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# REDUCING LITTERING IN GEORGIA

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# ENVIRONMENTAL POLLUTION WITH WASTE

Georgia



## Goals set by Georgian government to execute from 2016 to 2030

ბადასამუშავებელი ნარჩენი	2020 წლისთვის	2025 წლისთვის	2030 წლისთვის
 Paper	30%	50%	80%
 Glass	20%	50%	80%
 Metal	20%	50%	80%
 Plastic	30%	50%	80%

ნარჩენების მართვის ეროვნული სტრატეგიით (2016-2030) განსაზღვრული „მწარმოებლის გაფართოებული პასუხისმგებლობის“ შესაბამისი მიზნები

ბადასამუშავებელი ნარჩენი	2020 წლისთვის	2025 წლისთვის	2030 წლისთვის
 Battery	20%	50%	80%
 Oil	50%	75%	90%
 Carton	40%	75%	90%
 Electric devices	20%	50%	80%
 Tires	50%	70%	90%
 Car battery	60%	80%	90%
 Cars that are not used anymore	20%	50%	80%



## SEPARATE WASTE BINS

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## THIS WORKS IN JAPAN

Since I was little pollution of environment has always been disturbing me. I've been always thinking about ways how it could be solved and in 2022 summer after I went to Japan I got the right idea. I went to different cities there and everywhere was my answer. "Separate trash bins", this is great way to step one foot forward against polluting environment.





## TENE

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- Tene is a Georgian company which produces telephone chargers using recycled waste
- <https://tene.ge/>



## POLYVIM LLC

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- What they do is that they gather all the used plastic bottles and separate them from their labels and caps. Then they go through a process where they wash, crush, and perform other industrial activities on them. This converts the PET bottles scraps into PET flakes.



# STRATEGY

## START SMALL – PLAN BIG

- Stage 1 : Set up first separation bins at “British University in Georgia” and “Oakleaf School”
- Stage 2 : Set up similar separation bins at the partner institutions of “BUG” which are : International Black sea university (Dr. Saffet Bayraktutan), School Aia-Gess, School Qorali, Oakleaf School, European school, Unique Learning, Tbilisi International school.
- For starters we will need overally 40 separate waste bins for all eight institution we will be cooperating with.

**Target audience for stage 1 is: Rector of “British University in Georgia” and the head of Oakleaf school**

**Target audience for stage 2 are : Marketing executives of “BUG’s” partner institutions**





# GOING BIG

## COMMUNICATING AND WORKING WITH GOVERNMENTAL INSTITUTIONS



MINISTRY OF EDUCATION  
AND SCIENCE OF GEORGIA





# PROMOTION

Using every social media, TV and newspapers to spread information about this project.

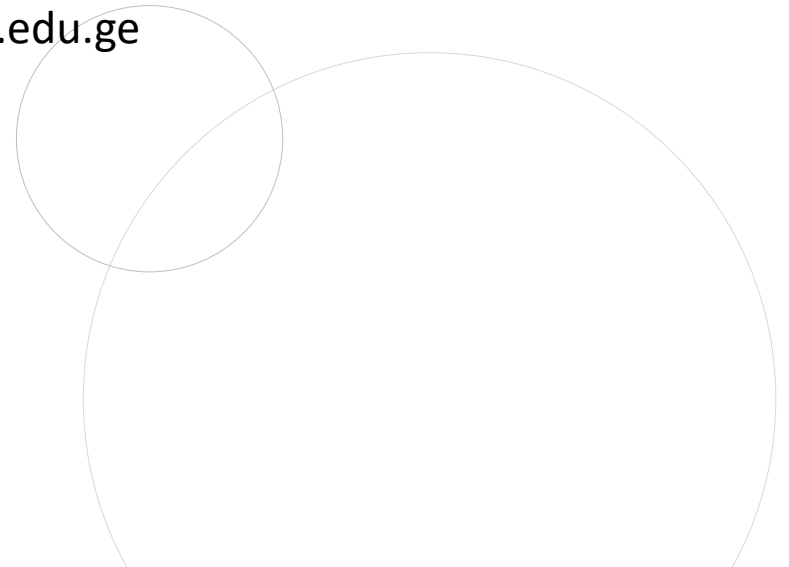




# THANK YOU



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# REFERENCES

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(Heinrich Boell Foundation Tbilisi Office - South Caucasus Region, 2020)

