



Municipal Infrastructure Support Programme
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COMMUNICATION PLAN

REGIONAL SOLID WASTE MANAGEMENT SCHEME PIROT

FINAL REPORT

11 February 2013

CRIS 223 – 292 (08/SER01/13/21)

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MISP (Municipal Infrastructure Support Programme), financed by EU and managed by the Delegation of the European Union to the Republic of Serbia, assists municipalities in Serbia in the preparation of project documentation and implementation of municipal infrastructure projects. MISp is focused on supporting environmental and economical projects (drinking water, waste water treatment, solid waste management, sheltered housing, education facilities, tourist sites and industrial zones). Since 2005, more than 20 projects with a total value of over 68 million Euros have been implemented.

The main goal of MISp is the improvement of the infrastructure services management in municipalities and to increase investment in the infrastructure, in order to meet EU standards on environmental protection and sustainable economic development. MISp is also assisting municipalities and PUC's throughout the complete process of infrastructure projects realization - from funding application, feasibility studies (SLAP IS www.slap.skgo.org), budget management to projects implementation.

EPTISA, a Spanish engineering consultant leading a consortium with two other international consultants: **ROYAL HASKONING/DHV (NL)** and **VNG (NL)**, has been appointed for implementation of the MISp project.

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1. INTRODUCTION

1.1 FRAMEWORK AND PURPOSE OF THE PLAN

The European Union allocated IPA2008 financial support for the implementation of the 'Muntina padina - Pirot Regional Solid Waste Management Scheme'.

The Municipal Infrastructure Support Programme (MISP IPA2008) supports the municipalities of Pirot, Babušnica, Dimitrovgrad and Bela Palanka and the newly established Regional PUC "Regional Landfill Pirot" in the management of the regional sanitary landfill Pirot with Technical Assistance in various fields. One of these fields is defining of the adequate communication to the citizens of Pirot District¹ with regards to the new regional sanitary landfill, as well as raising awareness on EU support to Serbian municipalities in municipal infrastructure development.

In order to implement the solid waste project successfully, it is important to be able to operate the landfill in a sustainable manner, technically and financially. This implies that the population of Pirot District recognise the importance of the new regional sanitary landfill and in this respect the importance of environmental protection of the Pirot District area. Responsibility and contribution of the inhabitants to the future solid waste disposal and primary selection at source is of significant importance in the implementation of this Communication Plan. To raise awareness of the inhabitants about the importance of the new regional landfill and their obligations in that respect, an effective communication campaign is designed and presented in this document. This Communication Plan (which encompass detailed timeline frame for the implementation of the proposed communication activities) is the first step towards the implementation of the future Public Awareness campaign/s for solid waste management in the municipalities and environmental protection in general.

The Plan is developed in cooperation with the representatives of the municipal PUC's of Pirot District (Pirot, Babušnica, Bela Palanka and Dimitrovgrad), the representatives of Pirot Municipality as well as with assistance of the Director of the new Regional PUC "Regional Landfill Pirot". At the meetings previously held, it was agreed that the regional PUC "Regional Landfill Pirot" will have a central role in PR and public communication for raising awareness on the benefits of the landfill and environmental protection of the area.

This Communication plan should be considered by all municipal PUC's of Pirot District as an official Communication strategy for the upcoming period. The municipal PUC's will also be able to use the Communication Plan as a reference in all future communication activities. This is of great importance due to the fact that regional sanitary landfill is located at Muntina padina, and that there is a significant difference between communication approach which should be used in Pirot municipality, and at the territory of other three municipalities of Pirot District.

Communication Plan provides an overview of the communication objectives, target groups, communication messages, tools, evaluation methods, and required resources. This Plan forms a basis for further development of each communication activity in more details, with the relevant stakeholders.

The Communication Plan is dynamic document and will need to be adapted over time – some communication activities on importance of environmental protection, future closure of existing dumpsites in the area, further education on proper waste disposal and primary selection of waste at the source will need to be adjusted in accordance with the actual situation on the field. Furthermore, if possible, some other organisations and NGO² will be involved in future implementation of some communication objectives.

¹ Inhabitants of Pirot, Babušnica, Bela Palanka and Dimitrovgrad Municipality.

² Environmental Protection Assosiation „Stara Planina“ have significant experience in the field of environmental protection actions which were implemented in the area of Pirot District.

1.2 GENERAL SITUATION ANALYSIS

The Regional Waste Management Strategy for Pirot District was published in 2006 under the Municipal Support Programme Eastern Serbia,³ an EU funded project for Technical Assistance. The Strategy states that waste collection, separation, transportation and treatment are done at the Muntina padina regional landfill.

In 2007 a Feasibility Study⁴ for the construction and operation of the Muntina padina regional landfill was prepared by MIASP (2003-2007) – an EU funded programme. Pirot District occupies the south eastern parts of the Republic of Serbia. It has a population of approximately 105,000. The administrative centre of the Pirot District is the City of Pirot, located on major international transversal “Corridor 10” which links Europe to Asia. Pirot District is also one of the largest counties in Serbia, with the total area of 1,232 km², which encompasses the municipalities of Pirot, Dimitrovgrad, Bela Palanka and Babušnica.

The four municipalities of Pirot District (Pirot, Babušnica, Dimitrovgrad and Bela Palanka) signed an inter-municipal agreement in order to establish the regional solid waste management scheme.

The landfill is located in Pirot municipality (Muntina padina) near the Bela Palanka - Pirot highway. The solid waste management scheme is in compliance with Serbian and EU standards.

General objective of the Pirot Regional Solid Waste Management Scheme was to improve environmental protection by ensuring safe solid waste disposal to the regional landfill, and to develop main disposal site in Pirot with full infrastructure according to prevailing regulations and directives related to solid waste management system.

PROJECT GOALS were:

- Provision of reliable and safe communal waste collection and disposal in line with the EU solid waste management practices;
- Significant improvement in the overall environmental status of the municipalities;
- Reduction/elimination of existing risks to public health due to existing dumpsites in the region which are classified as K4: dumpsites, not fulfilling minimum protection measures, completely filled up, requiring immediate closure, rehabilitation, and recultivation;
- Master plan for closure of existing landfills.

A new access road to the landfill site has been constructed and new mobile equipment has been procured to operate the landfill (compactor, truck). The estimated lifetime of the landfill is 30 years. Depending on the results of waste diversion efforts the life of the landfill can be extended even further. The construction of the landfill is undertaken in the following phases:

- Phase I - 12 years (completed);
- Phase II - 9 years;
- Phase III i IV - 9 years.

The Environmental Impact Assessment has been accepted by the Serbian Government and the European Agency for Reconstruction.⁵

In January and February 2013 the PUC “Regional Landfill Pirot” signed Service Agreements on use of the solid waste management/disposal regional system with all four municipal PUC’s:

- PUC “Komunalac”, Babušnica;
- PUC “Komnis”, Bela Palanka;
- PUC “Komunalac”, Dimitrovgrad and
- PUC “Komunalac”, Pirot.

³ Regional Waste Management Strategy for Pirot District, 26 September 2006, EU funded project for Technical Assistance to the Municipal Support Programme Eastern Serbia.

⁴ Feasibility Study Muntina Padina Landfill, Pirot, 27 April 2007, 9R5927/CvS/R2006_18/R001.

⁵ <http://ec.europa.eu/enlargement/archives/ear/serbia/serbia.htm>

Construction of the new regional sanitary landfill at the Muntina padina location (territory of Pirot Municipality) was completed in 2010,⁶ and the new Regional PUC "Regional Landfill Pirot" was established and has been fully operational from 1 January 2013. The PUC Regional Landfill Pirot Management Board has been established and consists of 6 members: 3 from Pirot, and one from each of the three municipalities: Dimitrovgrad, Bela Palanka and Babušnica.

Construction of the waste separation line at the regional sanitary landfill site is under municipal planning, and all future arrangements with the Pirot Municipality and other stakeholders are expected to be resolved by the end of 2013.

High profile opening ceremony of the Pirot regional sanitary landfill was held on 26 March 2013, and this event gained wide national media attention. It was attended by Head of Delegation and High Serbian Government Officials. Pirot regional landfill is the second regional sanitary landfill in Serbia, financed by the EU. The first one is Duboko, Užice, opened a year ago, and funded through CARDS2006. This project is considered one of the most important environmental projects implemented in Pirot District in the last 20 years due to high touristic potential of Stara planina mountain.

Starting from 2008 local authorities of all four municipalities of Pirot District have been promoting further development of one of the biggest environmental protection projects in this area. One of the biggest **environmental issue is extremely large number of visible illegal dumpsites:**

- In Pirot municipal area (and surrounding villages) there are about 50 illegal dumpsites. The present Pirot City landfill, opened in the 1990's, is located on the transition line of the future highway of Corridor 10, just before entering Pirot Municipality, near the industrial zone and the Nišava river. Project documentation for sanitation, recultivation and closure of municipal landfill has been prepared and is ready to be implemented.
- In Dimitrovgrad municipal area (and surrounding villages) there are about 30 illegal dumpsites. The existing town landfill is close to the sports hall, near the Municipality building, visible to citizens. Sanitation and recultivation project of the landfill is ongoing.
- In Bela Palanka municipal area (and surrounding villages) there are about 30 illegal dumpsites. The town landfill is located near the highway, visible to citizens. Project documentation for sanitation, recultivation and closure of the landfill has been prepared and is ready to be implemented.
- In Babušnica municipal area (and surrounding villages) there are about 20 illegal dumpsites. The town landfill is located on top of the hill, near the main entrance road to Babušnica municipality, visible to citizens. Project documentation for sanitation, recultivation and closure of the landfill has been prepared and is ready to be implemented.

Master plan for closure of existing dumpsites was prepared by MISP-IPA2008 and includes closure plans for all the above mentioned town landfills. Pirot municipality has initiated further activities to resolve the issue of future financing.⁷

Also, it was concluded that there is a need to develop creative communication approach towards rural population in Pirot District, particularly **in order to prevent further creating of new illegal dumpsites.**

Payment system: All four municipalities have their municipal PUC's (listed above) which collect communal waste within municipal areas. Waste is then taken to the Pirot regional sanitary landfill. Monthly invoices are issued to all municipal PUC's by the Regional PUC Landfill Pirot.

Tariff systems are set up in each municipality separately, by municipal PUC.

⁶ Provisional acceptance of the Regional Sanitary Landfill Pirot was finalised in 2010.

⁷ This is identified as the serious issue which can jeopardize RSWM Project as a whole: regional sanitary landfill will be operational, but there is a possibility that local citizens will continue to use existing dumpsites in Pirot region. This is considered as a serious problem, which will also affect communication campaign. Local citizens of all 4 municipalities (Pirot, Dimitrovgrad, Bela Palanka and Babušnica) need to be informed through the local media about future municipal plans for further closure of the existing dumpsites. Communication campaign will achieve its own purpose only if local citizens are aware that there is a plan for illegal dumpsites closure by Local Authorities. This also affects future communication on raising the tariff system

Utility bill for solid waste covers 3 main services:

- Waste collection;
- Waste transportation;
- Waste disposal.

The payment system will be established in a way that Regional PUC Landfill Pirot issues invoices to each municipal PUC, depending on the quantity of waste disposed on the sanitary landfill site. This means that the decision on possible increase in tariffs to the citizens will be made by local authorities and municipal PUC's separately and may therefore differ.

Currently, collection rate in all municipalities is quite low:

- Pirot: 60% (Utility bill for water supply, and a separate bill for solid waste and waste disposal);
- Babušnica: 46,7% (Joint utility bill);
- Bela Palanka: 50% (Joint utility bill);
- Dimitrovgrad: 52% (Joint utility bill).

It is also important to underline that the awareness of the population on environmental protection and developed habits in the area of solid waste is not the same in each municipality. For example, in Bela Palanka there is significant percent of Roma people (17% of population in Bela Palanka municipality) so there is a need to develop different communication approach for this target group. On the other hand, Pirot Municipality has high collection rate due to special approach towards citizens with regards to waste disposal and primary selection. Pirot City area is divided in 3 different zones and each one has different approach in waste collection. Currently the highest level of awareness is in Pirot Municipality. In Dimitrovgrad municipality, Exchange 3 programme financed a campaign on waste separation and selection, so the baseline for communication is already present.

Monthly bills for communal solid waste are printed by municipal PUC's, and these bills can be used as communication tool.

There is a plan for further development of Regional PUC Landfill Pirot official website as well as further development of the FB page: www.facebook.com/pages/JKP-Regionalna-deponija-Pirot/24126923599859?fref=ts

Development of the "Pirot Logistics Centre" feasibility study is in the final stage under MISP2010. The Centre is located next to the existing City landfill in Pirot. The purpose of the Centre is to connect rail and truck traffic to enhance efficient and sustainable transportation in the European context.

Based on January 2013 media reports the current level of awareness of the Pirot District population, regarding the new regional sanitary landfill and the project benefits, is relatively low. Media promotion of the Pirot Regional Solid Waste Management Scheme was followed by local media announcement by Mayors of all four municipalities particularly during the election period in April 2012. Public awareness in Pirot municipality is roughly estimated at about 55%, whereas in other three municipalities it is estimated at 30%. The benefits of the new landfill are still not directly felt by the population. The main reason for relatively high awareness of the Pirot citizens about the new regional landfill is location of the landfill which is on the territory of Pirot municipality. Therefore, communication campaign needs to be more intense in areas with low public awareness.

There are a number of major issues identified to be solved in order to secure sustainable operation of the regional landfill. An effective communication campaign can contribute to resolving some of the issues.

The following issues where communication can be used as an effective tool, have been identified together with the Directors of the municipal PUC's in the four municipalities, the representatives of Pirot Municipality, NGO "Stara Planina" and the Director of Regional PUC Landfill Pirot:

1. Recognition of the regional sanitary landfill, its benefits and the EU support;
2. Further prevention Illegal dumping and littering in the territory of Pirot District and future education on environmental protection of the Pirot District area;

3. Waste separation at source, and prevention of non-domestic waste disposal⁸ on the landfill;
4. Create willingness with the population to pay increased tariffs for sanitary waste disposal;
5. Increase collection rate;

Together with the above mentioned stakeholders, the first four topics (1-4 as listed above) have been selected to be further developed in a communication plan. These topics are the most urgent, important to sustainable operation of the regional landfill, and communication can play an important role in reaching the objectives.

1.3 COMMUNICATION APPROACH

When planned and implemented thoroughly, communication can significantly contribute (and is in some cases indispensable) to sustainable result of a project. The communication approach, as described in this Communication Plan, is to define clear communication objectives where communication tools can effectively contribute to reaching the set objectives.

In order to be effective, communication should be targeted to:

- Objectives where communication can have an effect on the achievements;
- Certain target groups who are in the position to contribute to the achievement of these objectives;
- Clear, simple and transparent messages, and
- Use of appropriate tools.

In order to reach effective communication, various aspects are formulated:

- As much as possible SMART (Specific, Measurable, Acceptable, Realistic and Timely) communication objectives;
- Specific target group(s) and their characteristics are defined. Cross-cutting issues will be identified, such as minorities, gender and environment, if applicable, and gender relevance. Furthermore, attitudes, language, communication channels will be investigated;
- Catching messages for the specific target group;
- Current level of awareness that (a certain part of) the target group should reach;
- Timing, when objective(s) should be reached;
- Encouragement of two-way communication and collection of feedback on communication activities; and
- Method of evaluation with indicators of achievement.

Considering communication objectives, specifics of the target group(s), available resources and the timeframe, a set of communication tools and messages are developed. This Communication Plan describes how we intend to communicate the right messages to the right people at the right time.

The official language of the concerned municipalities is Serbian. However some of the communication messages will need to be developed also in Bulgarian language, especially in Dimitrovgrad municipality.

However, not all elements can be entirely decided on at this stage. Depending on the project progress and the planning together with the relevant stakeholders, the communication strategy elements will be detailed and possibly adapted, reformulated or rescheduled. Particularly the communication messages have to be elaborated together with the relevant stakeholders in a creative process. Messages may need to be different for urban and for rural population.

The overall result of this Communication Plan depends on future logistical and financial support of local authorities of all four municipalities, regional PUC and municipal PUC's concerned. Furthermore, annual municipal budget planning and reallocation of municipal funds for future Public Awareness campaigns are highly recommended.

⁸ Medical, hazardous, package and other.

1.4 OVERVIEW OF COMMUNICATION OBJECTIVES

The Table below lists the four communication objectives which are the core objectives of the Communication Plan for Pirot RSWM Scheme.

These objectives are based on the situation analysis as given in Section 1.2. The related target groups and specific objectives are indicated as well. Chapters 2 - 5 provide more details on each objective.

Table 1.1: Overview of communication objectives

No.	Overall communication objectives	Target groups	Specific objectives per target group
1	Broad recognition of the development of the modern regional sanitary landfill, its benefits and EU support	Households of Pirot, Babušnica, Dimitrovgrad, Bela Palanka and surrounding villages	Recognition of modern regional sanitary landfill and the EU as important donor by at least 80% of population by the end of 2014
			Recognition of benefits of the new regional sanitary landfill by at least 80% of population by the end of 2014
2	Reduce illegal dumping and street litter in the territory of Pirot District and create environmental awareness.	Households of Pirot, Babušnica, Dimitrovgrad, Bela Palanka and surrounding villages	Reduce the number of illegal dumpsites by 20% by the end of 2014, compared to 2011
			Decrease the volume of street litter collected by street sweepers by at least 20% by the end of 2014 compared to 2011
3	Promote waste separation at source and prevent non-domestic waste disposal on the landfill ⁹⁻¹⁰	Households of Pirot, Babušnica, Dimitrovgrad, Bela Palanka and surrounding villages	60% of the population know about waste separation at source by the end of 2014
			20% of the population take action in waste separation by the end of 2014
			Increase in collection of reusable elements by 10% by the end of 2014 compared to 2011
4	Create willingness to pay raised tariffs for waste collection and disposal	Households of Pirot, Babušnica, Dimitrovgrad, Bela Palanka and surrounding villages	Recognition of reasons behind the tariff change by at least 80% of population by the end of 2014
			Increase in collection rate by 15% by the end of 2014

⁹ This is a long term objective and it can only be achieved when proper facilities (Waste Collection Centers) are in place.

¹⁰ Medical, hazardous, package waste, etc..

2. BROAD RECOGNITION OF MODERN REGIONAL SANITARY LANDFILL, ITS BENEFITS AND EU SUPPORT

2.1 SITUATION ANALYSIS

The development of the feasibility study for the Muntina Padina-Pirot RSWMS began in 2007, under MIASP, an EU funded project, so majority of the population of Pirot District have heard about the municipal plan to solve the problem of illegal dumpsites and non-sanitary landfills in the city area through local and national media, as previously described in Section 1.2. The Contract Signing Ceremony for the Pirot RSWM project, attended by the Deputy Head of the Delegation of the EU and high Serbian Government officials was held on 8 August 2008 in Pirot Municipality. The implementation of the project started in 2008 and the works on the project site were followed by local media on a regular basis. However, further promotion of the project itself and the EU support is needed, as well as further promotion of the actual benefits of the regional landfill for local citizens and environmental protection of the area.

In order to determine the actual share of the population that knows about the construction of the new regional sanitary landfill and the benefits thereof, a small survey is to be conducted by means of street interviews. This is further described in Section 2.2.

2.2 COMMUNICATION OBJECTIVES AND TARGET GROUPS

The overall communication objective is to make the population of Pirot District aware of the development and benefits of the regional sanitary landfill and the EU support to this project.

The target group is defined as the entire population of Pirot District, regardless of whether they currently have waste collection service or not.

The current level of awareness of the population is described in Section 1.2. A survey is planned to be conducted in the form of street interviews. This can be done at central locations in all four municipalities on a day and at time that many people pass by. A small set of questions will be prepared for the people, and the results will provide an indication of the current level of awareness. This activity is planned to be repeated after the implementation of the communication campaign, so the effect of the campaign can be determined and it can be assessed if the set objectives have been reached. Also, future communication activities can be planned based on the results of the survey.

The purpose of the street interviews is to:

- Assess awareness of the population about the existence of the new regional sanitary landfill and the EU financing for this;
- Assess awareness about the benefits of the new regional sanitary landfill for the population and environmental protection in general;
- Assess the willingness to pay increased tariffs for communal solid waste disposal;
- Serve as a reference about the awareness of the population prior to the commencement of the communication campaign. Also, the results of the street interviews held at the beginning and at the end of communication campaign will be used in the final evaluation in order to measure the effectiveness of the campaign;
- Serve as an awareness raising instrument with the population.

In order to specify the overall communication objective of creating a broad recognition of the regional landfill and the EU support, the following **specific objectives** have been formulated:

1. Recognition of modern regional sanitary landfill and the EU as important donor by at least 80% of the population by the end of 2014.
2. Recognition of benefits of the new regional sanitary landfill by at least 80% of the population by the end of 2014.

Actually, this component supports other components as described in Chapters 3, 4 and 5. Broad recognition of the regional sanitary landfill and its benefits forms a basis to create willingness to pay increased tariffs for solid waste collection and disposal fees, and to motivate people to participate in primary waste separation at source.

2.3 COMMUNICATION MESSAGES AND TOOLS

The following messages are given here as preliminary ideas. These need to be further developed together with the relevant stakeholders:



In order to be prepared for potential questions by the public, journalists and politicians it is good to prepare answers related to topics such as waste separation, improved and extended waste collection, illegal dumpsites and future closure of existing landfills, environmental impact and sustainable development, and most importantly increased tariffs for solid waste collection and disposal. It is necessary to be ready to respond to these questions raised by the target groups or by journalists. It is important that different partners in the municipality and the PUC spread a consistent message, so the citizens are consistently informed. Here are potential questions and answers:

1st QUESTION: HOW DOES THE MUNICIPALITY PAY FOR THE NEW REGIONAL SANITARY LANDFILL?

Answer: The funds to construct the landfill are provided by the EU, and the national and municipal budget. However, the operation of the new regional landfill will be paid from the municipal budget and the fees paid by the citizens for waste collection and disposal. We are currently looking into financial mechanisms and it has not been decided if and how much the fees will be increased. Our mission is to improve environmental protection by ensuring safe solid waste disposal, to significantly improve the quality of life and sanitation, reduce risks to public health, and to prevent pollution of the areas close to Stara Planina mountain.

2nd QUESTION: WHAT ARE DIRECT BENEFITS FOR THE CITIZENS OF PIROT DISTRICT?

Answer: The new landfill is required to replace the existing dumpsites in Pirot District. These dumpsites do not comply with the minimal environmental and health protection standards, and should be closed and well covered as soon as possible in order to eliminate environmental and health risks. All four municipalities need a new sanitary landfill following the best European practice, to improve environmental protection, sanitary and health conditions, and to implement modern solid waste management. The area with waste collection services can be extended to more remote villages, so that illegal dumping becomes a thing of the past. Furthermore, this modern waste management will affect the regional economic development by improving investment climate. Proper waste management also protects our environment and creates healthy conditions for our people.

3rd QUESTION: THE REGIONAL LANDFILL IS LOCATED ON THE TERRITORY OF PIROT MUNICIPALITY, WHILE WASTE ALSO COMES FROM THE OTHER THREE MUNICIPALITIES. WHY IS THAT?

Answer: Together with state relevant institutions we have identified the current location as the most appropriate location for the landfill in the area of Pirot District. We realise that the location of the landfill is a sensitive issue. The old landfills and illegal dumpsites will be cleaned and closed resulting in a much better environment.

Furthermore, with the new regional landfill the municipalities will have an opportunity to show they have modern infrastructure to attract (foreign) investors and create job opportunities.

4th QUESTION: WHAT WILL HAPPEN WITH THE OLD LANDFILLS AND ILLEGAL DUMPSITES?

Answer: All landfills in Pirot District will be closed and properly dismantled. All four municipalities have already developed a related project design.

5th QUESTION: WHAT DOES 'WASTE SEPARATION AT SOURCE' MEAN? WHAT ABOUT BENEFITS? WHAT DO YOU EXPECT FROM CITIZENS OF PIROT DISTRICT IN THIS RESPECT?

Answer: 'Waste separation at source' means separation of different kind of valuable waste at households or collectively by citizens. It has many benefits such as disposing less waste on the landfill, creating opportunities for reuse of recyclable materials, maybe to earn some money from selling selected valuable waste. In my opinion, citizens of the all four municipalities must have an opportunity to efficiently separate their own waste in the households or at work places. In order to achieve this, *all municipalities will have to provide waste separation facilities, such as the proper number of 'green islands' where waste can be disposed off in separate containers.*¹¹

6th QUESTION: A NEW REGIONAL PUC HAS BEEN ESTABLISHED FOR THE MANAGEMENT OF THE NEW LANDFILL. WHAT WILL HAPPEN WITH THE OLD PUC'S? HOW WILL THE NEW PUC OPERATE?

Answer: Municipal PUC's used to manage waste collection and disposal. Now that a new regional company for waste disposal was established, these municipal PUC's will have only be in charge of waste collection. The new PUC for the Pirot regional landfill will be responsible for waste reception, measuring the quantity of waste on a weighbridge, separation of useful elements, and finally sanitary waste disposal.

7th QUESTION: WHY DO WE NEED TO SAVE OUR ENVIRONMENT? HOW ARE ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT RELATED?

Answer: Environment is degrading at an alarming rate due to unsustainable urbanization, industrialization and agriculture. Unsustainable trends in relation to climate change and energy use, threats to public health, poverty and social exclusion, demographic pressure and ageing, natural resources management, biodiversity loss, land use and transport still exist and new challenges are arising. Since these negative trends bring about a sense of urgency, short term action is required whilst maintaining a long term perspective. The major challenge is to gradually change our current unsustainable consumption and production patterns and the non-integrated approach to policy-making. Environmental protection is being increasingly incorporated more broadly into all human actions and into development process. Meeting our needs while protecting the environment is called sustainable development. To put it simply - WE need to change our attitude and bad habits towards our environment because there is no sustainable development without cleaner environment.

Proposed communication tools are:

1. Consistent messages should be broadcasted to the population **in the local newspapers, Mayor's official announcements and public speeches, municipal/regional PUC websites.** Actually, communication activities for the project objectives are already on-going. The project and the EU support are regularly mentioned in the media. However, the benefits of the new regional sanitary landfill need to be stressed more, and the obligations of the users need to be introduced as well. The messages can be disseminated consistently in all media related activities during the whole construction period and even thereafter.
2. **MISP prepared a short documentary film, TV commercials, radio jingles, billboards and posters** with graphic solutions on environmental protection in the area of waste water, water supply and solid waste. All materials contain logo of the EUD and that of the Serbian Government. These communication tools will be broadcasted through local TV and radio. Billboards and posters will be displayed in the municipalities – public places, schools and institutions. National media will also be needed for these tools. These materials are the basis for further education on environmental protection.

¹¹ This is a long term objective and it can only achieved when proper facilities (Waste Collection Centers) are in place.

3. **MISP website, fact sheets, contract signing ceremonies, groundbreaking events, opening ceremonies and field visits, visibility boards at construction site and plaques** can help general broad recognition of the project and the EU support be acquired. This is already on-going and is covered by MISP project.
4. As the start of the campaign and a baseline situation analysis, **street interviews** should be conducted to assess the actual recognition of the project, benefits and the EU contribution, proper waste disposal and primary waste selection, and paying for waste collection and disposal to the new regional sanitary landfill. These street interviews are at the same time raising awareness events about the new regional landfill and environmental protection in general. The best time to start this activity is as soon as possible in order to have a baseline on the actual level of awareness before the campaign starts.
5. Attached to the utility bills, leaflets will be sent directly to the population including information on the new regional sanitary landfill, its benefits and the EU support. The **leaflets** can be used as a tool to pass on different messages to the population (also in relation to the other two communication objectives). The leaflet should be compelling, convincing and educative about the benefits of the new regional sanitary landfill and the EU support, and should make the households aware of their own responsibility in this. Three leaflets are planned to be distributed during different campaigns. The first leaflet should be an informative one, before the increased tariffs is applied. The municipal PUCs are the main messengers and should be trained to introduce the leaflet in an interesting way and to be able to answer questions of the household members on the spot.
6. Organisation of the **regional landfill 'Open Door' event** by Regional PUC "Regional landfill Piroto", once it has been completed, to demonstrate to citizens the actual operation of the new regional landfill and its benefits. This can be organised after the official opening of the site and then repeated regularly. It would be good to organise this for school children (educational programmes), youth organisations and other. Transportation will need to be provided.

3. REDUCE STREET LITTER AND ILLEGAL DUMPING AT TERRITORY OF PIROT DISTRICT AND CREATE ENVIRONMENTAL AWARENESS

3.1 SITUATION ANALYSIS

Currently there are still cases of illegal dumping of solid waste, particularly in the areas with low collection rate. As previously mentioned in Section 1.2 there is a huge problem with the number of illegal dumpsites in all four municipalities of Pirot District. Parallel to this, all four town landfills (which are visible to local population) are at the beginning of “sanitation, recultivation and closure” process. Some of them, like Pirot, Babušnica and Bela Palanka are still seeking for future financing of the prepared Master plans.

It is strongly recommended that the process of sanitation, closure and recultivation goes parallel or at least short after communication campaign starts. This communication objective can be achieved only if citizens can feel and see real change and work of the local authorities in resolving the problem of illegal dumpsites. Actions taken need to be followed by media announcements, radio or TV talk shows at the local radio and TV stations. Considering different economic and social structure within the Pirot District population, each municipal PUC will need to use different communication tools, messages and approach in order to achieve best results.

It is further concluded that there is a need to develop creative communication approach particularly towards rural population in Pirot District, **in order to prevent new illegal dumpsites.**

As described in Section 1.2 environmental awareness is on a different level depending on the local campaign and actions taken by municipal PUC’s. In Dimitrovgrad, Exchange 3¹² has already helped local authorities with the campaign on education on waste separation and selection. In Pirot municipality, the municipal PUC’s developed specific policy where city area is divided into 3 main zones so they can follow quantity of waste and public behaviour when it related to waste disposal. Bela Palanka has significant percentage of Roma people (17%) and it has been concluded that special communication needs to be developed toward this target group

General environmental awareness of citizens is quite low, particularly in rural areas. Many people are not aware of how their behaviour and actions affect the environment. They are not aware that they themselves depend on healthy natural resources such as water, soil and air. They often lack technical knowledge about how the system of natural resources functions and how they themselves influence the system. They do not know and realise how they can contribute to environmental protection. It is important to mention that people tend to keep their own yard clean and throw garbage outside the yard in common areas. It is assumed that street sweepers will clean the streets anyway. Street littering still exists in all four municipalities, not to the same extent but it is still a common problem. The municipalities have recently organised some campaigns (like ‘Clean the City’ through “Očistimo Srbiju” campaign which was ongoing for many years across Serbia until 2012) to make people refrain from illegal dumping and littering. This improved the situation, however it is not considered sufficient. After a short period illegal dumpsites began to appear on different or even worse at the same locations.

Generally speaking there is a need for further education on negative impact of human behaviour towards environment and in that sense education on changing the attitude towards bad habits.

Under the Municipal Support Programme in Eastern Serbia the EU supported and financed construction of the sports hall and supporting premises for commercial purpose (activities). Future education on environmental protection of youth is possible through organizing sport event (competitions) were promotional materials and banners on environmental protection can be shared and distributed.

Most importantly, local authorities and PUC’s need to coordinate together setup and opening of the **collection centres** for future disposal of hazardous and other types of waste that is not allowed to be disposed into waste container. Without proper facilities in place this communication objective will be difficult to achieve.

¹² An EU funded project.

3.2 COMMUNICATION OBJECTIVES AND TARGET GROUPS

The **overall communication objective** is to reduce illegal dumping and street litter in the territory of Pirot District. **Specific communication objectives** are formulated as follows:

1. Reduce number of illegal dumping sites by 20%, by the end of 2014, compared to 2011;
2. Decrease volume of street litter collected by street sweepers by 20%, by the end of 2014 compared to 2011.

The targets are set rather ambitiously, and a lot depends on the actual extension of the area covered with waste collection services and the actual legal enforcement¹³ of ban on littering and illegal dumping. Also, as described in Sections 1.2 and 3.1 target groups will need to be selected not only among urban and rural population but also based on age, educational, social and cultural indicators.

Determination of target groups needs to be done by municipal PUC's and in accordance with existing problems within the municipal areas.

3.3 COMMUNICATION MESSAGES AND TOOLS

The following preliminary messages have been formulated. As mentioned before, the messages may have to be different for urban and rural areas, as well as for specific target groups.

"ARE YOU ALSO FED-UP WITH ALL THE GARBAGE IN THE STREET?"

"TOGETHER WE CAN KEEP OUR CITY CLEAN"

"GARBAGE BELONGS IN THE GARBAGE BIN!"

"ALL GARBAGE SHOULD END ON THE NEW REGIONAL LANDFILL!"

"KEEP SERBIA CLEAN!"

"LET'S PROOF THAT WE ARE NOT LIKE THIS! IF WE CHANGE OUR BAD HABITS WE WILL SAVE ENVIRONMENT!"

Proposed communication tools are:

1. The idea is to organise a **competition for citizens** to take most shocking, beautiful or funny **pictures of locations with much litter or illegal dumping**. Citizens are asked to send (or upload) these pictures to the municipal PUC's. A municipal PUC's jury will select the best ones, which will be published in the local newspaper and municipal PUC's websites. Each month one municipal area can be recognized as the most "green one", and a special article can be published on this municipal area to promote one part of the municipality as a green zone. In this way, citizens can organise themselves to improve their neighbourhood by collecting waste and recycling or to take some other actions related to environmental protection. Some kind of award would also be appreciated in order to influence pro-active approach of the citizens.
2. Organisation of the **'Clean the city'** event possibly on International Earth Day (22 April) or during Green week in May/June every year. The locations shown on the pictures from the competition as mentioned under number 1 above, could be visited and cleaned. Pictures are taken afterwards and these could also be published, to show the difference. This is the start of monitoring these locations and asking people (children, schools) to regularly take pictures of the same locations and monitor the progress. An exhibition with the winning pictures can be organised in the City Hall. On the day of exhibition a set of educational leaflets on importance of environmental protection and negative effects of further pollution can be disseminated among participants.
3. Besides creating awareness of the population with communication campaigns, it is also recommended to strengthen the enforcement of the ban on littering and illegal dumping. In this way communication and enforcement can strengthen each other. The communal police has the mandate to enforce legislation on

¹⁴ Establishing of Communal Police and penalties for illegal dumping.

littering and illegal dumping. The communal police would get more focussed on violations of this rule parallel to the communication campaign. **The communal police would focus more on tackling people when throwing litter or dumping illegally** during the period.

4. **MISP prepared a short documentary film, TV commercials, radio jingles, billboards and posters** with graphic solutions on environmental protection in the area of waste water, water supply and solid waste. All materials contain logo of the EUD and that of the Serbian Government. These communication tools will be broadcasted through local TV and radio. Billboards and posters will be displayed in the municipalities – public places, schools and institutions. National media will also be needed for these tools. These materials are the basis for further education on environmental protection.
5. **Educational sessions for schools** organised by the municipal/regional PUC and school teachers on a monthly basis. PUC staff can organise educational sessions where children can learn on negative aspects of further polluting of nature, and positive effects. Children can also create school show on importance of environmental protection at the end of each school year.
6. **Organisation of sport events** for elementary and high school students in the renovated sport centre in Pirot, where the main messages are focused on environmental protection of Pirot District.¹⁴
7. **Information centre of the Regional PUC** will provide all clarifications on proper waste disposal and exact locations of collection centres (help-desk).
8. **Educational missions in rural areas (villages)** on “illegal dumpsite route”. This activity can be organised by municipal PUC. Trained PUC staff can visit each household in order to introduce rural households with the negative impact of illegal dumpsites, to share some leaflets and brochures, as well as to show some videos “before” and “after” sanitation of illegal dumpsites. Educational missions can be organised in two-month periods or longer if necessary.
9. **Establishment and promotion of “Communal Waste Zones”** where rural population can dispose their communal waste in proper waste containers, along with waste separation if possible. Once a week PUC trucks can collect communal waste disposed in this communal waste zones. From financial point of view, some private investors can be included in further financing of the activities, and trucks can have promo banners with the slogan from the public campaign on future environmental protection of the Pirot District (concept of Social Responsibility).

¹⁴ Under the Municipal Support Programme in Eastern Serbia the EU supported and financed construction of the sports hall and supporting premises for commercial purpose (activities). Future education of youth on environmental protection is possible through organisation of sports event (competitions) where promotional materials and banners on environmental protection can be shared and distributed.

4. PROMOTE WASTE SEPARATION AT SOURCE AND PREVENT NON-DOMESTIC WASTE TO ENTER THE LANDFILL

4.1 SITUATION ANALYSIS

In most municipalities of Pirot District PET bottles are currently collected separately at source. There is a separate container for this type of waste. At present, Roma ethnic individuals recover cardboard at the landfill. An estimated 4.8 tons is recovered per month. The data in the feasibility study are not updated and will need to be adjusted before the actual start of the campaign. The Regional PUC Landfill Pirot has plans for the construction of waste separation line at the landfill once all technical conditions are fulfilled at the regional landfill site. 30% of waste can be recycled as estimated.

Reduction in the quantity of generated waste is a priority and presents the basis of good practice in waste management. One of the basic principles applied in waste management is the principle of proximity, which means that waste treatment should begin as close to the place of its origin as possible. Particular importance of application of primary waste separation at the source (households, institutions and companies) is seen in the fact that quality ("non-contaminated") materials are recovered from waste and have a far high price on the market of waste recoverable materials (e.g. from a separation line) and contribute to making significant profit.

Furthermore, the existence of uncontrolled waste streams (industrial, mining, agricultural, construction, hazardous, medical, slaughter, bulky, cars, etc.) will undercut the success and acceptance of the scheme. **As previously mentioned, the crucial thing is that all four municipal PUC's and the regional PUC Landfill Pirot will need to inform citizens about exact locations and manner of future disposal of hazardous and other types of waste that is not allowed to be disposed into the waste container.**

At the moment, the exact time of implementation of primary waste separation is unknown, except for already mentioned waste separation and selection in Dimitrovgrad municipality which were financed through Exchange 3 programme. The municipal PUC's in all four municipalities need to be involved in further development of this communication campaign.

Currently there are collection centres for some specific types of waste:

- Medical waste is disposed at the city hospital incinerator.
- Electrical waste – PUC is planning further construction of electrical waste recycling centre in 2013/2014. Some types of waste are collected by Tigar Company.
- Construction waste – there is a location for this type of waste.

The PUCs in all four municipalities are the main parties to execute this communication objective.

4.2 COMMUNICATION OBJECTIVES AND TARGET GROUPS

The **overall communication objective** is to promote waste separation at source and prevent non-domestic waste to enter the landfill.

Specific objectives are formulated as follows:

1. 60% of the population know about waste separation at source by the end of 2014;
2. 20% of the population take action in waste separation by the end of 2014;
3. Increase in collection of reusable elements by 10% by the end of 2014 compared to 2011.

As described in Sections 1.2 and 3.1, the target groups will need to be selected not only among urban and rural population but also based on age, educational, social and cultural indicators. Also, it is important to emphasise that the communication objectives can be achieved only if proper collection centres are set up and in place. Knowledge on waste separation at source will not have any positive meaning if municipalities do not have collection centres for proper waste categories. **Providing necessary waste bins for specific types of waste with slogans from public campaign on environmental protection** located at the every street in all four municipalities, is a good solution in further education on importance of recycling.

Determination of target groups needs to be done by municipal PUC's and in accordance with existing problems within municipal areas.

4.3 COMMUNICATION MESSAGES AND TOOLS

The following preliminary messages have been formulated:

“WASTE HAS VALUE!”
“INSTEAD OF MAKE DIRTY, LET'S RECYCLE!”
“REUSE OF WASTE ELEMENTS REDUCES COSTS OF WASTE DISCHARGE”

The following **communication tools** have been designed for the above mentioned communication objectives:

1. Consistent messages should be broadcasted to the population **in the local newspapers, Mayor's official announcements and public speeches, municipal/regional PUC websites**. Actually, communication activities for the project objectives are already on-going. The project and the EU support are regularly mentioned in the media. However, the benefits of the regional landfill and proper waste separation/recycling need to be stressed more, and the obligations of the users need to be introduced as well. The messages can be disseminated consistently in all media related activities during the whole construction period and even thereafter.
2. **MISP prepared a short documentary film, TV commercials, radio jingles, billboards and posters** with graphic solutions on environmental protection in the area of waste water, water supply and solid waste. All materials contain logo of the EUD and that of the Serbian Government. These communication tools will be broadcasted through local TV and radio. Billboards and posters will be displayed in the municipalities – public places, schools and institutions. National media will also be needed for these tools. These materials are the basis for further education on environmental protection.
3. **Tips and tricks on how to reduce waste generation and keep certain fractions of waste separate** in a leaflet to be distributed to households with regular utility bill. The municipal PUCs are the main messengers and should be trained to introduce the leaflet in an interesting way and to be able to answer questions of the household members on the spot. This is then the second leaflet in a series of three.
4. **Educational missions in rural areas (villages)** on “illegal dumpsite route”. This activity can be organised by municipal PUC. Trained PUC staff can visit each household in order to introduce rural households with the negative impact of illegal dumpsites, to share some leaflets and brochures, as well as to show some videos “before” and “after” sanitation of illegal dumpsites. Educational missions can be organised in two-month periods, and effects can be measured by the number of illegal dumpsites which are permanently closed. **During the missions some brochures on importance of primary waste selection at source can be shared with the households.**
5. Setup of **Eco-teams**, see www.empowermentinstitute.net/glh/. The ‘original’ GAP program, tested and improved in 20 countries since 1990, produces measurable behaviour change within a matter of weeks. Eco-teams help households to reduce their negative impact on environment and to save money. Depending upon the community, participants in the Eco-teams on average achieve yearly a resource saving of 41 - 51% less garbage sent into the waste stream. These effects do not tail off, but continue and even increase over time. The basic program is delivered through team meetings supported by a coach, and using an Eco-team workbook. These teams could be neighbours, employees of a company, or schools.
6. **Educational sessions for schools** organised by the municipal/regional PUC and school teachers on a monthly basis. Children can learn about primary waste selection (separation at source school interactive workshops).
7. Include in a **talk show on local TV and/or radio an item with the PUC Director and/or the Mayor** explaining the importance of primary waste selection. There could be an open telephone line where the public can comment and ask questions.

5. CREATE WILLINGNESS TO PAY INCREASED TARIFFS FOR WASTE COLLECTION AND DISPOSAL

5.1 SITUATION ANALYSIS

As mentioned in Section 1.2, tariff systems for solid waste collection, transfer and disposal are set on a monthly basis in each municipality separately, by municipal PUC.

The payment system will be established in a way that the Regional PUC Landfill Pirot will issue invoices to each municipal PUC, depending on the quantity of waste disposed on the regional sanitary landfill site. This means that the decision on possible increase in tariffs will be made by local authorities and municipal PUC's individually.

However, dissemination of the messages about the benefits of the landfill may stimulate the affordability to pay.

In order to create willingness to pay, the following benefits of the new regional sanitary landfill should be communicated to citizens:

- The new landfill provides the best protection of the citizens' health;
- The new landfill will protect the environment against pollution from the waste;
- The new waste infrastructure and system can be used to attract (foreign) investment creating job opportunities at the same time.
- The old municipal landfills will be closed in an appropriate way to minimise further adverse health and environmental impacts of this site;
- Waste collection will be extended to the villages within the municipalities that were not covered by the services before; and
- Illegal dumpsites in the rural area will be cleaned, improving health and environmental conditions. New illegal sites will be prevented.

Contribution of the citizens to proper waste management is sought in the following items:

- No littering and illegal dumping of waste;
- Reduction in waste generation and therewith reduction of waste to the landfill extending the lifetime of the landfill and therewith reducing the tariff for the citizens;
- Waste separation at source to contribute to the reuse of some waste fractions and extend the lifetime of the landfill;
- Payment of waste collection fees.

Solid waste collection and disposal fees are planned to be raised to cover the costs of the operation of the new waste management system. Willingness of the citizens to pay more for the waste service may be limited.

5.2 COMMUNICATION OBJECTIVES AND TARGET GROUPS

The **overall communication objective** is to create willingness with the households of all four municipalities to pay increased tariffs for waste collection and disposal.

Specific objectives are formulated as follows:

1. Recognition of reasons behind tariff change by 80% of the population by the end of 2014;
2. Increase in collection rate by 15% by the end of 2014.

As described in Sections 1.2 and 3.1, the target groups will need to be selected not only among urban and rural population, but also based on age, educational, social and cultural indicators.

Determination of target groups needs to be done by municipal PUC's and in accordance with existing problems within municipal areas.

5.3 COMMUNICATION MESSAGES AND TOOLS

The following preliminary messages have been formulated:

“ECONOMIC PRICES – HIGH QUALITY OF SERVICES”
 “TO CONTRIBUTE TO CLEAN REGION EVERYBODY NEEDS TO PAY FOR THEIR WASTE COLLECTION”
 “YOU WILL DECIDE ON YOUR ENVIRONMENT!”

The following **communication tools** have been designed for the above mentioned communication objectives:

1. Consistent messages should be broadcasted to the population **in the local newspapers, Mayor’s official announcements and public speeches, municipal and regional PUC websites**. The new tariffs should be introduced with the population at an early stage and should be justified in a clear and consistent manner. Although this may not be a popular message it is necessary to make the investment in the solid waste management sustainable.
2. **MISP prepared a short documentary film, TV commercials, radio jingles, billboards and posters** with graphic solutions on environmental protection in the area of waste water, water supply and solid waste. All materials contain logo of the EUD and that of the Serbian Government. These communication tools will be broadcasted through local TV and radio. Billboards and posters will be displayed in the municipalities – public places, schools and institutions. National media will also be needed for these tools. These materials are the basis for further education on environmental protection.
3. **MISP promotional items**, MISP website, fact sheets, contract signing ceremonies, groundbreaking events, opening ceremonies and field visits, visibility boards at construction site and plaques can help general broad recognition of the project and the EU support be acquired. This is already on-going and is covered by MISP project.
4. Attached to the utility bills, **leaflets** will be sent directly to the population including information on the change of the tariffs system and the benefits of the new regional sanitary landfill. The leaflets can be used as a tool to pass on different messages to the population (also in relation to the other two communication objectives). The leaflet should be compelling, convincing and educative about the benefits of the new regional sanitary landfill and the EU support, and should make the households aware of their own responsibility in this. The municipal PUCs are the main messengers and should be trained to introduce the leaflet in an interesting way and to be able to answer questions of the household members on the spot. The bill will show the waste disposal fee as a separate item. This is then the last leaflet in a series of three.
5. The **street interviews** will be conducted to assess the actual recognition of the project, benefits and the EU contribution, proper waste disposal and primary waste selection, and paying for waste collection and disposal to the new regional sanitary landfill. The results with the same interviews conducted at the beginning of the project (see Section 2.3). The street interviews are at the same time raising awareness about regional sanitary landfill and environmental protection in general.
6. Include in a **talk show on local TV and/or radio an item with the municipal/regional PUC Director and/or the Mayor** explaining the need to increase the waste collection and disposal fees. There could be an open telephone line where the public can comment and ask their questions. Citizens should be informed about collection centres for future disposal of hazardous and other types of waste that is not allowed to be disposed into the waste container.
7. **Educational missions in rural areas (villages)** on “illegal dumpsite route”. This activity can be organised by municipal/regional PUC. Trained PUC staff can visit each household in order to introduce rural households with the negative impact of illegal dumpsites, to raise awareness on importance of proper waste disposal, and to explain the reasons behind tariff change.

6. EVALUATION

In order to evaluate the effect of the communication campaign a number of evaluation indicators have been identified:

1. Street interviews will be conducted on the territory of Pirot District to collect the data on the knowledge, attitude and behaviour of the people towards the development and benefits of the new regional landfill, environmental protection, the changes in tariff system and the new waste disposal services. The interviews are planned to be conducted before and after the campaign in order to assess the influence of the communication campaign.
2. Press clipping (newspaper, TV and radio) and website inputs;
3. Number of MISP promotional materials distributed, MISP website input, fact sheets, event reports, press clipping, published photographs;
4. Number of billboards and posters placed in the municipalities and an estimation of the number of people encountering billboard/poster;
5. Number of broadcasting of TV commercials, SDF and radio jingles;
6. Number of leaflets distributed;
7. Number of visitors to the 'Open Door' event;
8. Number of photos received for the competition on littering and illegal dumping;
9. Number of participants to the 'Clean the City' event;
10. Tons of reusable waste collected;
11. Waste generation per inhabitant disposed at the landfill (remaining after separation);
12. Number of bills distributed with the message of the introduction of the fee for waste disposal services;
13. Number of telephone calls at the TV talk show.
14. Number of media appearances.
15. Number of educational sessions held, and number of students participating.
16. Number of illegal dumpsites closed and educational missions held.
17. Number of sport manifestations and participants.
18. Number of contacts with the information centre;
19. Number of Eco team missions and number of people reached.
20. Number of participants at the training for PUC staff on communication techniques and customer relations.

7. RESOURCES

The table below provides an **indication** of human and financial resources required for the implementation of the communication campaign. Budget lines/amounts per listed activities should be developed in accordance with real needs and situation on the field. As mentioned previously within section 1.3 the overall result of this Communication Plan depends on future logistical and financial support of local authorities of all four municipalities, regional PUC and municipal PUC's concerned. Furthermore, annual municipal budget planning and reallocation of municipal funds for future Public Awareness campaigns are highly recommended.

Communication tools	Human resources	Financial resources	Cost (€) MISP Budget	Cost (€) PUC and Municipality
Local newspaper articles, Mayor's official announcements and public speeches, municipal and PUC websites	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	No additional costs to normal practice	0	0
MISP promotional items, MISP website, fact sheet, contract signing, ground breaking, opening, field visit event, visibility billboard at construction site, plaque	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill and MISP	MISP will cover costs for promotional material and the municipalities and the Regional PUC will cover costs for events	5,000	2,000
MISP short documentary film and teasers broadcasted, radio jingles, billboards and posters	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill and MISP	Production of the documentary film, radio jingle and TV teaser, poster from MISP budget. Costs for billboard and posters display and TV and radio broadcast by the municipalities and the Regional PUC	3,200	5,000
'Open Door' event of the new regional landfill	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	Municipalities, Municipal PUC's and the Regional PUC	0	1,000
Three leaflets with bills for waste management to explain benefits of the new landfill, tips and tricks to reduce and separate waste and tariff change	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill and MISP	Municipalities, Municipal PUC's, Regional PUC and MISP. MISP will design leaflet, printing and distribution of leaflet by municipal PUC's	500	36,000
Street interviews to raise awareness and assess recognition of the landfill, benefits and the EU contribution (beginning campaign), willingness to keep city clean, separate waste and pay for waste services (two times)	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill and MISP with support of NGO's	Municipalities, Municipal PUC's and the Regional PUC	0	6,000
Competition for citizens to take photos of locations with much litter or illegal dumping and publish selection in local newspaper	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	Municipalities, Municipal PUC's and the Regional PUC	0	5,000
'Clean the city' event with Earth Day (22 April), Green Week in May	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	Municipalities, Municipal PUC's and the Regional PUC	0	15,000
Communal police	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	No additional costs to normal practice	0	0
Talk show at local radio and TV with PUC Director and/or Mayor with open telephone line for public to comment	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	No additional costs to normal practice	0	0
Eco-teams, see www.empowermentinstitute.net/glh/	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	Municipalities, Municipal PUC's and the Regional PUC	0	15,000
Educational sessions for schools organised by Regional PUC, municipal PUC's and Schools professors on monthly bases	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	No additional costs to normal practice	0	2,000
Educational missions for rural areas (villages) on the "illegal dumpsite route"	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	Municipalities, Municipal PUC's and the Regional PUC	0	1,000

Communication tools	Human resources	Financial resources	Cost (€) MISP Budget	Cost (€) PUC and Municipality
Organisation of the sport manifestation for elementary and high school in the renovated sport centre in Pirot.	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's, the Regional PUC Pirot Landfill and Pirot District elementary and high schools and Sport Center Pirot	Municipalities, Municipal PUC's and the Regional PUC	0	5,000
Regional PUC Info Desk/Municipal PUC's Information centre	Municipalities of Pirot, Babušnica, Bela Palanka and Dimitrovgrad, Municipal PUC's and the Regional PUC Pirot Landfill	No additional costs to normal practice	0	0
Total			8,700	93,000

ANNEX 1 COMMUNICATION PLAN TIMELINE REGIONAL SOLID WASTE MANAGEMENT PROJECT PIROT

Communication plan timeline Regional Solid Waste Management Project Pirot		One year period of campaign														
Nr	Overall communication objectives	Communication tools	1 st month	2 nd month	3 rd month	4 th month	5 th month	6 th month	7 th month	8 th month	9 th month	10 th month	11 th month	12 th month		
1	Broad recognition of development of modern regional landfill, its benefits and EU support	In the local newspaper articles, Mayor's official announcements and public speeches, Websites of Municipality and of the PUC consistent messages should be broadcasted to the Population	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
		MISP Short documentary film, TV Commercials, Radio Jingles, Billboards and Posters graphic solutions on environmental protection in category of waste water, water supply and solid waste														
		MISP Promotional items	✓													
		Street interviews	✓													✓
		PUC bills/leaflets	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		Open door Event and educational school programme and sport events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
		MISP Short documentary film, TV Commercials, Radio Jingles, Billboards and Posters graphic solutions on environmental protection in category of waste water, water supply and solid waste														
		Competition for citizens									✓					✓
		Communal police enforcement														
		The organisation of the event of 'Clean the city'			✓											
2	Reduce illegal dumping and street litter in the territory of Pirot District and create environmental awareness	Information centre with Regional PUC														
		Educational sessions for schools and educational missions for rural areas (Communal waste zones)														

Communication plan timeline		One year period of campaign											
Regional Solid Waste Management Project Pirot		1 st month	2 nd month	3 rd month	4 th month	5 th month	6 th month	7 th month	8 th month	9 th month	10 th month	11 th month	12 th month
Nr	Overall communication objectives	1 st month	2 nd month	3 rd month	4 th month	5 th month	6 th month	7 th month	8 th month	9 th month	10 th month	11 th month	12 th month
3	In the local newspaper articles, Mayor's official announcements and public speeches, Websites of Municipality and of the PUC consistent messages should be broadcasted to the Population. MISP Short documentary film, TV Commercials, Radio jingles and Billboards and posters graphic solutions on environmental protection in category of waste water, water supply and solid waste. Talk show on local TV/Radio Educational sessions for schools and educational missions for rural areas Tips and tricks to how to reduce waste generation and keep certain fractions of waste separate, in leaflet Set-up of Eco-teams see www.empowermentinstitute.net/gjh/ .	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Promote waste separation at source and prevent non-domestic waste (hazardous, medical, package and other) to enter the landfill "Create willingness to pay raised tariffs for waste collection and disposal" "Create willingness to pay raised tariffs for waste collection and disposal"	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	In the local newspaper articles, Mayor's official announcements and public speeches, Websites of Municipality and of the PUC consistent messages should be broadcasted to the Population. MISP Short documentary film, TV Commercials, Radio jingles and Billboards and posters graphic solutions on environmental protection in category of waste water, water supply and solid waste. Talk show on local TV/Radio MISP Promotional items Educational missions for rural areas Information/leaflets on tariff change Street interviews	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓