Smart City: Tropa Verde
Now recycling is rewarded!

Encouraging environmental responsibility through prizes and rewards
This project was born in the city of Santiago de Compostela (Spain), capital of Galicia with a population of 95,600 inhabitants. Santiago de Compostela was declared a World Heritage City by UNESCO in 1985, in view of its urban beauty and monumental integrity, apostolic sanctuary and the destination of the millions of pilgrims.

A survey carried out in April of 2015 showed that 36.6% of the citizens of Compostela which acknowledged not recycling confessed that it was due to lack of habit.

The lack of information and environmental motivation of the citizenship is palpable daily. Excuses like "Why would I separate the waste in my house if everything ends up in the same container" are frequent.

These attitude damages the beginning of the recycling chain, promoting low recycling rates and increasing the costs of waste management, all negatively impacting on the environmental quality.
Objectives and strategies

Tropa Verde's objective is to create more sustainable cities focused on waste management. This project was born in the city of Santiago de Compostela.

Tropa Verde is a multimedia platform that aims to promote recycling and environmental responsibility among the citizens by rewarding good environmental practices.

The website [www.tropaverde.org](http://www.tropaverde.org) connects the three elements necessary to achieve the objective:

- Citizenship
- The places where citizens can dispose of waste and where they will be rewarded if they do so.
- Shops and other businesses that collaborate providing gifts or discounts

Successful implementation will require all players.
Objectives and strategies

Goal
Increase recycling rates promoting the environmental awareness of the citizenship applying gaming and rewarding techniques.

Means
Using a game-based web platform in http://tropaverde.org where citizens can change recycling points to rewards from City Council and local retailers.

Promoters

teimas desenvolvimento
Local ICT company

CONCELLO DE SANTIAGO
City Council

urbaser
Urban waste contractor
How does it work?
Environmentally responsible citizen receives a gift card for recycling.

The gift card is changed by stars (points) on the web Tropa Verde.

The recycler citizen receives his award at the establishment collaborator.
Methodology and working plan

Sponsors

Based on attracting sponsors. Sponsors receive a welcome kit consisting of:

- A sticker for the establishment door, which identifies them as Tropa Verde's sponsors.
- Flyers.
- Merchandising (badges).

Tropa Verde's website shows at the same time the rewards obtained from the sponsor and its brand image. The participants receive continuous support throughout the whole process.

The rewards from the sponsors are included in the website, classified into eight different categories: hotel industry, shops, culture, city hall, sports, health, children and cosmetic treatments.
Sponsors

Sticker sponsors
(21x12 cm)
Methodology and work plan

Waste collection point

- **Household waste recycling centers**: municipal facilities where wastes are disposed of separately.

- **Social centers**: community spaces used for a range of disparate activities, including social information or entertainment and where waste collection is carried out.

Every citizen who goes to recycle at any waste collection point, gets a gift card that can be redeemed at Tropa Verde's website, and then exchanged for prizes.

The exchange points are provided with:

- Posters informing the citizens of which wastes can be brought and the minimal amount that should be recycled in order to obtain a gift card.
- Flyers with useful information.
- Merchandising (badges).
- Gift cards.

The promoting company monitors the emission of the gift cards in the social centers and assists their personnel in the process.
Green Points: 2 fixed (Tambre, Piñor) + 1 mobile
Waste collection point: Social and civic centres
ATENCIÓN!

AQUI PODES RECICLAR

CANTIDADES MÍMINAS:

- 10 pilas
- 1 bolsa de conxelados chea de tapóns
- 3 tóners

ESTE CENTRO COLABORA COA "TROPAPERDE" COMO PUNTO DE ENTREGA DE RESIDUOS.

CANDO TRAIAS ALGO PARA RECICLAR, ENTREGARÉSOSCHE UN TICKET CUN CÓDIGO QUE DEBES METER EN WWW.TROPAPERDE.GAL

SUMARÁS ESTRELAS PARA CANXEALAS POR CENTOS DE RECOMPENSA EN ESTABLECIMIENTOS DA CIDADE.

FORMA PARTE DA "TROPAPERDE" E PARTICIPA DA MELLORA DA TÚA CONTORNA.

OU TEU XESTO É IMPORTANTE. GRÁZAS!
In just two yearrr we have obtained:

- High citizen participation, with over 2.500 users subscribe
- 115 sponsors
- 1.500 rewards offered
- More than 15.000€ in prizes and rewards
- 22 centers issuing vouchers
- Over 16.000 vouchers given
  - >1.230 Facebook followers
  - >440 Twitter followers
- Over 800 rewards enjoyed
- Several workshops for children: Recycle, Reutilise and play with the Tropa Verde to commemorate the European Environment Week
- 2 school campaigns "Recycling at school is rewarded". The campaign consists in the collection of used cooking oil and electrical and electronic appliances
- 20 different educational centers, which make a total of 2,416 students.
- In the school campaigns a total of 2.356 liters of used cooking oil and 3.299 electrical and electronic appliances were collect
Facebook: Tropa Verde SCQ
Twitter: @tropaverdescq
Youtube channel: Tropa Verde
www.tropaverde.org

confirms the accuracy and correctness of the information provided in this application form
Tropa Verde can be replicated in any other city, in fact there are several municipalities in Spain interested in both the platform and the different campaigns of environmental awareness carried out in schools in the city.

Today Tropa Verde is active in six different City Councils of Galicia (autonomous Spanish region): Redondela, Lugo, Ames, Sarria, Porriño and Santiago de Compostela, which means more than three hundred thousand inhabitants throughout Galicia.
Communication and dissemination activities of the action

• Press conferences.

• Dissemination activities in written press, online media, radio and TV.
  Facebook page: Tropa Verde SCQ.
  Profile on Twitter: @tropaverdescq.
  Youtube Channel: Tropa Verde.

• Dissemination through street campaigns:
  - Flyers distribution in the university,
  - Bicycles (environmentally friendly vehicle) with promotional canvas.
  - Promotional stand in the historical centre of Santiago, offering a plant to start a home garden.
Street actions: gift plants for home gardening
Diffusion activities in ecological vehicle

AGORA CON TROPA VERDE
RECLAMAR EN SANTIAGO
TEN PREMIO!

Rexístrate de balde en
WWW.TROPAVERDE.GAL

e acumula estrelas que poderá trocar por recompensas en comercios e hostaleríe de Compostela!

INFO: TROPAVERDE.GAL
Street actions: gift plants for home gardening
Communication and dissemination activities of the action

- Dissemination actions at the collecting points: flyers distribution and users subscription.
- Dissemination in social networks: collaboration of Tropa Verde's members sharing their photos of the recycling process.
- Promotions addressed to children: contests promoting recycling (painting, writing and pictures).
- Collaboration request to Compostela’s personalities like athletes and others.
Promotions addressed to children

Concurso Infantil

Na Tropa Verde queremos achemos aos maiores pequenos e conhecer as suas boas acções ambientais.

Imos regalar um cheque de 10 estrelas a todos os meninos que envien um dibuixu, unha mimo ou poema de esta temática e unha foto realizando unha ación.

[Additional images and text related to the promotion]
Collaboration request to Compostela’s personalities

Tropa Verde SCQ ha compartido la publicación de Pedro Nimo del Oro.

Pedro Nimo del Oro Tropa Verde SCQ

Noraboá por nos ensinar día a día a ter unha Compostela mellor, xuntos poderemos facer da nosa cidade unha cidade limpa e na cal seguir desfrutando.

Unha aperta e todo o meu agarimo e apoio

Ver tradución
Commemoration of World Environment Day
Prizes and rewards


• “Campaña 2.0” XVI Premios Periodísticos Ecovidrio. 2015. Finalist: Tropa Verde SCQ

• III PRIZES ENVIRONMENT AWARD APROEMA 2016. Winner: Santiago's City Council by Tropa Verde.

• R awards from Ecoembes. Best awareness campaign for public administrations: "Green Troop Now recycling has a prize! of the City council of Santiago de Compostela.

• Presentation in 8th European Conference on Sustainable Cities (Bilbao)

• Presentation in CONAMA 2016 (technical communication and poster)

• International Forum of Municipal Waste Management Wasteinprogress. Girona 7-Feb 2017
School campaign: Recycling at school has an award!
"Recycling at school is rewarded" is a campaign in collaboration with the City Hall of Santiago de Compostela seeking to enhance environmental awareness in the recycling of cooking oil and Electrical and electronic equipment in Compostela's schools.

The campaign is aimed at students aged between 8 and 14 years old of the schools and high schools of Santiago de Compostela.

The purpose of this initiative is to encourage environmental responsibility in the city's children, as well as their families, contributing this way to the reduction of wastes and optimizing their management.
The campaign consists in the collection of used cooking oil and Electrical and electronic equipment. Each team will be formed by children of the same classroom. The competition will be held among all teams from the participating schools.

The prizes will reward those classes that accumulate the largest amount of oil up to the end of the campaign. There will be 3 prizes depending on the position achieved in the classification.
Summary of School Campaign Awards:
Summary of School Campaign Awards:
Summary of School Campaign Awards:
CONCURSO ESCOLAR
SUMA LITROS DE ACEITE DE COCINA USADO E OBTÉN A TÚA RECOMPENSA

Quen
Poden participar todos os estudantes da 3ª, 4ª, 5ª e 6ª de primaria e 1ª e 2ª de ESO dos colexios e institutos da contorna do Concello.

Como
Cada clase debe recollir a maior cantidad de litros de aceite de cocina usado facido da casa en botellas de 1.5 L.

Cando
Desde o 18 de abril ata o 18 de maio. Os galardons recaerán nas clases que consigan máis litros de aceite de cocina usado noutro período de tempo.

Premios
1º Camiseta + medalla + tres cheques con estrelas da Tropa Verde + agasallos sorpresa especial + Copa para a clase.
2º Camiseta + medalla + doce cheques con estrelas da Tropa Verde + vigo de mesa de xardín coxidos + cota para a clase.
3º Camiseta + medalla + un cheques con estrelas da Tropa Verde + cota para a clase.

Todos os rapaces e rapazes das clases gañadoras terán premios.

A reciclaxe cloed premios as clases que máis litros de aceite colleiten

Enche una botella de plástico de 1º5L

A vantaxe do reciclado de aceite de cocina usado é diminuir a xeración dun residuo

Infographic
Workshops for children: Recycle, Reutilise and play
Thank you!