

**Interuniversity student competition
Mendel University in Brno**



**Waste management of Brno city and communication
in relation to the public**

Team 22

Billíková Mária

Jordánková Kateřina

Klubusová Blanka

Konečná Ivana

Parolek Tomáš

Pokora Radek

Slugeňová Natália

Vičík Jakub

The research paper on the topic of Waste management of Brno city and public related communication is worked out under Interuniversity student competition. The principal goal of this paper is to design an appropriate communication strategy. The newly designed communication strategy should primarily improve communication between the public and the municipality of Brno in the scope of waste management.

The work is formally divided into two main parts. These are the theoretical and the practical part.

1. Theoretical part

The theoretical part is focused on the analysis of legislation related to the waste management. The legislation is processed from the perspective of a citizen. The overview contains the facts that every citizen should be familiar with or have at least partial awareness. These are n.: 185/2001 Coll., Waste Act, 381/2001 Coll. the Decree of the Ministry of Environment, which defines the Waste catalog, the List of hazardous waste and waste lists together and states for the export, import and transit purposes, 174/2012 Coll., the Act on local fees, 12/2012 General binding regulation on a local fee for operation of the system of collection, transport, sorting, usage and disposal of municipal waste.

The theoretical part of the work deals with an essential overview of the current state of the waste management in the municipality of Brno. The overview is mainly focused on the separation and subsequent recycling of glass packaging, the separation of PET bottles, beverage cartons and aluminum cans, onto the separation system of paper and textile separation.

The theoretical part includes also reference to the collection centers in the city of Brno. Part of the paper is devoted to an overview and basic characteristics of all the collection centers.

The research of communication strategies of another Czech city and a foreign city is also part of the paper. The city of Poznan, the statutory city of Prague and the municipality of Brno were chosen for the purpose of research of communication strategies. Available information was applied to the model of marketing communication mix (Kotler, 2005) consisting of the following means of

communication: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing and personal selling.

Since the current municipal funds dedicated to the recovery and stabilization of communication strategies are limited, one of the theoretical chapters deals with the analysis of other possible sources of funding.

2. Practical part

The practical part of the paper deals with proposals for particular communication strategies. The proposed strategies are primarily focused on education, awareness and system of rewards.

The proposed educational programs are targeted to all age categories, especially children. The goal is to intensify these activities of the municipality of Brno by means of lectures, presentations, educational activities, games and competitions, open doors days, the Earth Day etc. programs. Because of the difficulty of addressing children with such a complex issue, the mascot called "Dráček Spalováček" will accompany all children related events.

The practical part is also focused on the improvement of the SAKO Brno, a.s. website. The home page should contain several interactive tiles referring to individual website subsections. The new graphic design of the website should incorporate higher contrast colors for the text and the background. Furthermore, we have suggested an integration of accessibility features like a font enlargement or the Zoom tool, since the existing site lacks any tools for the handicapped people. We have also suggested the creation of the application which will allow citizens to locate the nearest containers of communal and sorted waste and show their location on the map. The application should be able to show not only the map with the location of containers, but also to find the nearest place to store a specific type of waste, find the shortest way to the selected spot and display the schedule of container collection. To higher awareness of citizens of Brno, especially the children, the information boards containing all the important facts should be placed on different locations of the city. The purpose of these boards is to persuade people to think about recycling before throwing out their household garbage – because it is possible to sort the waste and

throw it into the proper containers. The new mascot of SAKO Brno, a.s., "Dráček Spalováček", should be the dominative element of these boards.

The social network Facebook was chosen as an additional way of communication. Facebook would allow people to share their opinions, find out important contacts, browse photos from events organized by the company and also to keep track of events the company SAKO Brno, a.s. currently organizes.

These days, when many people are in a hurry, it is very convenient to use a short video (or spot) to summarize the basic information, therefore few of them were designed. In particular, the video focuses on explanation of the process of waste management, proper waste sorting and encourages citizens to think and live ecologically.

The following chapter of the practical part is mainly focused on the citizens' motivation which is seen as one of the key components influencing the use of collection centers. Increasing the motivation can lead to higher cleanness of mixed municipal waste or the components of separated collection containers in the city. It is a program with relatively low expenses. A competition or an effort of Czech citizen to get any free benefit is the main motivation. The system of collecting the rewards could be disposable or long-term, regarding the resulting benefit. Low-value benefits (voucher for a discount, ticket for the tram, etc.) could be collected at once, but high-value benefits (free admission to the museum, underground, theater, zoo...) could be reached by collecting certain amount of certificated stickers or stamps from the collection center operator for a of delivered waste. It is important to offer an interesting reward that would be motivating enough while not loading the city's budget. It is necessary to provide only the benefits the city can afford.

The last chapter deals with the Ethic Code for employees of the SAKO Brno, a.s. The purpose of the Ethic Code is to determine the rules for human behavior and the distinction between the right and the wrong value attitude with respect to the Charter of Fundamental Rights and Freedoms.