



**WASTE WISE STRATEGY  
2006-2009**

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## EXECUTIVE SUMMARY

**Waste Wise 2006 – 2009** establishes a framework for the Council's Waste Management Services and sets out clear policy directions as a basis for action over the next three years. Initiatives set out in the Action Plan are designed to reduce the amount of waste going to landfill and ensure that the Council has the right services and systems to support continued waste reduction across the municipality.

The Strategy supports the 'waste minimisation hierarchy' using less waste in the first place, reusing items wherever possible and recycling materials as a third option. In the first instance, **Waste Wise 2006 – 2009** commits the Council to developing a fuller understanding of the waste generation patterns within the municipality and to continually review the systems in place to better manage waste disposal for a diverse range of needs.

As a leader and facilitator of environmental policy and management, the City of Port Phillip recognises that setting one's own house in order is essential when seeking to govern and regulate the actions of others. In waste management circles the Council has made this commitment through the Waste Wise program, which is now also being implemented at Port Phillip schools. As well as this, the Waste Wise message is being spread among traders and residents.

To effectively deliver the Council's waste management programs and services the Council recognises that partnerships with local communities are vital. In developing the Strategy, the Council has adopted a series of objectives that relate to a number of key sectors across the municipality, including:

1. To promote projects and studies via Council membership of the Metropolitan Waste Management Group, that pursue improved management and waste reduction on a regional basis.
2. To meet the targets set by the Victorian State Government's Towards Zero Waste Strategy within the Municipality (including the goal of 45% diversion rate of waste from landfill by 2008)
3. To lobby state and federal government bodies, via participation in the Metropolitan Waste Management Board, to reduce resource use and therefore waste production at its source
4. Facilitate greater commitment of residents to reduce, reuse, recycle and compost waste.
5. In line with the Waste Wise model and Council's Sustainable Environment Strategy, facilitate greater Council staff involvement to enhance Council's in-house waste management and minimisation.
6. Facilitate greater waste and litter education activities within schools.
7. Facilitate greater commitment of businesses and industry to reduce waste and litter.
8. Facilitate greater community group involvement in waste and litter education programs.

- 9.** Facilitate and implement strategies to assist event coordinators in developing and implementing the Waste Wise model into events and functions.
- 10.** Work closely with Council infrastructure, maintenance and cleaning contractors to adopt waste minimisation practices.
- 11.** Facilitate greater involvement of the construction and demolition industry in waste reduction initiatives.
- 12.** Facilitate and implement strategies, through the Litter Prevention Taskforce, to reduce litter in public space and roadsides.

The objectives are supported by a number of recommended strategies that are detailed in the Action Plan.

## 1. BACKGROUND

Waste management is still one of the major challenges presently facing local government. Finding alternative technologies to landfill disposal, increasing recycling and waste disposal costs, environmental issues and the community's expectation for a sustainable environment are some of the issues that must be addressed. Waste management issues are not only limited to the Council's assets and activities. The Council's roles and responsibilities are much broader than this and include providing education and information to the community at large, collaboration with local business and industry, working with other levels of government and working within a regional framework.

In 1996 the City of Port Phillip adopted a waste management strategy – Strategic Directions for Waste Management in the City of Port Phillip which contained a detailed agenda for action to achieve the waste minimisation objectives of a newly amalgamated city via a set of new waste collection contracts set up under compulsory competitive tendering. This was followed by the Waste Management Strategy – Waste Wise 2002-2004 and now by this Waste Management Strategy 2006 – 2009.

In the period between this strategy and its predecessor the City of Port Phillip has made many positive steps towards better waste management and resource recovery. These include:

- Switching to Mobile Garbage Bins (M.G.B's) resulting in around a 5% increase in material diverted from landfill and a safer workplace environment
- Running a new, booking-based Hard Rubbish Collection system, allowing residents four, free collections per year from their property
- Initiating numerous School and Community education projects including Summer in the City (the summer anti litter campaign), Two successful plastic bag free campaigns (in Elwood and in Middle Park), The Junior Environment Councilors and Streetwatch Primary Education programs and the yearly production of the popular Waste Wise booklet (detailing Council's waste and recycling services)
- Introducing a free electronic waste recycling service at the Port Phillip Transfer station
- Tackling the difficult issue of dumped rubbish through community/council partnership programs and upgraded monitoring

The Waste management strategy 2006-2009 is designed to provide a strategic framework to guide Council policy and decision making over the next three years to ensure that these achievements are built on. In particular the strategy aims to achieve all targets set at local, state and federal government levels and to provide a high quality service to the community and to work with them to ensure a clean and healthy Port Phillip environment. This three-year plan also builds on and refers to existing systems and operations, as well as recent Council strategies and plans that deal with specific environmental issues.

The Council's Waste Management Strategy must also align with the Council Plan 2005-2009, the Waste Management Plan of the Metropolitan Waste Management Group, as the State government waste strategy 'Towards zero waste' produced by Sustainability Victoria. Information on these organizations is listed below

### **1.2 Sustainability Victoria**

Sustainability Victoria is a new statutory body of the Victorian State government, which replaces both Ecorecycle Victoria and The Sustainable Energy Authority of Victoria, is the new state agency for waste minimisation and recycling. Following on from the goals outlined by Ecorecycle, Sustainability Victoria continues to aim towards bringing about significant changes in the way Victoria addresses resource recovery, recycling and waste management. Sustainability Victoria, having recently released its waste strategy 'Towards Zero Waste' which provides a guiding direction for waste management in Victoria

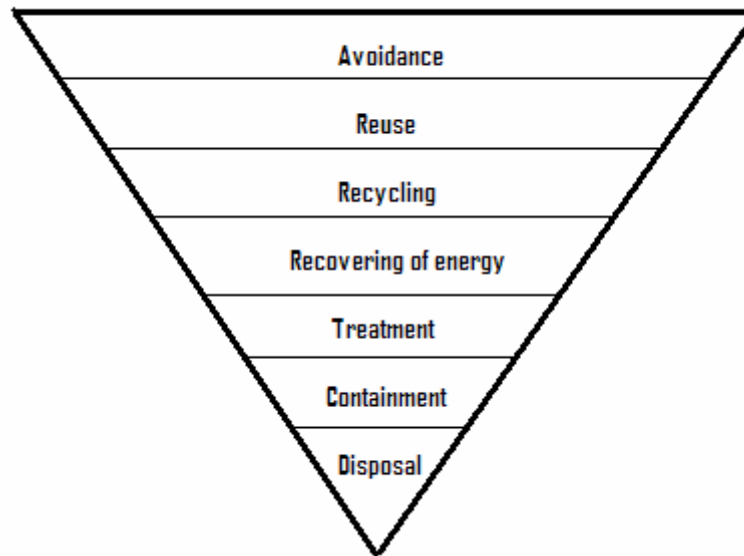
### **1.2 Metropolitan Waste Management Group**

The Metropolitan Waste Management Group (M.W.M.G) was formed on October 1 2006. The group is an amalgamation of the four former metropolitan waste groups and is responsible for developing a Metropolitan Infrastructure Schedule and Landfill Schedule. Further responsibilities also include the development and implementation of initiatives for minimisation of waste through REDUCE, REUSE and RECYCLE practices and strategies for waste disposal, litter management and landfill management.

### **1.3 The Waste Reduction Hierarchy**

This Strategy is based on the waste minimisation hierarchy. The hierarchy gives priority to reducing waste, or in other words, using less to start with and avoiding the creation of waste. Priority is then given to reuse, which is about using the same item more than once and extending the life of an item. Recycling of materials is given third priority and involves reprocessing materials to produce the same item or a different one.

## The waste reduction Hierarchy



## 2. RELATED POLICIES AND STRATEGIES

### 2.1 Corporate Plan

The City of Port Phillip's Corporate plan 2005-2009 commits Council to fostering 'a livable and attractive urban environment that uses fewer finite resources'. This broad commitment covers many areas of environmental improvement, however it contains several waste and litter specific outcomes and strategies under the Environmental Responsibility Pillar.

**Waste specific outcomes, strategies and initiatives from the Environmental responsibility pillar are listed below:**

#### **Port Phillip waste related *Outcomes***

- Community understanding of and commitment to environmental initiatives
- Improved positive and reduced negative impacts on the environment
- Ecologically sound and financially viable Council services
- Improved environmental performance of the Council's services, land and buildings
- Reduced water use and improved water management by the Council and the community
- Decreased waste generation and increased resource recovery and recycling

#### **Port Phillip Waste related *Strategies***

- Encourage community participation and involvement in adopting environmentally positive behaviours
- Continue Council leadership in mediating the potential conflicts between the natural and the urban environment
- Establish targets for increased diversion from land fill, recycling rates and resource recovery and change the service model to deliver these results
- Decrease unnecessary wastage of drinking water
- Reduce the volume and improve the quality of stormwater entering Port Phillip Bay
- Align the Council's environment activity to achieve the desired environmental outcomes
- Enhance the environmental values and useability of parks, open spaces and beaches
- Monitor the environmental performance of Council operations and buildings

#### **Port Phillip Waste related *Initiatives***

- Conclude a regional contract for the processing of recyclables, pursue a regional contract for the processing of the garbage stream as an alternative to landfill, and advocate for State Government reform of regional waste management arrangements to best achieve the Towards Zero Waste Strategy.
- Review Shopping center cleaning to encompass the issues of afternoon cleaning, coverage, extension of service to new shops in Bay street, operational noise and cleaning staff safety with current nightshift cleaning
- Implement the sustainable living framework to achieve broader awareness of the importance of sustainability and stimulate environmental behaviors across the community
- Examine the cleaning cycle to investigate ways to improve beach cleaning
- Provide advocacy and leadership to contain and manage waste generation at its source

The plan goes further to list building a better environment as one of the key challenges facing Council which will have as indicators:

- Annual residential waste generation per capita (SCPI)
- Annual residential recycling rate per capita (SCPI)

As well as key indicators listed for improving environmental performance of:

- Percentage of community rating satisfaction with overall performance in waste management as adequate or better – 85%
- Percentage of community who rate the appearance and cleanliness of beaches and foreshores as adequate or better – 75%

These key criteria, strategies and initiatives will be addressed in this document and its associated action plan.

## **2.2 Towards Zero Waste Strategy**

EcoRecycle Victoria (now as part of a new statutory body of the Victorian State government Sustainability Victoria) has released the waste management strategy "Towards zero waste". This new document requires local governments to develop plans for municipal waste management that will move towards the objectives stated in "Towards Zero Waste". These targets, affecting the Victorian Municipal waste stream, are outlined below:

- 45% recovery rate (by weight) in household waste by July 2008 (current recovery in Port Phillip is 36.34%)
- 65% recovery rate (by weight) in household waste by July 2013

- 75% by weight of solid waste recovered for reuse, recycling and or energy generation by July 2013
- Establishment of new systems to allow for all household waste in the metropolitan and provincial regional city regions to be processed for recovery prior to disposal to landfill
- A 25% improvement from 2003 levels, in littering behavior by 2014

Achieving these targets is highly dependent upon the completion of the proposed Brooklyn Wet M.R.F, a facility designed to extract recyclable material from the general waste stream. Should the Wet M.R.F project not proceed these targets will be extremely difficult to achieve.

### **2.3.1 Sustainable Environment Strategy**

The City of Port Phillip Sustainable Environment Strategy (SES) is an overarching document that sets directions for Council's environmental programs including waste minimization and management. The strategy sets out clear policy directions as a basis for action over the next thirteen years. As well as influencing the Council's own operations, the SES will guide Council in working with the local community.

Key points in the strategy include

- The ultimate aim of permanently reducing the percentage of municipal waste in all waste streams
- Achieve and sustain an 85% reduction in Council waste to landfill by 2020
- Achieve all goals associated with the State government's 'Towards zero waste strategy.

This strategy, like its predecessor (Sustainable Environment Strategy 2000), will be used to amend the Waste Wise Action plan throughout the duration of the Waste Wise Strategy 2006-09 so as to best achieve Council's goals in regard to waste management and other environmental issues.

### **2.3.2 Other Related Strategies**

The Sustainable Environment Strategy provides an overarching framework for a number of other Council policies including this Waste Management Strategy. Other related strategies include:

#### *Litter Abatement Strategy*

- Establishes Litter Taskforce
- Identifies hotspots
- Identifies projects to reduce litter
- Updates actions of the WW Strategy

#### *Environmental Purchasing Strategy*

- Buy- recycled – sustainable products
- Conserve resources
- Energy efficiency

*Stormwater Management Plan*

- Sets directions to improve quality of stormwater
- Litter trap installation program
- Impact on beach cleaning

*Greenhouse Gas Reduction Strategy*

- Sets directions to reduce methane gas emission through composting initiatives.

*Sustainable Design Strategy*

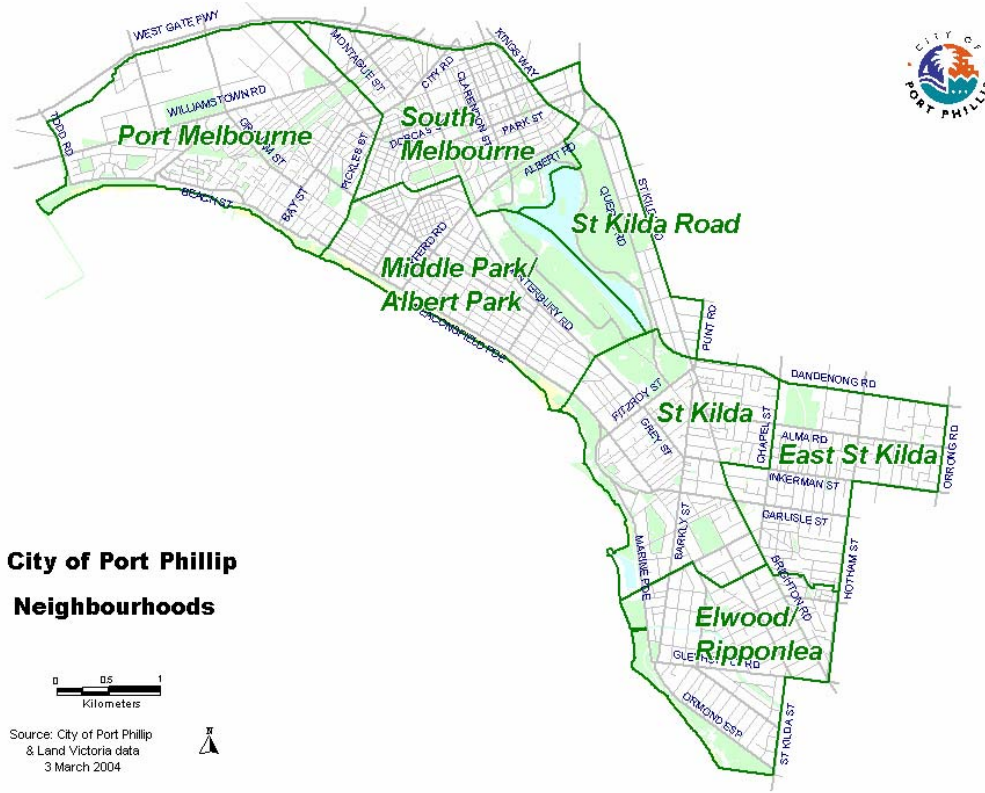
- Aims to reduce resource use and waste production in Residential Commercial and Government buildings as well as improving waste management in all new developments

### 3. THE CITY OF PORT PHILLIP

The City of Port Phillip is located on the northern shore of Port Phillip Bay to the south of the Melbourne CBD. The city has experienced a significant amount of residential development over the past decade particularly around areas close to the foreshore. With a population of approximately 84,000 (based on extrapolation from 2001 Census data, Australia Bureau of statistics, 2001) the City of Port Phillip is one of the most densely settled areas of Victoria. There are 40 persons per hectare, which is approximately 10 times the Melbourne metropolitan average. The municipality covers 20.62 square km of land adjacent to Port Phillip Bay, including 9.3 kilometres of beach frontage. The City of Port Phillip is an inner metropolitan municipality whose geographic location and natural features attract visitors and residents in adjoining cities as well as international tourists. The beach is also the discharge point for storm water from catchments both within the city and extending beyond into other municipalities. This results in many external forces that impact on the local environment, such as storm water pollution, litter and transport issues. These are generated from activities of those from both within and outside the city. (Source: Land Victoria)

The challenge for the Council and the Port Phillip community is to manage these external forces and the way people live, work and play in the city to minimise the impact of urban pressures and improve the state of the local environment. The city contains a number of significant employment areas including the St Kilda Road office district and industrial warehousing and manufacturing districts in South Melbourne and Port Melbourne. The city is also well served by a number of diverse and substantial retail, entertainment and leisure precincts. These include Bay Street – Port Melbourne, Clarendon Street – South Melbourne, Fitzroy and Acland Street – St Kilda and Carlisle St – East St Kilda. There are over 650 cafes, restaurants and takeaway food outlets serving the needs of residents, visitors, tourists and city workers alike. Organic waste from food services and retail outlets make up a significant proportion of waste to landfill from the municipality.

Figure 1: City of Port Phillip Municipal and Suburb Boundaries



### 3.1 Community Profile

Detailed Information on Port Phillip's current community profile comes from the 2001 census data and is available on the Council website at [www.portphillip.vic.gov.au](http://www.portphillip.vic.gov.au).

### 3.2 Rateable Properties Profile

In Port Phillip there are 44,468 rateable residential tenements and approximately 8,500 rateable non-residential tenements (offices, shops, factories etc). Of the residential tenements, 15,402 or 35 percent of which are single dwellings, the balance comprising flats, apartments and detached units, many of which are in high rise developments. This large proportion of flats and apartments imposes special requirements in the nature of the waste services provided and the educational approach necessary to convey waste and litter messages.

### 3.3 Domestic Waste Profile

According to recent audits the make up of current Domestic waste bins is as follows:

Material	% by Weight	% by Volume
Recyclables (glass, plastic etc.)	6.3	5.6
Paper	6.8	5.4
Cardboard	2.3	9.4
Garden Waste	12.3	13.0
Food waste	42.4	18.5
Hazardous *	1.3	0.4
Prohibited**	4.4	1.0
Disposable***	24.28	46.8

\*Includes paint, fuels, batteries, chemicals and Dog manure

\*\*Includes inert dust, sand, soil, Building materials and timber

\*\*\*Includes Nappies, clothing, textiles, Plastic packaging (non recyclable) tissues and cigarette butts - non recyclable glass etc.

The yearly total of waste and recycling materials processed in the City of Port Phillip is as follows:

- Residential Garbage collected and taken to landfill 19 536 tonnes
- Residential Recycling materials collected and recycled 11 156 tonnes
- Total waste and recycling stream combined 30 692 tonnes (232 Kg per capita per year)

### **3.4 Litter Profile**

The City of Port Phillip has a litter issue. The nature of the city's features such as night entertainment venues, numerous restaurants and food outlets, well known strip shopping centers and the foreshore all attract high day and night usage by residents, traders and visitors alike and consequently litter results. The Council puts significant funds into litter and waste related services, and the community demands that high standards be achieved. The annual cost to the Council for street and beach cleaning including public litter bin clearance is approximately \$4.3 million or \$54 per head of population.

Community involvement in cleaning issues and litter reduction is encouraged via the Citizens Monitor Network, Clean Up Australia Day and the Neighborhood Minder initiatives of the Council.

Over the summer months the Council runs the Summer in the City – Beach Litter Patrol campaign. The aim of the patrols is for Council officers to talk to beach users about a range of environmentally desirable activities, with particular reference to litter prevention and waste minimisation actions and initiatives being pursued by the Council.

The Litter Abatement Strategy has brought a greater focus on the litter problem and its solutions by all parties with an interest or responsibility in litter generation and abatement in the city.

Across the municipality there are 15 litter baskets in drain pits to intercept storm water litter. Located on drains discharging to the bay are twenty in-line litter separators or gross pollutant traps. Each of these traps prevent up to 4.5 tonnes of litter reaching the bay every two months. These installations fall within an ongoing program to treat all 40 drain outfalls along the foreshore area. Where litter is discharging to the beach, it is removed within the Council's beach cleaning program.

The estimate of total waste from beach - including litter, rubbish and seaweed is 3500 tonnes per year, with seaweed representing the bulk of the weight. Loads can vary depending upon weather and seaweed deposit rate.

## 4. CURRENT PORT PHILLIP WASTE MANAGEMENT OPERATIONS

### 4.1 Waste Collections

The City of Port Phillip provides a range of waste collections and related services for its local community. These services are provided under a single contract through the Western Regional Waste Management Group (now the Metro West Waste Management Group). The contract has three parties providing services within a consortium arrangement. These are Cleanaway, Four seasons Waste and SKM Recycling.

Most of the existing services are set in detail by the contractual arrangements, but these can be varied should community needs change. The opportunity will arise every two years to review all of the waste management operations within the Best Value Review process, and the results will influence the establishment of new contracts in the near future.

### 4.2 Kerbside Domestic Refuse Collection

Domestic refuse is collected from the kerbside of all residential properties on a weekly frequency. Bins are provided by the Council at no specific charge to new residential subdivisions, and as replacements for bins that are lost or stolen. The bins are issued in number and size in accordance with the policy outlined in the Waste Minimisation Incentive section 4.11.

### 4.3 Kerbside Domestic Recyclables Collection

Domestic recyclable materials are collected from the kerbside of all residential properties on a weekly frequency. A 120lt MGB (green bins with a yellow lid) is provided to single residences for storage and presentation of commingled containers, paper and cardboard. Multi tenement properties such as flats and apartments are provided with multiple 240 litre MGBs, which are coloured as above. These bins are provided in numbers based on an assessment of needs at the property. The collection encompasses a standard range of glass, plastic (codes 1 to 7) and metal products that are viable as re-use materials.

### 4.4 Commercial Refuse Collection

The Council does not provide a collection of refuse from commercial properties in the city. The significant variation in type and quantity of refuse generated from the variety of businesses requires specialist and flexible services that are more economically provided by the many private waste collection companies. The Council does provide each commercial tenement on request with an entitlement of a 120 litre weekly clearance of domestic type wastes and provides a bin for this purpose. This service is used by many businesses but it is not practical for many others where waste generation is well in excess of the 120 litres per week.

#### **4.5 Commercial Recyclables Collection**

The Council provides at its cost a weekly clearance of cardboard from designated shopping strips throughout the city. Cardboard is stacked loose by traders and collected early morning from the footway at the shop frontages. This arrangement has problems of footway interference, unsightliness and potential littering, but is necessary due to the limited storage space and access availability for collection vehicles at the rear of many shopping centers.

In areas not falling under the above system, the council facilitates a collection commingled containers, cardboard and wastepaper from all rate paying commercial businesses using 240 litre MGBs

#### **4.6 Services offered to schools**

As part of the residential kerbside domestic recyclables collection, schools are also offered a recycling service, using standard MGBs for commingled containers, cardboard and wastepaper, at no extra cost to the school. Council also runs interactive educational programs and site visits for schools throughout the year such as the highly successful *Streetwatch* program.

#### **4.7 Ministry of Housing Hi-Rise Buildings Refuse Collection**

The Council provides a regular clearance of domestic refuse from the six Ministry of Housing hi-rise developments in the city. The developments have a unique waste disposal chute and hopper system and the hopper is cleared from the ground level by use of an open truck. The Council continues to trial systems of collection of recyclables from these premises. So far the results are encouraging, however they have still not reached a contamination level to facilitate full incorporation into the regular collection. Trials will continue with this goal in mind.

#### **4.8 Hard and Bundled Green Waste Collections**

The Council recently moved to a booking system for hard and bundled green waste collection to all residential properties throughout the city, as a result of residential surveys on waste management. The system allows for 4 collections from each residence per year, performed by the waste collection contractor. Recyclables are not accepted in this collection and residents are encouraged to use their residential recycling bins or the facilities at the transfer station for these materials. Green waste will be transported to an Organic recycling plant as the service grows and quantities increase, with the balance of hard wastes transported and disposed of to landfill.

#### **4.9 Transfer Station Operation**

The Council operates a transfer station located in South Melbourne that is available to the community seven days each week for a range of hours. The station receives waste materials for which a charge applies depending on volume deposited. A range of recyclable materials including green wastes, steel, corks, electronic goods and cardboard in reasonable quantities can be deposited at no charge.

#### **4.10 Public Litter Bin Provision and Clearance**

The Council provides and services public litter bins throughout the city in shopping centres and other locations where people gather and litter generation is a problem. There are some 900 bins across the city and these are generally emptied on a daily basis and more often where the need arises. The 2005/2006 year saw 1742.66 tonnes of litter removed from these public litter bins across the city. The bins are usually of the cabinet type, which houses an MGB of 120 or 240 litre capacity. The selection of litter bin type is based on aesthetic considerations, volume requirements and occupational safety considerations. The Council has conducted trials of public place recycling services using a variety of bins and signage but thus far the excessive levels of contamination of the materials deposited do not make the service practical or viable.

The proposed Wet MRF facilities may well offer a simple solution to the difficulties faced in public place recycling but this will show in time.

#### **4.11 Waste Minimisation Incentive**

The Council continues to run a waste collection systems that encourages the community to reduce the amount of waste generated for disposal to landfill, and to increase the separation of recyclable waste materials into re-use collection streams. The Council provides 120 litres as the standard weekly entitlement of waste clearance within rate payments, for both residential and commercial tenements. The establishment of tenement numbers is determined by reference to the Council's rate records. All tenements are therefore entitled to a 120 litre mobile garbage bin for use for waste collection. Where a property has multiple tenements (such as flats and apartments) the waste entitlement is provided by multiple 240 litre MGBs issued for shared use on the basis of a maximum of one bin per two tenements. The council maintains a system of differential charging based on the volume of the bin selected to encourage waste reduction. The options for single dwellings are:

- \$30 annual rebate to those who choose to use an 80-litre mobile garbage bin
- No rebate or charge to those who choose the standard entitlement of a 120-litre mobile garbage bin
- \$120 annual charge to those who choose to use a 240-litre mobile garbage bin

Where a property houses a family that can demonstrate that there are six or more permanent family members, then the \$120 charge will be waived for provision of the 240 litre mobile garbage bin. The rebate is not made available to flats or apartments where 240 litre mobile garbage bins are provided for shared use, as there can be no verification of the actual individual waste disposal quantity per tenement.

The rebate is not made available to commercial properties.

The number of serviced mobile garbage bins throughout the municipality has remained fairly steady in spite of a rising population. A comparison of serviced mobile garbage bin numbers is shown below:

<b>MBG type</b>	<b>2001-2002</b>	<b>2005-2006</b>
80 MGB	3 600	3 339
120 MGB (this includes 140MGBs in service)	16 200	15 716
240 MGB	11 200	12 427
Total MGBs	31 000	31 482

This includes bins provided to single dwellings and bins shared at flats and apartments. Larger mobile garbage bin numbers have risen slightly due to an increase in commercial and shared unit type developments where 240lt bins are shared amongst tenants. Overall bin allocation has not risen (and overall fall of .02 bins per capita).

#### **4.12 Waste Reduction Achievements**

The bin downsizing program commenced in February 1997 and the figures from 97/98 to 98/99 reflect in part a waste reduction of 8.3 percent due to the program. The full impact of the introduction of the waste minimisation incentives is therefore not reliably available. The recent waste generation data is as follows:

#### **TOTAL RESIDENTIAL ANNUAL RESIDENTIAL WASTE PER CHANGE PER**

Year	Population	Waste (tonnes)	Waste per capita (kg)	Change from previous year
1997/98	77 323	18 717	242	
1998/99	78 711	17 158	218	-9.9%
1999/00	80 127	17 943	224	+2.7%
2000/01	81 405	18 254	224	0%
2001/02	82 500	19 047	231	+3.1%
2005/06	84 000*	19 536	232	0%

\* This is a conservative estimate based on a 5% population increase over the period 2001-2006.

Waste reduction is also reflected by the quantities of material diverted from the total residential waste stream, and the diversion data is as follows:

#### **YEAR WASTE DIVERSION-RESIDENTIAL RECYCLABLES STREAM RATE**

Year	Waste (tonnes)	Recycling (tonnes)	Total (Tonnes)	% Diversion
1997/98	18 717	8 732	27 449	31.8%
1998/99	17 158	8 504	25 662	33.1%
1999/00	17 943	8 978	26 921	33.3%
2000/01	18 254	8 750	27 004	32.4%
2005/06	19 536	11 156	30 692	36.34%

The nearly 4% increase in diversion rates from 2001 to 2005 can largely be attributed to the switch made from 55lt plastic tubs to 120lt Mobile Garbage Bins for the residential collection of recyclable material. With the distribution of the new bins to all residents a marked increase in not only the tonnes of material recycled, but also the overall diversion rate was recorded.

These diversion rates compare favourably with the metropolitan average of 25.2 percent (1998 Recycling and Bin Audit by BIEC).

#### **4.13 Disposal of Waste Materials**

Recyclable materials collected at kerbside become the property of the Council. The materials are used in processes that enable recycling into new products.

Port Phillip has been a party to a 15-year agreement with the City of Wyndham for use of the Wyndham owned and operated landfill in West's Road, Werribee. The entire Wyndham landfill has a future life of some 50 years from 2006 on current disposal rates. There are two other commercial landfills approved for receipt of municipal refuse operating within the Western Region, and these facilities have a potential combined future life of 45 years beyond 2006. There is therefore no shortage of landfill capacity in the Western Region, which is economically accessible by Port Phillip. It is likely that alternate waste disposal technology will become viable and intervene prior to any shortage of landfill capacity being experienced.

The current landfill agreement with the City of Wyndham will expire 17 October, 2008 and the City of Port Phillip is pursuing a further agreement that will meet the long-term future needs of the city. The new agreement will acknowledge the emergence of new waste disposal technology, including waste to energy processes, and will enable the Council to move to a new technology as an alternative to landfill where this proves viable.

#### **4.14 Waste to Energy Technology**

It is not practical or economical for an individual council to pursue any such new technology, and if and when introduced, this will be done on a regional basis to

achieve the necessary economies of scale. The Council has, as a member of the Metropolitan Waste Management Group, been exposed to presentations of proposals of new technology from several private companies, and has expressed support in principle. It has also provided service data to facilitate on-going feasibility studies. The introduction of waste to energy process plants will require the involvement of the state government in the approval and licensing of any such facility. The Council will, via the MWMG, or its successor, seek to ensure that a facility is evaluated on financial, environmental and social grounds. A social concern with the introduction of this technology is that it may generate a change in community attitude from one of waste minimisation to one where waste generation is unlimited as it is considered that it all converts to energy. Any relief of pressure on the packaging producers and consumers is not considered desirable.

#### **4.15 Regular Containerised Green Waste Collection**

A containerized Green Waste collection service has long been a topic for discussion in Port Phillip's Waste Management. Recent audit results reveal that Green Waste makes up roughly 13% by volume of the current domestic garbage collected. This figure is significant and worthy of attention. However, with the proposed development of a Wet MRF facility that would remove green waste from the stream post collection, this issue may well be addressed and not require any current action. This contention however is still under discussion and an intermediate solution, until the development of a capable facility, remains open to consideration.

#### **4.16 Household Chemicals Disposal**

Many households accumulate paint and a range of chemicals that becomes surplus to requirements and require disposal. These chemicals can include pesticides, medicines, herbicides, pool chemicals, oils, brake fluids and batteries. These materials can cause damage to the environment if disposed of to stormwater drains or sewers, or if placed in the garbage bin for a landfill destination. These various means of disposal are illegal and can attract significant fines. The council does not collect and store these materials due to the difficulties in providing a safe, approved location and system of storage, and due to the potential risk to Council employees in receiving, handling and working in proximity to the chemicals without first receiving professional training.

Sustainability Victoria (formerly EcoRecycle Victoria) acknowledges the difficulties found by the Council in dealing with these materials and provides a Statewide collection opportunity for households at no charge. SV develops a collection calendar wherein each month a site is nominated in the Melbourne metropolitan area to which householders can transport and deposit materials. The calendar is available from Sustainability Victoria and the Council. This collection system is deficient in that it is not convenient to many members of the community and inappropriate disposal may result. An alternative to householders is the employment of a private company to collect and dispose of the materials, but the householders must meet the high costs involved.

#### **4.17 Electronic Waste Disposal**

Port Phillip is currently trialing a program to recycle electronic wastes free of charge to residents at the transfer station. Working with a local company, 'Beyond waste recycling' the transfer station now diverts the following materials from landfill:

- All computer associated parts (including CPUs, mice, keyboards, cables and software)
- Computer monitors (no scratches, screen burn or broken surrounds)
- Laptop computers
- Printers
- Scanners
- Fax machines
- Mobile phones

So far the results are very promising and yields continue to increase. This project will be monitored and improved over the course of this strategy.

#### **4.18 In house Council Operations**

The City of Port Phillip as an organisation currently operates the following waste management services as part of its commitment to the Waste Wise program:

- Paper and Cardboard recycling
- Fully co-mingled recycling facilities in staff kitchens
- Worm farms and organics recycling facilities operational in three staff kitchens
- Cork recycling
- Mobile phone recycling
- Printer Cartridge recycling

These services are run in 80-90% of Council locations and, with the imminent move of the majority of Council staff to the renovated St.Kilda Town Hall offices, the opportunity for further improvements to in-house waste management has arisen.

Council's environmentally sustainable design plan for the new offices, entitled 'A natural way of working' contains many initiatives aimed at improving Council's in-house waste management practices. 'A natural way of working' has already applied during the construction phase, ensuring the minimal environmental impact from the building process. It will come into further effect once the building is completed, with staff to play a key role in supporting initiatives such as:

- Centralised waste disposal stations (no personal waste bins)
- Extensive paper recycling facilities
- Fully co-mingled recycling and organic recycling facilities in all staff kitchens

## 5. TARGET SPECIFIC GROUPS

Waste and litter programs should be targeting specific groups within the community to ensure the overall coverage of key audiences and the maximum minimisation of waste. Key groups that were identified during the development of the Metro West Waste Management Plan (MWWMP) and have also been incorporated into the Port Phillip Waste Wise Strategy are:

- Council as a member of the Metropolitan Waste Management Group
- Residents
- Council
- Schools
- Traders/Businesses and industry
- Community groups
- Event Coordinators
- Council Contractors
- Construction and Demolition Industry
- Litter Prevention Taskforce

In this section, these groups are defined and key objectives, indicators and relevant actions outlined.

### 5.1 Council as a member of Metropolitan Waste Management Group

The City of Port Phillip has an opportunity through its membership of the Metropolitan Waste Management Group to involve itself in and influence and promote regional directions for waste management

**Key Objective:** To promote projects and studies via Council membership of the Metropolitan Regional Waste Management Group that pursue improved management and waste reduction on a regional basis.

**Key Indicator:** The adoption into policy by the region and/or the Council of firm long term commitments to more sustainable management and waste reduction directions.

Actions:

- Promote and be involved in the feasibility study into a regional integrated waste management system.
- Promote and be involved in the feasibility study into a regional waste to energy facility
- Promote the reduced resource consumption and waste generation at its source via lobbying of state and federal agencies
- Establish a new long-term waste disposal arrangement for Port Phillip that is the best value regional option and will assist in the meeting of targets set in the 'Towards Zero Waste' Strategy.

- Explore with the Environment Protection Authority and the Metropolitan Waste Management Group methods to improve the convenience of the collection of household chemicals.
- Explore the promotion of the recycling collection service and Green waste disposal to reduce the per capita residential waste to landfill in line with the 'Towards Zero Waste' Strategy

## 5.2 Residents

In 2005/2006 the City of Port Phillip collected 19,536 tonnes of domestic garbage from 33,252 bins and approximately 11,156 tonnes of recyclables from 25 651 bins. Through better use of the Recycling service and undertaking initiatives such as composting or worm farming, residents within the City of Port Phillip could potentially divert more waste from landfill. Currently, divertible product still in the waste stream is at 28% by weight and 33% by volume (excluding food waste).

**Key Objective:** Facilitate greater commitment of residents to reduce, reuse, recycle and compost waste and achieve a 45% diversion rate of waste from landfill by 2008 (Towards Zero waste, 2005)

**Key Indicator:** An annual decrease in the total quantity of material being collected from kerbside and a decrease in the amount disposed of to landfill per capita per year.

### Actions:

- Educate and raise awareness of the residential community about the Council's kerbside services and waste minimisation through the annual distribution of brochures and the regular update of the Council's website.
- Continue to provide a kerbside recycling service to residents and promote the correct separation of recyclables.
- Continue involvement in the development of a facility to process and recycle the domestic Garbage stream to increase diversion before landfill.
- Continue to provide and promote the Council's booking-operated hard and green waste collection service, providing all residents four free collections per year
- Conduct Bi – yearly audits of the residential recycling and waste collection services to ensure targets are being met and to assess Green waste needs and recycling efficiency
- Continue to supply compost bins and worm farms to households at cost price.
- Continue to provide an updated Waste Wise Guide for residents describing the waste and recycling service. As well as offering advice on reducing waste and composting.
- Encourage residents to compost and or use worm farms through the Sustainable Living at Home Environment program.
- Promote waste reduction messages on Council-owned trucks.
- Promote the use of the Transfer station by residents to recycle other goods not accepted in the regular collection (ie. Electronic goods and green waste)

### 5.3 Council

The City of Port Phillip has an important role to play in the minimisation of waste and litter generated in the region. The Council is taking a lead in the municipality to minimise waste and is a certified Waste Wise Organisation, a program of Sustainability Victoria. All City of Port Phillip staff can have an active role in promoting waste minimisation and litter initiatives both internally and externally in the broader community. More information on the Waste Wise Organisation Business program is at Appendix 3.

**Key Objective:** In line with the Waste Wise Organisation model, Council's Sustainable Environment Strategy and the Towards Zero Waste Strategy, facilitate greater staff involvement in waste minimisation initiatives and achieve an 85% diversion rate of waste from landfill by 2020.

**Key Indicator:** Annual increase in the quantity of materials being recycled across Council buildings, with no increase (and preferably a decrease) in the total amount of waste generated.

#### Actions:

- City of Port Phillip to adopt this Waste Management Strategy and include it in the review of the approval Corporate Plan.
- Continue to implement the Council Waste Wise action plan involving all staff.
- Introduce and maintain a comprehensive green office program including a revised recycling and composting system.
- Audit Council buildings every six to 12 months and review and report on Waste Wise Organisation Action Plan as required.
- Continue to participate in the Buy Recycle Alliance program through implementing the Council's Purchasing Policy and promoting the purchasing of green products (including Property cleaning products) to Council staff. Also continue to monitor relevant the policies efficiency.
- Encourage the recycling of building and construction material where possible.
- Continue to make use of recycled timber from streets trees where possible in conjunction with Council's Parks department.
- Promote the Council's waste minimisation efforts and achievements to the broader community via an updated communications strategy

## 5.4 Schools

Port Phillip is home to seven secondary schools, 13 primary schools and over 35 childcare centers and preschools. Some of which are starting to become involved in environmental project and the Waste Wise school program developed by ERV. Schools are continually being supported to participate in the Sustainability Victoria's Waste Wise Schools program. They are also kept updated on the latest information in waste and litter education and other environment projects, many being provided by Council's waste management department, by the City's Waste and litter education officer.

**Key Objective:** In line with the Waste Wise model, facilitate greater waste and litter education activities within schools.

**Key Indicator:** An overall increase in the involvement of waste management and environmental education within schools in both curriculums and student participant numbers in environment and waste programs. Existing school's performance to be monitored and improved.

Actions:

- Continue to promote and support schools in joining the Waste Wise schools program.
- Continue to develop and fund waste education programs for schools.
- Provide free recycling collection services to schools in the municipality.
- Promote waste minimisation in early childhood centers and kindergartens.
- Continue to involve tertiary students in waste and litter reduction projects and other environmental projects.
- Continue to Provide assistance to all schools and early childhood centers and kindergartens in the application for environmental grants and in the procurement of waste management infrastructure and educational resources.

## 5.5 Traders/Businesses and industry

The City of Port Phillip is home to a number of diverse and substantial employment areas covering offices, industrial warehousing and manufacturing, retail and around 600 food traders. Business and industry should consider implementing waste minimisation strategies not only to reduce the waste going to landfill but to be more cost effective with business operations.

As a signatory to the Waste Wise Organisation program it is important that Port Phillip promotes the value of this course of action to Traders and Businesses. Council currently has no environmental-specific programs scheduled for implementation. However, it is crucial that the waste management department support any quality initiatives, aimed at assisting the environmental performance of the Commercial sector, when they arise and continue to provide support and relevant information to traders

Key Objective: Facilitate greater commitment of businesses and industry to reduce waste and litter.

Key Indicator: Net increase in the number of businesses to signing up to the Waste Wise Organisation/Business Program, plastic bag free program or similar waste management program each year of the life of the strategy.

Actions:

- Continue to assist traders (owners and occupiers) of premises to comply with the Environmental Local Law/Health Law.
- Continue to work with and encourage the involvement of the 12 citizen minders to ensure street litter is closely monitored and managed
- Promote the Wise Organisation program with businesses including retail, food, office and manufacturing sectors.
- The Council to continue to assist with improving the amenity of laneways where environmental problems exist.
- Continue to promote and assist in trader's in moving away from the use of disposable plastic bags
- Develop waste management and recycling brochures and information kits for traders.
- Provide information to traders on collection services through distributing a waste and recycling brochure.
- Continue to work with Traders to Minimise litter along foreshore and shopping center areas and continue to investigate opportunities for waste minimization.

## 5.6 Community groups

Community groups such as the Port Phillip EcoCentre, environment groups, sporting clubs and lifesaving clubs can actively become involved in the Council's waste management initiatives and also through the assistance of grants being made available through sustainability Victoria's Community Grants program.

Local community groups that regularly participate in Clean Up Australia Day some of which include Earthcare, Friends of Port Melbourne Foreshore and the Housekeepers Network. The City of Port Phillip will continue to support this significant national event that raises public awareness about the damage that littering and rubbish dumping has on the environment.

Key Objective: Facilitate greater community group involvement in waste and litter education programs.

Key Indicator: Net increase in the number of community members engaged through successful community group grant submissions and action days supported in Port Phillip.

Actions:

- Continue to support the Port Phillip EcoCentre and its links with community environment groups and Schools and provide advice on waste minimisation initiatives.
- Oversee/support various student research projects on waste and litter minimisation
- Implement the waste component of the Sustainable Living at Home program with an emphasis on waste minimisation and home composting with existing environmental group networks.
- Promote Sustainability Victoria's annual community grants program with local community groups.
- Continue to Support and facilitate Community initiatives focussed at waste and litter reduction
- Provide guidelines to sporting clubs/life saving on how to reduce, reuse and recycle.

### **5.7 Event Coordinators**

The City of Port Phillip is host to a number of celebrated local and state events, which include the St Kilda Festival (250 000 people), the recent Commonwealth games events and many other events that take place in the municipality on a more regular basis including triathlon and yachting events.

Several of these events have participated in the Waste Wise event programs developed by Sustainability Victoria.

It is Port Phillip's position to ensure as many Events as possible within the municipality become certified as waste wise, or at least adhere to the values and systems that the program promotes. Council will continue to work with event organizers and the regional education officers to improve and strengthen this position.

**Key Objective:** Facilitate and implement strategies to assist event coordinators in developing and implementing the Waste Wise model into events and functions.

**Key Indicator:** Net increase of events to be conducted each year adopting the Waste Wise Events model.

Actions:

- City of Port Phillip to continue to encourage and promote Waste Wise events across the municipality.
- Continue to review and improve the clause within the Council contract with hirers of Council facilities stating that they must operate in line with the Council's Waste Wise Program.
- Continue to review and improve clause in contract with event organisers that they operate with the Waste Wise concept in the organisation and delivery of their event.

- Assist festival event organizers with running Waste Wise Events and encourage them to attend Sustainability Victoria Waste Wise Event workshops.

### **5.8 Council Contractors**

The Council manages a number of major external contractors covering road construction and maintenance, street and beach cleaning, parks and gardens maintenance and the building's cleaning contract. All these service areas inevitably produce waste and it is the Council's role to ensure that the specifications for these services direct the contractors towards disposal of wastes in a sustainable way.

**Key Objective:** Work closely with Council infrastructure, maintenance and cleaning contractors to adopt waste minimisation practices.

**Key Indicator:** All contracts to incorporate Waste Wise practices and collect data on achievements.

Actions:

- Educate contractors, including cleaning, building and road construction and maintenance about the Council's Waste Wise Organisation Program.

### **5.9 Construction and Demolition Industry**

The nature of construction of housing development in the municipality in recent years has meant that large quantities of construction and demolition waste are generated. The majority of construction and demolition waste currently ends up as landfill. The Council's Sustainable Design Policy outlines Council's commitment to reducing the impact of the built environment. This includes an aim to move towards the elimination of solid waste production from the development of the built environment. The ability to divert waste material from landfill requires a more contextual approach to educating the industry through the timely provision of information on the cost benefit of waste diversion.

**Key Objective:** Facilitate greater involvement of the construction and demolition industry in waste reduction initiatives.

**Key Indicator:** The number of information materials distributed and the percentage of planning proposals that include a construction waste minimisation plan.

Actions:

- Disseminate information on minimising construction and demolition waste as per Sustainability Victoria Guidelines to contractors.

- In line with the Council's Sustainable Design Policy, educate the construction and demolition industry on best practice sustainable design, including the following waste strategies:
  - Maximise the volume of materials recycled by occupants post-occupancy
  - Contact local waste authorities to identify companies to recycle materials.
  - Increase the amount of construction materials reused or recycled on site.
  - To minimise waste from operating buildings in the municipality.
  - To minimise building-related resource use.
  - To minimise waste from building demolition and construction.
  - To encourage long term reusability of building materials.

### **5.10 Litter Prevention Taskforce**

The City of Port Phillip maintains a Litter Prevention Taskforces to produce and implement a Litter Abatement Strategy that addresses localised litter issues. The taskforce was established in 1997, with regular meetings to identify litter hotspots, major issues and opportunities for collaboration across Council departments. The taskforce includes representatives from Waste management operations, Parks and open spaces, law enforcement, waste management and street cleaning contractors and the Council.

[Key Objective: Facilitate and implement strategies, through the Litter Prevention Taskforce, to reduce litter in public space, the foreshore and roadsides.](#)

[Key Indicator: The achievement of the annual action plan.](#)

Actions:

- Review Litter Prevention Taskforce and membership
- -
- Review and update the Litter prevention Action plan so as it will achieve the target of a 25% reduction in litter stated in the Towards Zero Waste Strategy (Victorian Government 2006)
- Review and update Litter Prevention Action Plan.
- Promote the enforcement of Environment Protection (Resource Efficiency) Act 2002 with Local Law officers.
- Provide continual support to Litter Taskforce and activities
- Explore litter reduction measures at tram stops.
- Further improve the annual 'Summer in the City' Campaign as a major program to address the issue of litter over the peak visitation period and throughout the year.

## 6. OVERALL KEY OBJECTIVES and Overall Indicators

Listed Below are the 12 Key objectives for this strategy

1. To promote projects and studies via Council membership of the Metropolitan Waste Management Group, that pursue improved management and waste reduction on a regional basis.
2. To meet the targets set by the Victorian State Government's Towards Zero Waste Strategy within the Municipality as outlined earlier in this document
3. To lobby state and federal government bodies, via participation in the Metropolitan Waste Management Board, to reduce resource use and therefore waste production at its source
4. Facilitate greater commitment of residents to reduce, reuse, recycle and compost waste.
5. In line with the Waste Wise model and Council's Sustainable Environment Strategy, facilitate greater Council staff involvement to enhance Council's in-house waste management and minimisation.
6. Facilitate greater waste and litter education activities within schools.
7. Facilitate greater commitment of businesses and industry to reduce waste and litter.
8. Facilitate greater community group involvement in waste and litter education programs.
9. Facilitate and implement strategies to assist event coordinators in developing and implementing the Waste Wise model into events and functions.
10. Work closely with Council infrastructure, maintenance and cleaning contractors to adopt waste minimisation practices.
11. Facilitate greater involvement of the construction and demolition industry in waste reduction initiatives.
12. Facilitate and implement strategies, through the Litter Prevention Taskforce, to reduce litter in public space and roadsides.

### **General Indicators**

- Waste generation and diversion rates
- Number of litter and waste education projects facilitated
- Average number of participants per project
- Number of media releases
- Number of media hits
- Number of publications
- Community satisfaction surveys

## 7. IMPLEMENTING THE STRATEGY

Implementation of the Waste Management Strategy involves action across a range of Council services, as well as action in partnership with individuals, households, businesses, institutions and the local community as a whole. Elements of the strategy also involve working with other local Councils, MWWMG and State and Federal government agencies.

The key aspects of implementing the strategy are:

- Council endorsement of the Waste Management Strategy as the basis for its policies on waste and litter education and waste management for the 2006-2009 period
- Ensuring that objectives and principles outlined in this strategy help achieve the targets stated in the Victorian Government's 'Towards Zero Waste' strategy
- Ensuring that the strategic directions for action under the Sustainable Environment Strategy 2007 are being met
- Ensuring that waste management objectives and principles are effectively applied to all Council decision making. In many cases, the implementation of actions will need to involve consultation with the Port Phillip community and other key stakeholders.
- An important element of this strategy is to implement change right across the organisation. Care for the environment, including effective waste management, is everyone's responsibility and requires initiative across Council activities.

## 8. COMMUNICATIONS PROGRAM

The City of Port Phillip regularly communicates with residents and business about the importance of waste minimisation. The Council needs to ensure that the messages it puts forward about waste management are effectively presented and consistent.

As part of this Strategy, Waste Management will review its current communication plan and update it as necessary during the life of this strategy.

## 9. MONITORING AND EVALUATION

Evaluation of the implementation of the action plan should take place on an annual basis. The indicators in the action table will be used for evaluation purposes.