Children and young people aged 6+.

Key messages

- **Waste has a dual nature: it can become either a threat or a resource.** The waste monsters in the comic book are both dangerous and funny. This is a metaphor for how improper waste management creates problems, but how, when waste is managed responsibly – sorted and recycled – it can become a useful resource.
- **Overcoming barriers, prejudices and stereotypes.** The characters embody stereotypes and resistance to change, while their transformation throughout the story helps the audience see their own attitudes from an outside perspective and reconsider them. This allows the audience to understand that it is never too late to change one's habits.
- **You, young people, are the main agents of change.** The comic book addresses young people through the characters Tsvitan and Zoriana, encouraging them to influence adults. The target audience of the comic book is young people aged 6+. They are an aware and open-minded audience. Through them, information about waste sorting reaches parents, creating a 'reverse learning' effect in which children teach adults.

Important points

- The comic book uses a pop-culture style – comic-style graphics with slight caricature – which is familiar, light, and humorous, while still capable of explaining serious issues.
- The characters are carefully thought through in detail: Chugaystic – a combination of Chugayster and plastic – is made of waste and symbolises recycling; Did Antyp – from 'anti' and Antyp – embodies resistance; Tsvitan and Zoriana symbolise new life and the future. The children's names echo Ukrainian words associated with nature: Tsvitan evokes a blooming flower, while Zoriana evokes the stars in a clear sky.
- Methodology: the comic book is built around the Harmon story circle, a simplified version of the 'hero's journey', which is intuitively understandable to everyone. It allows new issues to be created without having to invent a completely new logic each time, thereby saving the scriptwriter time.
- One of the issues includes a video tutorial on waste sorting, in which Chugaystic explains the rules. This combines an entertaining format with practical benefits.
- The characters extend beyond the comic book: stickers on containers, posters in schools, the Chugaystic costume for live events, social media templates, T-shirts, and colouring pages for children. This creates a coherent communication environment.



Photo. Fragment of the comic book featuring the main characters



Photo. Example of the visual identity featuring comic book characters on ME 'Ecoservice-2022' vehicles



Photos. Ecoservice-2022 public event with Chugaystic mascot

Case 7.2.3: An awareness campaign to collect plastic bottle caps for the production of outdoor furniture

Information source: <https://zerowaste.zp.ua/news/320938518>

Case based on the structured F2F interview with Iryna Shchetinina, founder and head of the NGO 'Zaporizhzhia Without Waste' (ZERO WASTE), Ukraine

Implementation complexity: medium.

Implementation requirements: An initiative group of 3–5 people with a vehicle for collecting raw materials from the collection points, additional funds for purchasing metal structures and fittings, working tools, and other expenses related to organising public activities such as workshops, organisational meetings with volunteers, and so on.

Context

The campaign to collect plastic bottle caps for the production of outdoor furniture, specifically a bench for public spaces in Zaporizhzhia, was first conducted in 2023 and then repeated in 2025 by eco-activists from the NGO 'Zaporizhzhia Without Waste' (ZERO WASTE ZP).

Active community residents managed to collect 77.6 kg of beverage bottle caps (HDPE No. 2) to make an outdoor bench in 2023, and 43 kg to create an urban eco-space in 2025.

Flat elements for outdoor furniture, such as a table, bench, and chair, were manufactured in the organisation's own PlasticOn workshop, while the metal frame was purchased separately.

Key objective

- **To demonstrate the value of recycling secondary materials, particularly plastic,** by actively involving city residents in collecting plastic beverage bottle caps for the production of socially useful products such as benches and other outdoor furniture.
- **If you participate, you value it more.**

Target audiences

- city residents aged 14–40, visitors to institutions where collection boxes for plastic caps were installed, including city libraries, a bakery, cafés, a palace of culture, and the regional youth centre;

- active young people and social media users who shared information about the locations of plastic cap collection points;
- active young people and volunteers who joined the production of outdoor furniture elements and their installation at the selected location.

Key messages

- **Waste is a resource.** The collected plastic bottle caps will be recycled into outdoor furniture that the city needs.
- **Sort correctly.** The drop-off boxes contain information on which caps are suitable for recycling – they must be clean and dry.
- **Nothing for people without people.** The engagement of the target audience, including city residents and active young people, is achieved either through direct voting on the location where the outdoor bench will be installed or through involvement in developing ideas and planning the outdoor space during specially organised workshops.

Campaign formats

- **Online format:** information about the progress of the campaign and announcements about the locations of plastic cap collection points are shared through social media – [Instagram](#), [TikTok](#), [Facebook](#) – and on the organisation's website: <https://zerowaste.zp.ua/plasticon>
- **Offline format:** installation of drop-off boxes with information stickers in high-footfall locations.



Photo. Drop-off boxes for beverage bottle caps with voting elements for choosing the location

Important points

- Before launching the campaign, preliminary agreements should be made with a potential producer of plastic furniture elements. The producer should provide specifications for the quality and composition of the collected raw materials.
- If the outdoor furniture is planned to be installed in public spaces, local authorities should approve the possible locations and designate a specialist to support the initiative.
- The visual component is important: announcements, collection boxes, and stickers on them should stand out, especially if there are other information materials nearby. They should be clean and aesthetically pleasing.
- Collection boxes for plastic caps should be placed in visible locations within institutions that people visit regularly, such as youth centres, neighbourhood shops, condominium associations, and so on. In large shopping malls, where there is high foot traffic and a lot of competing information, such a box may go unnoticed.
- Communication with the institutions hosting the collection boxes should be maintained. Collected materials must be picked up in a timely manner so that the boxes do not overflow.



Photo. Outdoor furniture, a bench in Zaporizhzhia, made from collected plastic bottle caps.

7.3. Level 3. Supporting Community Leaders and Change Agents

Case 7.3.1: Organising an inter-municipal youth video contest on environmental topics

Information source: Case based on the experience of the KISAR implementation team (Olena Kozliuk and Nadiya Velichko)

Adaptation complexity: medium.

Implementation requirements: a technical team to administer the contest, consisting of 2–3 people for up to 3 months; a prize fund, including gifts for participants and winners, personalised diplomas or statuettes according to the number of contest nominations; branded promotional materials / merchandise of the organising enterprise. Additional costs may include activities to enhance the contest, such as environmental lectures, workshops, excursions to enterprises, and a conference or festival for the award ceremony.

Context

The inter-municipal video contest was organised in 2024 and 2025 by the team of the NGO 'Kyiv Institute for Strategic Analysis and Reforms' (KISAR) under a contract with the GIZ Global Project 'Environmental Protection Worldwide' for communication support to ME 'Ecoservice-2022'.

The organisation of the contest was preceded by **analytical work carried out during the development of the Communication Strategy**. This included identifying school students' views on environmental problems in their communities by asking them to write anonymous essays on the topic 'My Ecological Community: I Dream, I Believe, I Act.' Based on a content analysis of 221 written essays received from four communities, it was determined that **there were young people in the communities who were interested in environmental issues in a broader context and willing to participate in various environmental campaigns.**

The idea of the contest was to improve the image and **visibility of ME 'Ecoservice-2022'** in its service area – **the Pyriatyn, Hrebinka, Novoorzhyske, and Chornukhy communities** – by engaging young people in awareness-raising on responsible waste management in a format that is modern and relevant **to young people: creating video content for social media.**

Over the two years of the contest, ME 'Ecoservice-2022' received 21 videos that could be used as content for its public events and social media. Due to the requirement that participants publish their contest entries on their own Facebook pages and **their schools' Facebook pages**, the enterprise was able to **reach local audiences directly and achieve targeted visibility**. As a result, 65 Facebook posts mentioning ME 'Ecoservice-2022' were published, generating 220 shares and 2,689 likes. According to preliminary estimates, more than 200 people –

children, parents, and teachers – were directly involved in the 2024 and 2025 contests, while more than 15,000 unique individuals were **indirectly reached by the campaign**. The enterprise obtained permission to use the best works as promotional videos in various media and online information channels.

Materials and tools for organising the contest are presented in the publication 'Building a Positive Image of a Municipal Enterprise: Branding, Communication, Behaviour', available in Ukrainian: <https://kisar.org.ua/library/analitycs>

Objective

- To engage proactive young people from four communities in promoting responsible waste management, including proper waste sorting, the importance of recycling, and the impact of environmental conditions on health.

Target audience

- Students of schools, lyceums, and gymnasiums, as well as their teachers and families.

Key messages

- **A pro-environmental position is right, and it is rewarded.** The authors of the video content received valuable gifts and certificates of appreciation for participating in the contest. These were presented publicly by the management of the enterprise, giving the participants public recognition. A celebration dedicated to World Environment Day was also organised for the participants.
- **Following rules and meeting requirements is important.** Requirements for the videos and an algorithm for submitting entries were developed for participation in the contest. These included the video format, adding the required hashtags #DIY4Ecos and #DIY4Ekoc when publishing the work on an active Facebook page, completing a Google Form, and uploading the video to a file-sharing service. Incorrect submission resulted in point deductions during the final evaluation or disqualification. It was important to teach young people to follow contest requirements and submit entries correctly, so that they could later participate more actively in other contests and educational programmes.
- **There are real contests where the best entries win.** In some contests, lobbying and attempts to promote a preferred candidate may occur. During the organisation of this contest, great attention was paid to organisational procedures to ensure transparency and impartiality of the results. All entries were submitted centrally through a Google Form. Evaluation criteria were defined and announced in advance, and members of the contest committee awarded points according to these criteria. The contest committee consisted of representatives of communities and external experts – from international projects, national NGOs, and public authorities – in a 50/50 proportion.

Important points

- To ensure the involvement of local partners, including public authorities, and transparency in decision-making, the organising committee should be formed as a representative body comprising representatives of all communities that agree to participate in the contest. A technical partner should also be added – the entity responsible for administering the process. This includes developing the contest regulations, consulting potential participants, monitoring whether entries are submitted correctly, creating a tool such as a Google Form for evaluation, calculating results, preparing meeting minutes, and so on. Proper documentation and timely communication with partners at each stage of the contest help prevent dissatisfaction with the results in communities whose children do not receive prizes.
- Environmental topics are not sufficiently trendy, widespread, or in demand among young people. Therefore, it is important to recognise the pro-environmental stance of all young people and teachers who decide to take part in such a contest through gifts and certificates of appreciation. Special attention should be paid to the quality of gifts and winner diplomas, as they also contribute to strengthening the image of the enterprise and communicate specific ideas and values. Diplomas should later have a worthy place in the school principal's office. During the contests in Ukraine, the organisers aimed to improve leisure opportunities for rural youth and strengthen social cohesion among young people. Therefore, board game sets for group use were prepared as gifts for all contest participants. These games help develop communication skills, logic, and quick thinking, and can be taken to shelters during air raids. Special eco-bags with the contest name and designed in the enterprise's corporate style were ordered to package these sets.
- The visual style of the contest is important. Using unified templates for information messages and branding all materials strengthens the enterprise's recognisability and ensures a coherent presentation of information to consumers from different communities. It is useful to use stylised stickers with a QR-code link to the YouTube page containing the contest entries. These stickers can be used to 'mark' both the board games in gift sets and the bags used to package the sets.

- 
www.youtube.com/@DIY4Ecos/videos
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Головна
 Відео
 YouTube Shorts
 Сторіс підписоків
 Додати
 

Нові
 Популярні
 Найкращі



Витина, з якої ти можеш сміятися
1:31 час перегляду • 1 рік тому



Створення нових речей зі старого одягу
0:44 переглядів • 1 рік тому



Дай друге життя сміттю
0:17 переглядів • 1 рік тому



Створення декоративної сітки з пластикових квітичків
4:27 переглядів • 1 рік тому



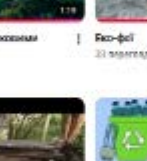
Роз-фол
3:11 переглядів • 1 рік тому



"Здорова природа — здорова людина"
0:11 переглядів • 1 рік тому



Виготовлення квітичного для екошколи
3:11 переглядів • 1 рік тому



Сортування в стилі еко
3:11 переглядів • 1 рік тому



Господарні прикраси — з пластикових квітичків
0:11 переглядів • 1 рік тому

55



Photo. Posts about awarding the contest winners on school Facebook pages

Case 7.3.2: PlasticOn plastic waste recycling workshop

Information source: <https://zerowaste.zp.ua/plasticon>

Case based on the structured F2F interview with Iryna Shchetinina, founder and head of the NGO 'Zaporizhzhia Without Waste' (ZERO WASTE), Ukraine

Adaptation complexity: high.

Implementation conditions: In addition to premises and trained personnel, the following minimum equipment and tools are required: an electric oven, a cold press, silicone moulds for products, and working tools. For more complex or professional activities, the following equipment may also be needed: a heat press, a shredder, a milling machine, a washing machine, and a dryer for washing and drying caps that are brought in dirty by volunteers or collected outdoors.

Context

The workshop was created in early 2022 as an initiative of eco-activists from eastern Ukraine, specifically the city of Zaporizhzhia, represented by the NGO 'Zaporizhzhia Without Waste' (ZERO WASTE ZP). The initiative was supported by young people through the BigIdea crowdfunding platform and co-financed by the International Renaissance Foundation in 2021. During Russia's full-scale invasion of Ukraine, the organisation suspended its activities for one year, but in 2023 it resumed work, taking into account safety requirements given that the frontline was located 50 km from the city.

Key objective

- To create a physical space – an eco-hub – where **the practical benefits of recycling secondary raw materials can be demonstrated** and a community of like-minded people committed to responsible consumption can be formed.

Target audiences

- City residents aged 16–45 who are already interested in environmental protection and responsible consumption;
- members of youth and volunteer movements focused on responsible citizenship;

- school students aged 12 and older.

Key messages

- **Sorting makes sense: beautiful and practical things can be made from collected waste.** Organising excursions and upcycling workshops helps visually demonstrate the value of secondary raw materials as a resource. Showing finished products made from recycled materials influences awareness and behaviour more effectively than lectures.
- **Waste is not dirt, and it is not an activity for marginalised groups.** Great attention is paid to the aesthetic presentation of materials in the information space. Photos of creative and active young people and stylish visual content, including social media posts, help challenge the stigma surrounding the topic and change stereotypical perceptions of waste collection and recycling.
- **Refuse what is unnecessary – consume responsibly.** After participating in upcycling workshops, participants begin to understand that instead of throwing things away, they can repair and reuse them and reduce the use of disposable items such as packaging and plastic bags. To strengthen practical skills in maintaining a balance between convenience and environmental responsibility, the board game 'Zakupys' was developed. In an accessible and engaging format, it shows how each purchase in a supermarket affects both the environment and the consumer's wallet.

Educational activities of the PlasticOn workshop are organised in several formats.

Online format

- Useful information, announcements of events, and activities held at the workshop are shared through **social media** – Instagram, TikTok, and Facebook – as well as on the **organisation's website**: <https://zerowaste.zp.ua/plasticon>
- These channels are the main means of communication used to engage with the target audience, in particular to answer questions, provide details of workshop timetables and recycling collection schedules, and to register people for tours and workshops, amongst other things.

Offline format

- **Free excursions and workshops for anyone interested.** These are held monthly, with event announcements and participant registration conducted through social media.
- **Open day for all citizens interested in conscious consumption and separate waste collection.** This takes place every week on Sundays. Anyone can come to the workshop to talk to the organisation's activists or bring secondary raw materials for further recycling, including plastic, plastic bags, Tetra Pak packaging, and electronic cigarettes.
- **Off-site workshops on individual request.** The organisation has mobile equipment and tools for conducting off-site workshops for groups of 10–15 people on the following topics: making posters from plastic bags, notebooks with covers made from recycled plastic, and jewellery from recycled beverage bottle caps made of HDPE (No. 2).

Production activities

- Products made from recycled plastic are produced to order and according to the workshop's own designs, which are then offered for sale in an [online shop](#).
- It is expected that in the future the workshop will be able to operate as a social enterprise, with income from product sales sufficient to cover the costs of running the organisation and delivering educational activities.

Important points

- An initiative group or team of like-minded people is a critically important condition for establishing and sustaining the workshop's operations.
- The idea of creating similar workshops is not new, but each workshop has its own specific features and business model. Studying the experience of other organisations helps to adapt existing practices more effectively and motivate the future team to take action.
- There is no standard set of equipment for setting up such a workshop, at least in Ukraine. The market offers equipment for plastic recycling on a large or industrial scale. The equipment for the PlasticOn workshop was manufactured to order.

- The organisation pays significant attention to communication. Three people are involved in this area: a communications manager, a graphic designer, and the head of the organisation. In total, as of 2026, there are eight people working in the workshop and on the implementation of project initiatives. Maintaining a presence across information channels, including the website and social media, helps the organisation not only promote its values, but also attract public authorities and donors as partners for joint projects and initiatives.



Photo. Work in the PlasticOn workshop using a milling machine



Photo: Excursion for school students to the PlasticOn workshop



Photo from an off-site workshop on making jewellery from recycled bottle caps, Pyriatyn



Photo: Finished products made from recycled plastic

7.4. Towards the introduction of EPR: public consultations on draft legislation regarding the introduction of EPR in Ukraine

Information source: *Face-to-face interviews with Alona Shumila, Chair of the NGO 'Pragma', and Olena Yalieva, a leading expert at the NGO 'Pragma'.*

Implementation complexity: medium.

Implementation requirements: expertise from the non-governmental sector and additional costs for organising public consultations.

Context

In June 2022, Ukraine acquired EU candidate country status and began systematic work on harmonising national legislation with the EU acquis. Civil society organisations actively joined this process and began providing expert opinions and recommendations to strengthen Ukraine's position during the negotiations. They also provided a platform for communication, allowing stakeholders to express their views and submit proposals on draft legislation.

[The NGO 'Pragma'](#), which has considerable experience in providing expert support for systemic reforms, including in the environmental sector, has been involved on a pro bono basis since the end of 2023 in work on the draft Law of Ukraine 'On Packaging and Packaging Waste'. In 2025, the nature of its involvement changed following the adoption of Regulation (EU) 2025/40 on packaging and packaging waste, which replaced Directive 94/62/EC. In addition, between July 2025 and April 2026, the organisation implemented the project 'Expert Support for the Legislative Framework of Packaging Waste Management Reform in Ukraine' as part of the 'Unity for the Community' project, implemented by ISAR Unity with financial support from the European Union. As part of this project, the organisation's activities were aimed at providing expert assistance in drafting the Ukrainian bill 'On Packaging and Packaging Waste', which is based on the provisions of Regulation (EU) 2025/40. This is the first in a series of specific bills intended to introduce extended producer responsibility in the field of waste management.

Thanks to financial support from the EU, the NGO 'Pragma' was able not only to contribute its expertise to the process of preparing the consolidated version of the draft law, but also to assist the Verkhovna Rada Committee on Environmental Policy and Nature Management in organising a series of public consultations – including six facilitated meetings with a wide range of stakeholders, three online meetings with local authorities, and a round-table discussion – involving representatives of relevant ministries, the business community, local authorities, civil society organisations, and the expert community. As part of the project, a draft bill on packaging and packaging waste was developed and published for public consultation; seven information digests on the project's progress were published; twelve publications on the project were prepared; two policy articles on the reform of packaging waste management were published in the newspapers 'Yuridichna Gazeta' and 'Evropeiska Pravda'; and an information leaflet on waste management for local communities was prepared and distributed to local authorities.

Key messages

- **European integration is irreversible.** Preparations for the practical implementation of EU Regulations must be carried out, as such acts are directly applicable to EU Member States. Following Ukraine's accession to the EU, their provisions will apply in Ukraine from the very first day of membership. During the negotiation phase, however, we have an opportunity to develop a model of relations and market regulation that will best safeguard the interests of our state and society by preparing well-founded requests for transition periods and communicating these effectively to the European Commission.
- In order to foster a constructive dialogue between the various stakeholders, it is essential that all participants are well informed about the fundamental issues, in particular the content of the relevant EU acts and the specifics of their transposition and/or preparation for their practical implementation at national level.

Communication tools

- A series of thematic facilitated meetings held online for the business community and the general public, as well as online meetings for local authorities (open participation, subject to prior registration via a Google Form);
- A round-table discussion organised by the Verkhovna Rada Committee on Environmental Policy and Nature Management to discuss the proposals and comments received during the public consultation, as well as follow-up actions (online and offline formats; a recording of the meeting will be available on the YouTube channel of the Verkhovna Rada Committee on Environmental Policy and Nature Management);

- Posts on the official website of the Verkhovna Rada Committee on Environmental Policy and Nature Management and its Facebook page – announcing the topics and schedule of public events, the call for proposals regarding the draft law, and the results of the discussions;
- Articles in the specialist online publication ‘Yuridichna Gazeta’ and the news and analytical publication ‘European Truth’;
- Quarterly news digests distributed by email to subscribers.

Important points

- Constructive cooperation between non-governmental organisations and national stakeholders is based on expertise and trust. It is developed through long-term collaboration.
- When planning a series of thematic meetings and discussions, it is important to announce the topics and dates and times of the meetings publicly in advance so that all interested parties can prepare.
- When organising meetings for local communities, it is useful to combine conceptual topics with discussions of practical issues, the resolution of which is essential to the proper functioning of essential municipal services today;
- In order to take into account the interests of local communities with varying levels of financial and organisational capacity, it is useful to involve relevant associations (for example, the All-Ukrainian Association of Local Communities) and to collect information on the current state of waste management through online surveys. This makes it possible to obtain feedback, identify and document systemic problems faced by small communities, and incorporate the necessary provisions into the draft legislation.
- Given that the waste management market is already partially established, the reform process will affect the interests of many parties. Therefore, when creating a new model of relations and drafting the bill, it is essential to strike a balance between these interests, as there is a risk that the process may be delayed and the vote in the Verkhovna Rada postponed;
- The moderator of public meetings and discussions must have a thorough understanding of how the market functions and of the interests of the largest participants/beneficiaries, as there is a possibility of collusion and of amendments and proposals being submitted that serve the interests of specific market participants.



Photo. Information materials for stakeholders



Online meeting on the topic: 'Draft Law of Ukraine "On Packaging and Packaging Waste": discussion of proposals from local authorities and other related amendments in the field of waste management'.

As part of the process of finalising a consolidated version of the draft Law of Ukraine 'On Packaging and Packaging Waste' and other related amendments, we invite you to join an online meeting on the topic: 'Draft Law of Ukraine "On Packaging and Packaging Waste": discussion of proposals from local authorities and other related amendments in the field of waste management', which will take place on 27 April 2026 from 15:00 to 16:30.

The meeting will focus on discussing comments and proposals received from the All-Ukrainian Association of Amalgamated Territorial Communities, as well as other proposals concerning territorial communities that are being discussed as part of the development of a consolidated version of the draft Law of Ukraine 'On Packaging and Packaging Waste' .

The Chair of the Verkhovna Rada Committee on Environmental Policy and Nature Management, as well as representatives of executive authorities and local self-government bodies, have been invited to the event.

To register for the event, please complete the form using the link: <https://forms.gle/9Wpv3wUjCWYrdxHu9>

The event is organised by the NGO 'Pragma' as part of the 'Unity for the Community' project, implemented by ISAR Unity with financial support from the European Union. The content of the event is the sole responsibility of the organiser and does not necessarily reflect the views of ISAR Unity or the European Union.

Photo. Screenshot of the Pragma FB post [from April 25, 2026](#)

8. Recommendations

Before planning information campaigns, it is recommended to analyse the target groups and conduct baseline research (expert interviews or focus groups), as well as to review the results of previous studies (see Section 1 for further details).

In Germany and Slovenia, ecology and environmental protection are fundamental values for the majority of society. Concern for the environment and an understanding of the importance of resource conservation and climate change are reflected in the titles of the key laws governing separate waste collection. In less economically developed countries, issues relating to income are more pressing for ordinary citizens. It is recommended that separate waste collection and recycling be presented as part of economic activities, such as tourism, traditional crafts, and so on.

Before selecting communication channels, it is essential to conduct a thorough analysis that identifies the key 'pain points' and entry points for information in a given society. Understanding which topics resonate most with different social groups and which media channels they rely on allows for the development of targeted and effective communication strategies. It is on the basis of such data that the most appropriate dissemination tools – from television to messaging apps – can be selected.

For instance, in Ukraine, the primary communication channels are social media and messaging platforms. According to a [Gradus Research study conducted in October 2024](#), messengers are the main source of news for 75% of Ukrainians, with 90% using Telegram and 77% using Viber. Linear television, in contrast, continues to lose ground to digital platforms in terms of popularity.

In Slovenia, however, television proved to be the decisive communication channel in 2010, playing a pivotal role in informing the public ahead of the nationwide '[Očistimo Slovenijo](#)' clean-up campaign. Slovenian TV stations provided extensive coverage of the preparations, and televised appeals featuring well-known Slovenes – produced by the environmental channel GEA TV – helped mobilise over 13% of the country's population to participate in the event. Furthermore, the organisers gave numerous television interviews, which fuelled public interest and engagement.

Television is an important channel for communication and disseminating information in the Western Balkans – it is recommended to integrate the topics of separate waste collection and environmental responsibility into popular television programmes about family leisure. Local TV presenters can become ambassadors for change. Before launching new projects featuring new leaders or public figures, it is recommended to prepare the target audience in advance through a series of television reports.

Campaigns within the framework of global movements and international programmes can be successfully adapted to the local context if led by a respected local leader. He or she will act as a driving force and a moral authority.

Direct communication with local leaders should be a key channel for disseminating information and encouraging the public to change their behaviour. It is essential to approach all possible local social groups and associations politely and respectfully, and to invite their leaders to promote environmental awareness so that they can convince their communities that this is in their best interests. Before engaging with this target audience (local leaders), it is recommended to strengthen the team's communication skills – by conducting training sessions on negotiation techniques and stress management.

The family is a key element of traditional societies; it is therefore recommended to organise activities for family leisure time, particularly those where parents have the opportunity to take pride in their children (for example, school plays, creative competitions, and so on).

Recommendations for communication support of public campaigns

The realities of today's technologies encourage people not so much to search for information as to protect themselves from information overload. In addition to general calls to action and slogans, organisers of mass campaigns should pay attention to an individual, value-based approach: the message should not only carry value, but also be presented in a way that ensures it reaches the target audience.

Campaigns work best within already cohesive social communities, such as educational institutions, companies, and local civil society organisations. Organisers should identify local information entry points and develop the form and method of presenting announcements according to these points.

Proven methods of local communication include paper announcements at ‘information entry points’, such as apartment building entrances, notice boards near shops and water sources; SMS messages sent by condominium associations or management companies; and announcements printed on paper utility bills.

Special attention should be paid to local groups and channels in messaging apps such as Telegram, Viber, and WhatsApp. Posting announcements in such groups not only informs people, but also creates additional social pressure: a person understands that neighbours and friends have also seen the information and are likely to join the event. This turns the dilemma of ‘participate or ignore’ into a question of social responsibility towards people they know personally, rather than towards an abstract community.

If the campaign is nationwide or citywide, its materials are usually professionally developed but general in nature, for example: ‘Let’s make our country cleaner.’ ([Section 5](#)). The advantage of local announcements is different: people know the specific place that will be cleaned, and personal involvement adds value: ‘I am doing this not for the state, but for myself – it will be better for me to live here.’

The success of a local environmental campaign is determined not only by the number of volunteers, but also by how effectively the organisers can overcome informational indifference. The key rule is not to rely on a single channel, but to create a network of entry points. The more different ways a person encounters information about the event, and the more often this happens, the higher the likelihood that they will perceive it as personally significant.

When an element of social influence is added – neighbours, friends, and colleagues will also be there – the decision to participate becomes much more likely.

In the case studies presented in Section 7, it is recommended to shift the focus as follows:

[Case 7.1.3](#). Promotional video. The new topic of the video could be ‘An ordinary day in the life of a local leader or well-known figure’. The video should demonstrate his or her environmentally responsible habits, for example, sorting waste into separate bags, composting organic waste in their own garden, and practising responsible consumption, such as avoiding drinking water from plastic bottles and using plastic bags at the supermarket.

[Case 7.2.1](#). Excursions to the waste sorting facility. Organise family days and tours for families, incorporating locations and activities to appeal to different age groups.

[Case 7.2.2](#). A comic book. Grandfather Antyp is portrayed as a respected sage who passes on his knowledge to his grandchildren. The narrative should be integrated with existing cultural and religious traditions and feature natural and historical landmarks, as well as cultural sites that local residents, particularly the older generation, take pride in.

[Case 7.2.3](#). An awareness campaign to collect bottle caps for making benches and eco-friendly furniture. This could run under the slogan ‘Give Grandad a bench’.

[Case 7.3.1](#). A video contest for children and young people. Encourage young people to take part in an environmental-themed competition, presenting it as an opportunity to learn about new professions and develop practical skills in areas such as camera operation, video editing, content creation, and television presenting. This can help young people develop skills that may support future employment in the creative economy and contribute to the development of family businesses (for example, by creating promotional content on social media to attract customers from other countries, particularly from the EU, and so on). Public recognition is a key element of this activity, especially recognition in front of a wide audience. Following the competition, an article should be published in the local print or broadcast media. This can give parents and older relatives a sense of pride in the young people’s achievements.

[Case 7.3.2](#). The PlasticOn workshop. Setting up such a workshop in collaboration with local traditional craft practitioners, providing them with access to recycling technologies that can complement and enhance their existing skills.

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