



— Recycle —



Loop project - National research
INTERVIEWS: Entry # 65



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The interviewee, Ivana Pleić.
Authorized by Ivana Pleić

I was born

in Makarska in 1976, graduated from high school in Makarska in 1994, Faculty of Political Science - majoring in journalism in Zagreb, in 2000. Since 2001 I work in the media - Radio Makarska Riviera, HRT, Slobodna Dalmacija, weekly Makarska kronika. Since 2013 I have been working at the City of Makarska.

WHAT recycling activities do you undertake on a regular basis?

I tend to be aware of what I'm buying, like not buying things that are on sale just because they are on sale. Unclear sentence: Also buy things that are "new and innovative", when I haven't used that similar product that I have at home. Since learning about consumerism and how it affects the environment, I try to buy only what is necessary.

When choosing between a product that can be recyclable or reused, and a product that can't, I always choose the first. Also, checking the label to see if it's from sustainable breeding or farming is a must.

Specifically, lately, I've been trying to avoid plastic bottles and bring my reusable bottle, a glass one.



Recyclable paper, creative commons licence, https://cdn.pixabay.com/photo/2013/03/23/23/13/paper-96243__340.jpg

If I need juice or something similar, I try to buy cans, glass, or carton bottles. Recently, a store by my building started selling recyclable paper, which is great, because when I need to print something, I don't print on, and in correlation waste, regular paper. When it comes to getting rid of old things, I've adopted a habit of deep cleaning and sorting things out more often, so I can get rid of things I don't use or don't wear anymore.

That includes make-up, clothes, furniture, appliances, shoes, and so on. For instance, selling my clothes or furniture on social media, or gifting it, has become a great method of getting rid of things, and not only helping the environment, but creating more space in my home. Although it has been hard letting go of some things, it always helps when I ask myself when's the last time I used it.



When I buy clothes, I take a similar approach. Supporting my local shops and not supporting mainstream companies is my go-to, as I've learned about how many mainstream companies do bad to the environment in general, and not only economically but morally.



It also helps when I find second-hand shops or web pages that resell used clothes.

When it comes to my household, putting away trash in the right bin has become a habit. That not only includes paper in paper waste, plastic in plastic waste, but leftovers from cutting vegetables, for instance, go into compost.

When hanging out in someone else's house, I do the same thing, taking into consideration what their rules are, and how they get rid of waste. Overall, I think I try my best when it comes to taking care of recycling in general.



HOW DID YOU INTEGRATE

knowledge or technological processes to encourage a better circularity of your work?

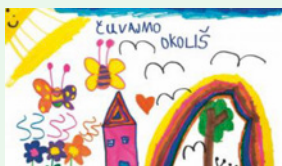
Personally, reading a great number of posts and articles about this topic and watching documentaries and tv shows, trying to research it in general, helped me in becoming more mindful and aware of my recycling habits, not only at home but in my workplace too.

What I learned, I try to pass on to everyone I encounter, if I get the chance, and that includes my work and my colleagues. It's not something big, but encouraging small things, like putting away trash to the right container, bringing their bottles and lunches in reusable Tupperware, and giving ideas about how we could integrate small recycling habits into our projects that do not have any direct correlation with recycling.



When it comes to projects my workplace did, we had one major project recently, that is focused specifically on recycling. Funded by Fzoeu (The Environmental Protection and Energy Efficiency Fund) which is a fund made by the European Union, the city of Makarska co-financed the implementation of an educational campaign “Skupi, Složi, Svjesno odloži” (Collect, Combine, Consciously throw away).

As a part of that project, 12 activities were done. The distribution of flyers for the locals and the tourists that come in great numbers. A webpage was made to make it easy for people to see what the project is about, and see how they can help, as well as a smartphone application. Important dates were marked and celebrated throughout the whole year, such as Earth Day and The Europe week of sustainable development.



Child's drawing from one of the workshops, creative commons licence, <https://skupi-slozi-makarska.com/abecedarijclients/1/>

Big printed posters were made, that were hung up all around the town. Radio and television shows talked about sustainable development and the project.

Environmental workshops were organized in schools and kindergartens, so children can learn in a simple way how to help.

Utility equipment was acquired that was needed a long time ago, such as 8 glass containers, 5 paper containers that would be installed in public areas, 1247 paper containers for installation in buildings and households, 10 smart containers for recyclable waste and PET packaging, and 100 composters for distribution to the citizens.



Last, but not least, a small vehicle was bought, for collecting paper in the city area. I do not have knowledge of similar, upcoming projects, but this was a big step in shedding light on the problem.



WHAT INNOVATIVE FUTURE

projects or objectives does it arise in relation to recycling and the potential that this has in its economic activity?

The big project on recycling, definitely made people more aware and educated on the problem, because they had to research it, so it made way and made it easier for future projects to be implemented. There's still a lot of work to be done to make it all work, but I consider it a great start.

For instance, now, the construction of a fixed recycling yard is being planned, since so far we only had a mobile recycling yard that is being moved around the neighborhoods for collecting trash.

Also, the purchase of a brand new mobile vehicle for collecting different types of waste and the purchase of new containers for paper and plastic, to be implemented in each and every household, is being planned. The educational campaign "Skupi, složi, svjesno odloži" (Collect, Combine, Consciously throw away) is being continued to raise awareness in people of the importance of separation and recycling waste, with new additions and components for the future.

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In connection to that, different decisions and laws are being made; the decision on measures for prevention of illegal waste disposal and measures for disposal of discarded waste in the area of the city of Makarska, and the decision on the manner of providing the public a service of collection of mixed municipal waste and biodegradable municipal waste.

This means that we are also focusing on biodegradable waste and how to educate people on it. In order to fulfill the main goal of raising citizens' awareness of the importance of sustainable waste management, the City of Makarska has defined four key messages that it plans to convey through information and educational campaign activities, linking each message to the appropriate sub-goal: "Skupi složi savjesno odloži!" (Collect, combine, consciously throw away, "Odvajati je lako ako znaš kako!" (It's easy to separate if you know how), "Tvoj otpad naša je hrana!" (Your waste is our food) and "Novac uštedi, ponovno me upotrijebi!" (Reuse and save money).



Thrift shop, creative commons licence, <https://unsplash.com/photos/ZoSftIGPP0g>

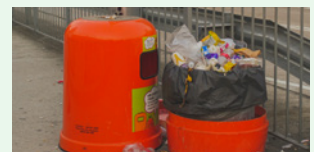


Example of sustainable waste management, creative commons licence, <https://images.unsplash.com/photo-1607613009820-a29f7bb81c04?ixlib=rb->

So basically our main focus is trying to raise awareness and in some way "force" people to be more mindful, with the decisions and laws that are being made and placed.

In the workplace we are doing as much as we can, for instance, we are planning on supporting and promoting an organization of used and second-hand things that is happening for the first time in our town.

There aren't any big projects as the one being mentioned yet, as unfortunately, it is not the first problem on the list, but working here for years I can say that the rise in awareness is definitely getting bigger and recycling is getting more implemented, not only in the workplace but in future projects as well.



Mixed municipal waste, creative commons licence, <https://images.unsplash.com/photo-1573112021963>

RECYCLE

QUESTIONNAIRE

1. What is the so-called “circular economy”?

A	B	C
29	3	7

2. Do you believe that a more sustainable economic system can be equally productive than the current one?

A	B	C
21	14	4

3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

A	B	C
12	4	23

4. How will the so-called “circular economy” affect the job market?

A	B	C
8	23	8

5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

A	B	C
14	11	14



6. Which of these 4 “Rs” is more important to ensure a better future for humanity?

A	B	C	D
12	8	16	3

7. Which of these 4 “Rs” is most present in your family’s daily life?

A	B	C	D
10	4	24	1

8. In your opinion, what link is there between technology and the “circular economy”?

A	B	C
32	7	0

9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?

A	B	C
10	17	12

10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?

A	B	C
21	11	7

QUESTIONNAIRE

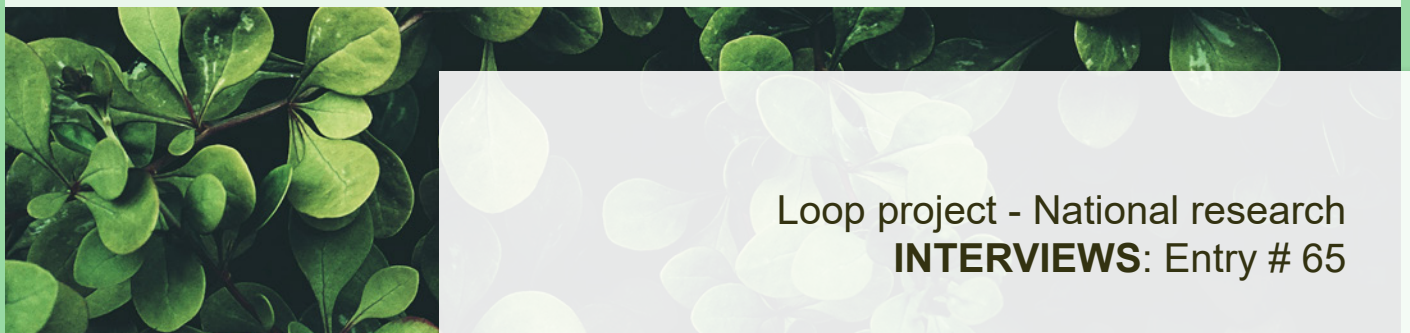
QUESTIONNAIRE

11. Do you think that the economy in the past was more sustainable than it is today?

A	B	C
19	3	17

12. Which of these 3 statements do you consider the most true and important?

A	B	C
10	25	4



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