

Together with the citizens, for the environment



PARTNER:

The Company

Contarina is responsible for the management of waste from the municipalities belonging to the Priula Consortium, in Treviso province, in the Veneto region (Italy), in an area covering approximately 1,300 square kilometres with about 554,000 inhabitants. The citizens' waste is managed through an integrated system involving waste from production to collection, treatment and recovery, generating a positive impact on the environment as well as on the lives of the people. The company's daily goals aim to increase the percentage of separate collection, to reduce the amount of produced waste (especially the non-recyclable waste), to raise the quality of the collected recyclable material, and to improve the offered service, optimising the cost-benefit ratio.

These goals are pursued by a strong dedication to raising the citizens' awareness with regards to environmental protection and sustainable development.

This is achieved through a multiple activities: from EcoSportello/Punto Contarina, offices where users can refer for information and materials, to environmental education activities in local schools, to the various communication tools such as the EcoCalendario, the EcoGiornale, websites, App and social networks.

For years, Contarina has been leader in Europe in recycling and it is an example of cutting-edge public entity in terms of services and results, working with the community to achieve a common goal: protection of the environment.

The history

Contarina was founded in 1989 to manage the waste collection system and later waste disposal by setting up and managing landfills. All this was done according to the systems and directions established by the Consortia, previous Priula and TvTre Consortia, now joined in Priula Consortium. Subsequently, Contarina's mandate expanded to include services such as road sweeping and the collection of special and hazardous waste, in addition to the collection and disposal of urban waste.

This growth happened in line with the needs of the territory and citizens, always keeping up with latest technologies and industry regulations.



Vision

Everyone has a dream. Contarina has its own dream too, notwithstanding its nature and being a public company with different actors:

"We want to add VALUE and QUALITY TO THE NATURE offering people the opportunity to live in HARMONY with their environment"

Mission

"Contarina SpA, an innovator in the development and implementation of solutions for the environment and its protection. In the interest of citizens and our members, we work with passion, transparency and efficiency every day to provide the following services:

- waste collection and enhancement through resource recovery;
- system and remediation management;
- environmental education in schools;
- information and training on environmental sustainability for families and businesses;
- consultancy and innovative projects.

We provide our experience to improve the environment for the future generations."

Vision and Mission highlight the features characterising the company: its close link with the territory, its ability to adapt to different circumstances, the willingness to create innovation in its specific sector, its practical actions and the great passion going into its work. The same passion characterising the collaboration, attention and sensitivity towards social and educational matters, the ability to find responses to situations concerning environmental health and the ensuing general wellbeing.

Values

The values, which Contarina tackles the present and future challenges with, are:

EQUITY - EDUCATION - RESPECT

SHARING - PARTICIPATION - SOLIDARITY

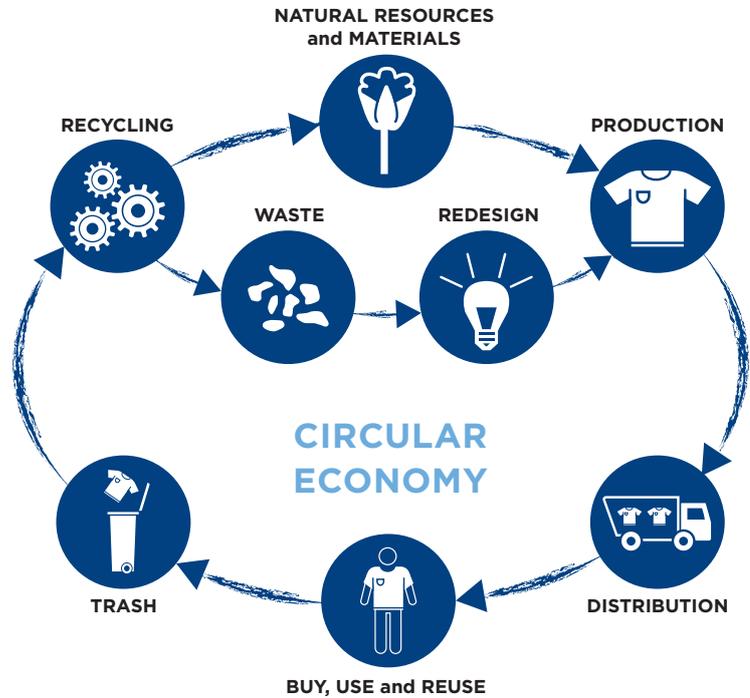
ENVIRONMENT - TRANSPARENCY



The waste management model

THE CIRCULAR ECONOMY MODEL

The waste management model developed by Contarina is based on the economic paradigm known as “The Circular Economy Model” which is also being promoted by European Union. The term “Circular Economy” refers to a system in which nothing is wasted and everything is used, reused and/or transformed into something useful. It is the exact opposite of the “linear” model which starts with the raw materials and ends up with waste.

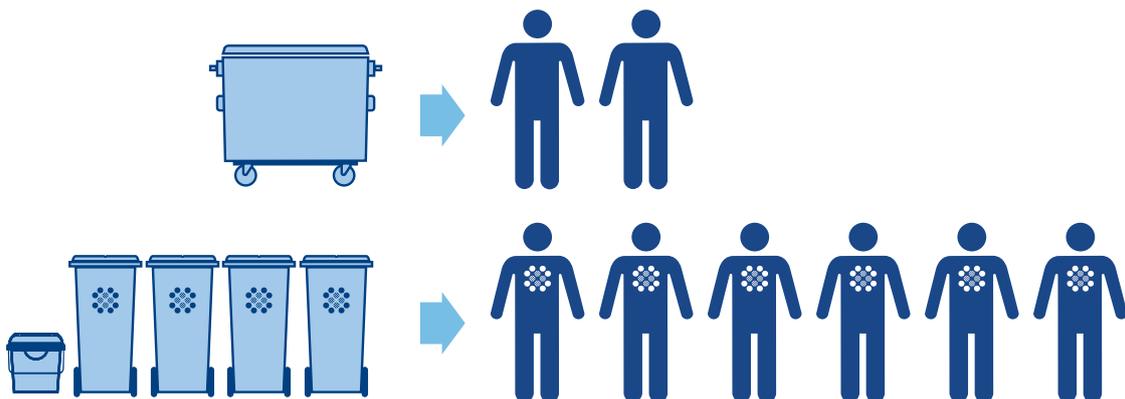


GREEN JOBS

The UN Environmental Program lists the so-called “Green Jobs” among those with the greatest potential growth in the near future. These jobs contribute to the conservation and/or re-establishment of environmental quality, protection of the ecosystems, energy, raw materials and water consumption reduction and everything which can reduce or produce waste.

The European Commission agrees with this vision and the new goals in waste management related to this green sectors, will create 180.000 new jobs in Europe.

The Contarina employees are part of the “green jobs” and have contributed to the development of the company which has seen the employee-number increase, thus confirming the world growth forecasts of the sector also at the local level.

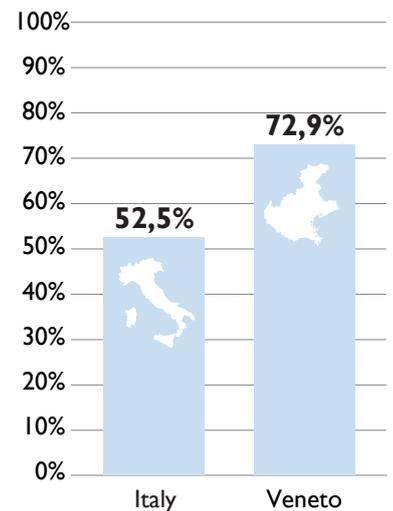
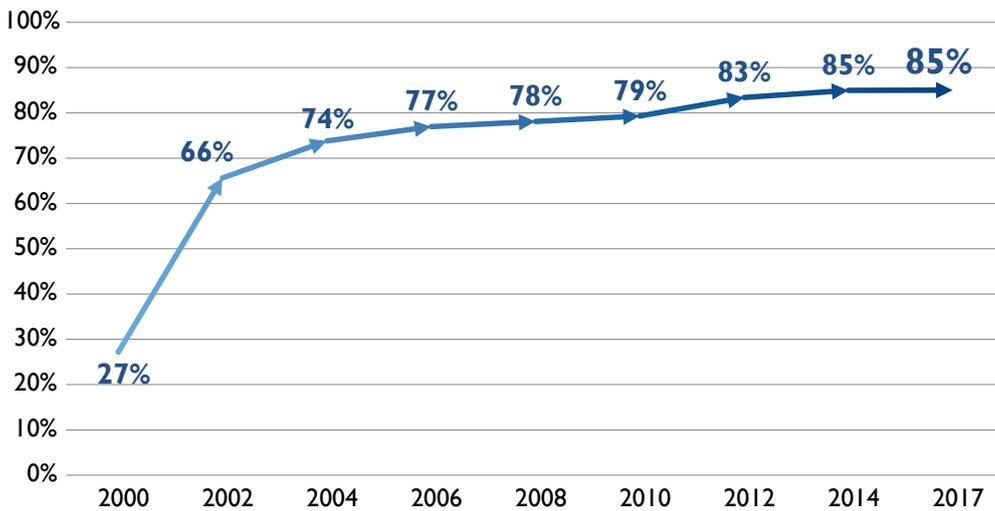


WASTE REDUCTION AND PREVENTION: FROM UTOPIA TO REALITY

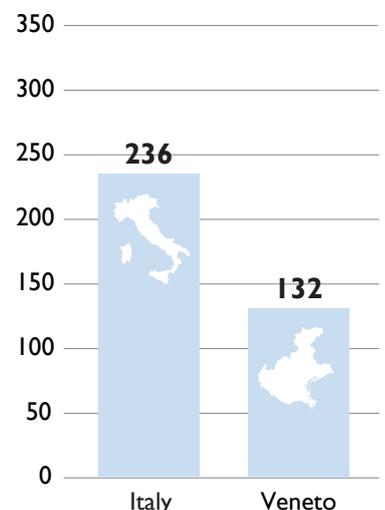
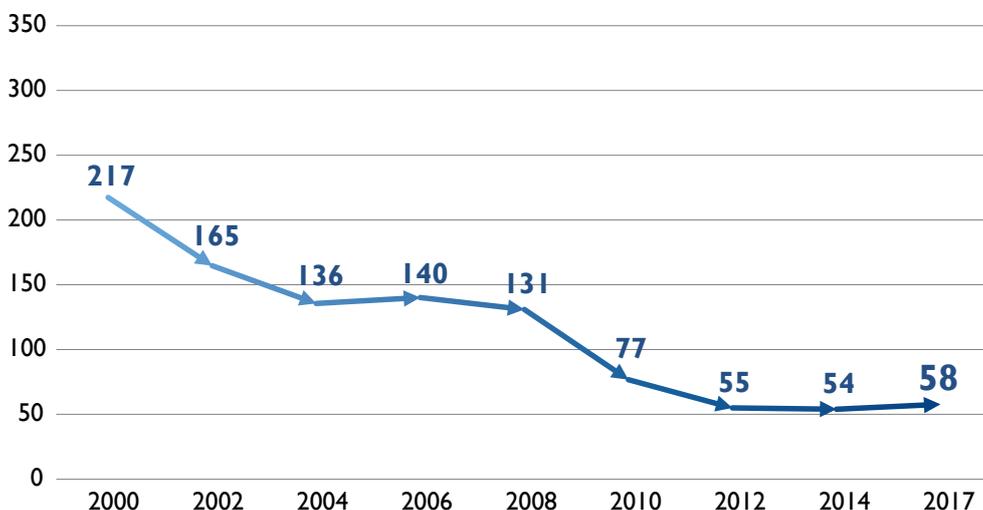
For years Contarina has been working to stimulate the communities to re-examine their relationship with resources and reduce waste production to a minimum. Together with other players in Italy and in Europe, Contarina seeks to achieve the strategic international goal. In October 2013 the "Triple Zero" document was approved by the municipalities that are members of Contarina. The municipalities committed themselves to adopting strategies and policies for waste reduction. Consequently, there are initiatives for the reduction of food waste, the use of locally-produced food products and the support to local economies in compliance with the traditions and vocations of the different areas.



The percentage of recycling in the municipalities managed by Contarina



Residual waste production, managed by Contarina



SOURCE: Contarina 2017, Rapporto Rifiuti ISPRA 2017

The features of the waste management model

Contarina's success is based on a curbside collection system with a "pay as you throw" fee: a model that has been thoroughly tested.

Curbside collection

The most common types of municipal waste (non-recyclable waste, organic and yard, paper and cardboard, glass, plastic, tin) are placed in special colour-coded bins that are readily available, free of charge and collected door-to-door.

Curbside collection is supplemented by the EcoCentri (Eco-Centres): centres equipped with bins for other types of urban waste: from aggregates to bulk, from electrical and electronic appliances to hazardous waste.

Pay as you throw fee

Another fundamental principle of the "Contarina Model" is the cost of the service to the user (family, company, corporation or other entity), that is proportional to the amount of waste produced. This provides an incentive to the virtuous behavior, by doing home composting and it is an important factor in reducing the waste. The fee is made up of a fixed part and a variable part: the variable part increases with the number of times the residual waste bin is emptied.

Communication

Because of their public nature, Contarina works to be close to the citizens. This is achieved through communication using a wide range of tools and initiatives.

Every user can communicate directly with Contarina by visiting an EcoSportello/Punto Contarina where questions can be answered, services can be activated or deactivated and bags and bins can be requested. EcoCalendario is also available to users and it has guidelines regarding the waste collection and useful details. EcoGiornale is a magazine that discusses separate waste collection, the environment and eco-sustainability and there are websites and a range of specific informative products to each service and initiative offered by Contarina.

Specific initiatives with the aim of making people aware of the different aspects of waste management are also organised, such as opening disposal facilities to the general public and environmental education activities and training in schools.

Environmental supervision checks

EcoVigili patrol the territory managed by Contarina to verify compliance with the waste management rules and to combat waste dumping. They can penalise misconduct and perform investigations into dumped waste. In order to support the Environmental supervision activities, citizens may report dumped waste by going to an EcoSportello/Punto Contarina or by contacting the Contarina offices.

The information system

Thanks to new information technologies, the information system has allowed a single database to be set up. All the information related to the service can be displayed by users, including their location in the territory, the waste production and the characteristics of the services provided to each of them.

Thank to IT (Information Technology) collection activities can be monitored from the Operations Centre. Numerous types of vehicles are equipped with devices (for example onboard PCs and localisation system) allowing their position to be tracked at all times.



A flexible and replicable model

The company elaborates projects for curbside collection in different situations, including very complex ones. The Contarina model is characterised by a specific flexibility which enables it to develop customized solutions for curbside collection for any and every context and situation.

Historical City Centres

To preserve urban decor and simultaneously manage the curbside waste collection, special small-sized stackable containers have been conceived together with a bag collection, EcoBus and EcoStop – two services integrating the normal curbside collection which is carried out with the itinerant vehicles in historical centres.

Densely-populated Areas

In the areas with many multi-storey buildings, the system has been adapted and EcoArredi have been created. EcoArredi are closed and covered structures where the containers are stored hidden from view.

Big events

Contarina offers ad hoc services for environment-friendly events. It supplies appropriately-sized containers, creates EcoPunti (with flags) where the participants can bring their waste, supply posters indicating how to correctly separate the waste, promotes the use of compostable tableware and other eco-friendly materials.

Door-to-door-indoor in community buildings

The system has been replicated in the organisation of the separate waste collection within large buildings and/or structures such as schools, town halls, companies and hospitals. Contarina supplies the containers to be placed in the classrooms, corridors, bathrooms, service areas and halls as well as the appropriate signs.



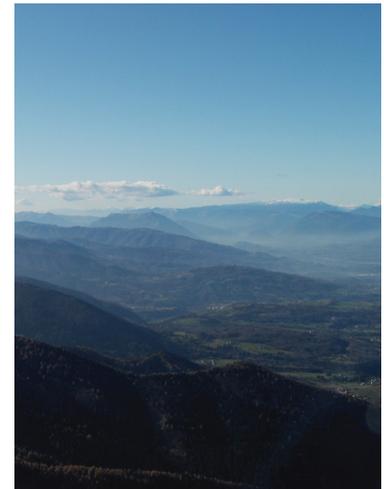
Urban centers



Suburbs



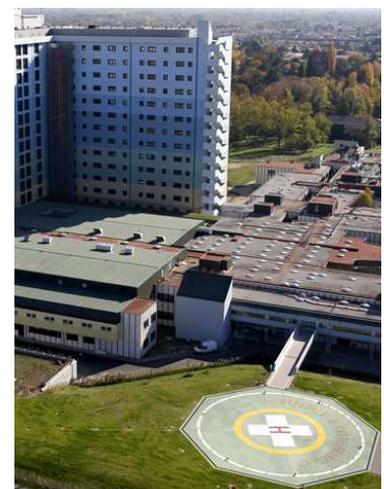
Historical centers



Remote Areas or Outlying Areas



Airports



Hospitals

The waste treatment facilities

The plants managed by Contarina have been designed to minimise any environmental impact and to maximise the potential to reuse material, thereby reducing costs and pollution: for the benefit of the entire community and the environment.

Non recyclable waste facility

The waste treatment plant in Spresiano (TV) treats the non-recyclable dry waste collected by Contarina in the territory it serves, for a total of approx. 25,000 tons per year (a mere 15% of the total waste collected). Indeed, the quantity of non-recyclable dry waste collected has continued to decrease year after year owing to an ever better sorting of waste carried out by the citizens. The non-recyclable dry waste is then grinded, the iron is removed and it is screened so as to improve its quality and separate any part having other specific destinations so as to reduce the material which is transformed into refuse-derived fuel (the so-called RDF) to a minimum.



Organic and Yard waste facility

The aerobic composting plant in Trevignano has been in operation since 2001 and it has recently been upgraded and enlarged. The new structure which was inaugurated at the end of September 2018 covers an area of approx. 129,000 sqm subdivided as follows: 19,500 sqm of covered area containing the treatment plant, 70,000 sqm of green areas and approx. 39,000 square metres dedicated to ancillary services (roads, biofilters and weighbridges). The increase in the plant's capacity, environmental impact mitigation, maximum reduction of the CO₂ emissions and bad smells and the improvement of the composting process to ensure top quality compost are the strategic objectives which have guided the requalification.



Recycling facility

The recycling plant can receive and treat several types of waste, selecting and recovering metal, paper and cardboard, glass, plastic, dress and increasing their value.

Thanks to this plant, Contarina improved its plant design autonomy, reducing the environmental impact caused by on the road waste transport. This recycling plant is also able to increase the output recyclable material quality, obtaining a great Industry Consortium's approval.



Absorbent Hygiene Products recycling facility

The upgraded recycling technology developed and patented by Fater is uniquely able to sanitize and separate used diapers and upcycle them into secondary raw materials like plastics, cellulose, and absorbing material. The facility has received an authorisation for a maximum capacity of 10.000 tons/year. Contarina together with Fater is developing the EMBRACED project to create capability how to turn recycled secondary raw materials from used diapers into bio-products such as bio-plastics, fertilizers and high-end chemicals. The project has received funding from the European Union (Bio Based Industries Joint Undertaking (BBI JU) under Horizon 2020).



The vehicles

To perform its collection and environmental hygiene services, Contarina has a large and wide fleet of vehicles: different types of compactor trucks, specific vehicles to collect each type of waste, street sweepers and methane-powered vehicles.

The use of complementary vehicles for the waste collection enables all the necessary operations from the door to door collection to the transport to the destination recovery plant, to be carried out vehicles.

The collection is carried out using small-sized trucks known as “satellite vehicles” with a double vat for collecting two different type of waste. Such vehicles can collect waste in different types of territory ranging from hilly areas to historical city centres.

The satellite vehicles then empty the collected waste into larger trucks. Less vehicles are thus required for the transport to the recovery plants and the final service phase is optimized. Starting in 2013, following the municipalities’ request to reduce the fleet’s environmental impact and make the service even more environmentally friendly, new vehicles powered by alternative fuels were introduced.

Great attention has been paid in the development of Contarina’s vehicles to the environment and to the people, particularly in terms of safety for the operators who collect the waste. Indeed, all the vehicles have a right-hand drive, automatic gears, lower seating to facilitate getting on and off and simplified controls to make operations easier.



Contarina Network

Contarina is part of a network of contacts and collaborations with associations, entities and companies at European and international level committed to promoting and spreading good practices in the separate waste collection, waste management and prevention. Contarina attends important European conferences as an example of good practice in the integrated waste management. The international exchanges and the creation of operational networks allow the company to offer an ever-more efficient and top-quality service and at the same time help to promote a culture for the correct re-use of materials, coming from the separate waste collection.

Many Italian and foreign delegations visit the Contarina headquarters and waste treatment plants. During these visits, the Contarina Model is explained in detail. Visitors can assist to the actual waste collection and visit one of the EcoCentri, located in the territory covered by Contarina. All these activities contribute to strengthening relationships with the non-European companies operating in the environmental protection sector.





**CONTARINA
SPA**

800 drink cans will
produce a bicycle



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