

# Residential Zero Waste Project in Goiania City

Goiania, capitol of Goias State, has 1,393,579 inhab., that faces various problems related to solid waste management. The current system has negatively impacted the environment, the public health, local government budget, local economic and population's quality of life, as the service doesn't charge the generators and privileges the disposal instead of material recovery. The team will face a low level of awareness about sustainable consumption, generation and proper waste segregation, low knowledge in recycling and composting, and lack of initiatives related to waste prevention.

## CATEGORY

[Climate Change and Environmental Protection](#)

## LOCATION

[Brazil](#)

## WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

### Describe the specific need or challenge that your team will address with this project

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### Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

Home Waste Reduction, with social inclusion of pickers and awareness campaign to 100 residences as a pilot initiative, will promote a social participation and benefit the local waste management, reducing 60% of costs and protecting environment. The new approach 'zero waste' will stimulate the proper waste segregation, benefit 300 pickers with donations of recyclables, produce high-quality compost for gardening, reduce garbage around 60% out of landfill, reduce pollutant emissions and leachates. The segregation in 3 categories (recyclables, organics and rejects) is innovative in Brazil.

### How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

In 2014, Goiana faced a problem with truck contractors which resulted in garbage not being collected and illegal dumpsites emerging. Our project will bring a new alternative of waste management by significantly reducing household waste which in turn will support the local government who is struggling with collection. The impact will be a cost reduction of 60% and better involvement of the population in social and environment causes, who will be stimulated to plant organic food with the humus produced at home. The team will instruct the public to sort, recycle and compost, establish partnerships with institutions to conduct workshops and trainings for residents, and evaluate the project development and collect data for future project expansions. We will provide informations and manage forums on social medias for awareness, and that will be made at all residences door-by-door. Trained residents will serve as multiplier agents to spread the new zero waste attitude in their communities.

## WEBSITES

[http://loja.moradadafloresta.org.br/ecommerce\\_site/categoria\\_502\\_5735\\_Composteir...](http://loja.moradadafloresta.org.br/ecommerce_site/categoria_502_5735_Composteir...)

<https://www.facebook.com/pages/Sociedade-Res%C3%ADduo-Zero-Zero-Waste-Society/14...>

## MEET THE TEAM

Project owner  
[Diogenes Melo](#)  
[Brazil](#)  
[Hubert Humphrey Fellowship Program](#)

Project members  
[Manage members](#)  
[Alexandre Schrammel](#)  
[Brazil](#)  
[Brazil English Immersion](#)  
[\[remove from project\]](#)

[Camila Storti](#)  
[Brazil](#)  
[International Visitor Leadership Program \(IVLP\)](#)  
[\[remove from project\]](#)

[Priscylla Figueiredo](#)  
[Brazil](#)  
[International Visitor Leadership Program \(IVLP\)](#)  
[\[remove from project\]](#)

[Hamilton Fidele...](#)  
[Brazil](#)  
[International Visitor Leadership Program \(IVLP\)](#)  
[\[remove from project\]](#)

[Teresa Cristina...](#)  
[Brazil](#)  
[Fulbright Student Program](#)  
[\[remove from project\]](#)

## WHO WILL BE INVOLVED?

### **Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?**

The target group will be 100 residences, with around 400 inhabitants, who will be chosen from different social classes of low, medium and high income levels. We will include all kinds of residents such as individuals, families, elderly, youth, adults, from different city areas (central and peripheral). This number will be used as a pilot project for future project expansions. We intend to expand the program up to 7 years to all residents of Goiania City. The sampling of 100 residents was chosen to ensure a manageable pilot due to the new approach of zero waste and its complexity and innovation principles. For this reason, chosen residents will be educated as multiplier agents for future project expansions, and they will receive vermicomposting bin free of cost. Beyond this target group, we have 300 waste pickers, grouped in 15 sorting centers, as beneficiaries. The pickers will receive all recyclable materials that were segregated by the residents.

### **Local partners**

- **Zero Waste Society:** group of citizens, specialists, teachers and students concern about waste situation who has the commitment to stimulate sustainable practices with focus in non-generation, reduction, reuse, recycle, composting and other clean technologies and process. They will stay extremely involved in the project implementation;
- **Better Life:** NGO responsible for the elaboration and implementation of Goiania's Selective Collection Plan who we will be able to count with their administrative and technical support.
- **Environmental and Sanitary Engineering Association:** by Solid Waste Chamber of this Association, we will have also technical support and physical installation for meeting at maximum 16 persons.
- **Public Prosecutor's Office of Goias State:** they will articulate with public and private sector in order to fulfill the Solid Waste National Police and support the project;
- **Tetrapak:** they will help with information about recycling process and pickers;
- **Total:** NGO that will help to mobilize volunteers, with physical installation with auditorium for 300 people,
- **Federal University of Goias:** will help with technical knowledge and support for awareness campaign by students and professors.
- **Goiania's City Hall / Municipal Secretariat of Urban Sustainable Development:** It will facilitate the project articulating with other public departments;
- **Commercial and Industrial Association of Goias States:** it will help getting sponsors for the sustainability of the project;
- **Association of Recycling Enterprise of Goias State:** it will help with contacts;
- **National Movement of Pickers:** it will articulate with pickers cooperatives for collection & recycling.

### **Alumni team**

- **Project implementer** responsible to follow each project activities since selection of residences, preparation of educational materials and contents, planning of Communication Plan, promoting partner involvements, evaluate the process, publishing results, interacting with all team members;
- **Administrative and Finance Coordinator** will manage the fund and important documents, providing administrative support for all;
- **Media Outreach and Promotion** responsible for recruitment of volunteers for awareness campaign, contacts with the media and press for the publishing of the project;
- **Technical Support:** creation and maintenance of website, social medias, logos and all kind of graphic designs such as booklets, posters, and other promotional materials;
- **Administrative assistant** will help the coordinator;
- **Advisor** will advise the team leader and other members in order to achieve the success of

the project providing information and evaluate the all project results.

**Proposed Project Dates:** June 01, 2015 - May 31, 2016

## HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

### Implementing Plan and Timeline

#### 2015:

- **JUN:** Start up - Meeting for Work Plan, preparation of Commitment Statement for the partners (for all), preparation of Budget (Administrative Coordinator and Assistant);
- **JUL:** Elaboration of Communication Plan (Media Outreach & Promotion), Meeting with partners to present the project, establishment of partnership, selection of residences (Implementer), recruitment of students as volunteer (Media Outreach & Promotion);
- **AUG:** Preparation of educational materials (Implementer), elaboration of graphic design, logos, videos and creation of website and social medias (technical support), price quotation and purchase for compost bin and materials (Coordinator), Report#1 (Coordinator, Assistant & Advisor);
- **SEP:** Releasing of the Project, Workshop#1 for technical advises to the residents about zero waste practices (for all);
- **OCT/15:** Application of Survey#1 to the residents (Media Outreach & Promotion);
- **OCT/31:** Implementation home-by-home and donation of vermcomposting bin in loco (Implementer);
- **NOV/15:** Workshop#2 for technical advises to the residents about reduction, reuse and compost quality (all members);
- **NOV/30:** Application of Survey#2 (Media Outreach & Promotion);
- **DEC:** Report#2 (Coordinator, Assistant & Advisor);

#### 2016

- **FEB/15:** Workshop#3 for technical advises to the residents about compost application and organic gardening (all members)
- **FEB/28:** Report#3 (Coordinator, Assistant & Advisor), Evaluation of compost quality and all process (Implementer & Advisor);
- **MAI:** Application of Survey#3 (Media Outreach & Promotion);
- **APR:** Elaboration and printing of portfolio with final results in order to search new sponsors for the expansion of the project, publishing papers and submit to national and international awards (Implenter & Advisor);
- **MAI:** Report#4 (Coordinator, Assistant & Advisor).

### Communication Plan

All materials will be used for elaboration, implementation, monitoring and evaluating of the project, publishing results, report all activities and results to partners and sponsors, engagement of the target group and beneficiares, social mobilization, awareness campaing, etc.

The project will be promoted by website and facebook (social medias), recruiting residents, providing information, making mobilization, warn about workshop and meetings, submitting surveys to residents, and use all the following materials:

- **Website:** all information about te project (for all);
- **Facebook:** foruns about zero waste questions (residents and population);
- **Booklet:** explanations about the whole process to be used in awareness campaign such as the king of materials to be sorted, zero waste practices, reduction, reuse, recycling and composting (residents);
- **Posters:** will be fixed in partners instalations and offices (all stakeholders);
- **Video about the vermcomposting process** (residents);
- **Video about the zero waste practices - segregation, reduction and reuse** (residents);
- **Video about final results** convince other residents to be involved and to follow the example of current residents (partners and future sponsors);
- **Portfolio with final results and print news** (new residents for the expansion, partners

and future sponsors);


- **Reports:** will show all results and faced challenges (partners and sponsor);
- **Workshops:** releasing the project and environmental education and training (residents);
- **Paper:** the project will be sent to congress and institutions for the environmental awards in national and international wide levels (partners and future sponsors);
- **Radio:** spots, etc.

## Evaluation

The success will be evaluated by the residents and team member, in the following way:

- **residents:** will evaluate by filling survey with questions about the process and information provided by the team members and materials;
- **volunteers and project implement:** will check the results in loco by visiting the residents, filling spreadsheets and investigating quantities of recyclables, quantity and quality of compost, application of compost, performance of vermicomposting bin, will be used interviews with the residents;
- **technical support** will see number of access in facebook and website, checking comments and participation of the residents, receiving and checking the 3 surveys filled by the residents about the questions related to the project;
- **project implementer** will check all success indicators of project and use the method of focus groups on workshop to measure the development of the project by residents at home, and check list with all fulfilled activities;
- **Administrative and Finance Coordinator and Assistant** will use check list to verify all fulfilled activities;
- **team leader:** beyond all activities that he will stay involved, it will be used meetings for monitoring of the project;
- **Advisor** will check in meetings and reports.

## Sustainability

By the final report, we intend to send this to all stakeholders as a form of accomplishment of all project. With the printnews and video about the final results we intend to achieve new sponsors for the future project expansion. With the papers and presentation in Congress in this field, we intend to achieve attention of academy and scientific community. University students will keep as researcher. Sending the project to institutions that open environment and social award we also are looking for new stakeholders and sponsors. Also, the website and social media will be active after the project managed by Zero Waste Society, Better Life and Total. We intend that this project is just a pilot that will convince other stakeholders to be involved in an expansion of it, as zero waste practices and composting is a requirement for the Solid Waste National Policy but it's a big challenge for our society. Other big reason to keep this project will be the results that will be used as a case **STUDY**  for other cities and regions. Today, we miss this kind of information and application of this kind of methodology. We do have a good National Policy but with problems in terms of implementation, mainly because of cultural aspects.

## TOTAL FUNDING REQUESTED

\$24,997.00

## PROPOSAL DOCUMENT:

[Download budget](#)

[Morada da Floresta - Minhocario Domestico](#)

