

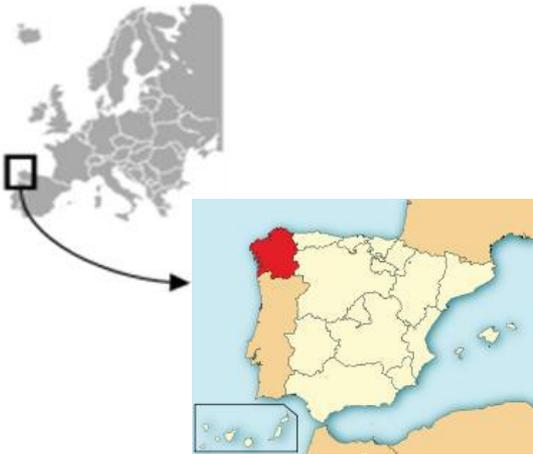
Smart City: Tropa Verde

Now recycling is rewarded!

Encouraging environmental responsibility
through prizes and rewards



Introduction



Santiago de Compostela

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 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.

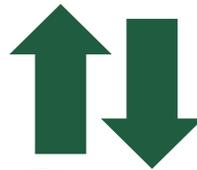
Promoters



Local ICT company



How does it work?



| | |
|--|---|
| | RECICLAR TEN PREMIO! www.tropaverde.gal |
| <small>1. Introduce este código en www.tropaverde.gal 2. Recicla as entidas por cada unha das base accións de reciclaxe. Cantas máis fagas, máis estrelas terás. 3. Troca as estrelas pola recompensa que che ofrecen os establecementos locais. Gracias polo teu apoio!</small> | 100-0516-FC8 |



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.

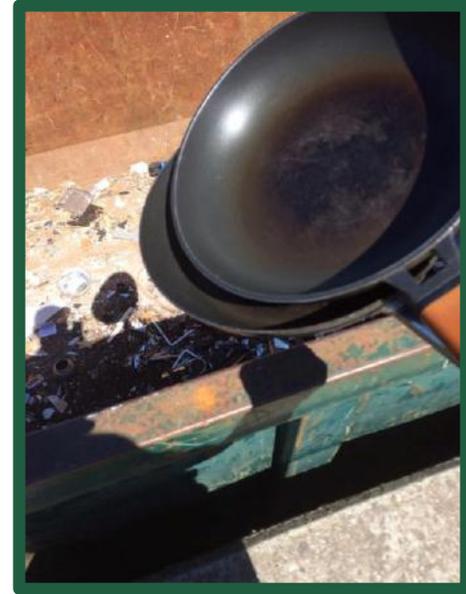
Every citizen who goes to recycle at any waste collection point, gets a gift card that can be redeemed at Tropa Verde's website, and then exchanged for prizes.

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!

AQUÍ PODES RECICLAR

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

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

SUMARÁS ESTRELAS PARA CANXEARLAS POR CENTOS DE RECOMPENSAS EN ESTABLECIMENTOS DA CIUDEA.

FORMA PARTE DA "TROPAVERDE" E PARTICIPA DA MELLORA DA TUA CONTORNA.

OU TEU XESTO É IMPORTANTE. GRAZAS!

TROPAVERDE **teimas**

SCG

Contidade Mínima

- 1 BOLSA DE PAPEL CHEA DE PAPEL / CARTÓN.
- 1 BOLSA DE CONXELADOS CHEA DE TAPÓNIS
- 10 PILAS
- 3 TÓNERS

TROPAVERDE **RECICLA**

SCG WWW

1. Introduce este código en www.tropaverde.gal
2. Recibirás estrelas por cada unha das túas accións de reciclaxe. Cantas máis fagas, máis estrelas terás.
3. Troca as estrelas polas recompensas que che ofrecen os establecementos locais.

Grazas pola túa acción!

teimas



Merchandising

Posters & signboards

ATENCIÓN!

**AQUI
PODES
RECICLAR**

Cantidades
mínimas:

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

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

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

SUMARÁS ESTRELAS PARA CANXEALAS POR CENTOS DE RECOMPENSAS EN ESTABLECEMENTOS DA CIDADE.

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

OU TEU XESTO É IMPORTANTE. GRAZAS!



Flyers



Badges



RECICLAR en COMPOSTELA ten PREMIO!

SUMA ESTRELLAS

OBTÉN RECOMPENSAS

Agora, cada vez que acudas aos lugares de entrega de residuos, a túa pequena acción terá grandes recompensas. Forma parte da "tropaverde" compostelana e obtén estrelas trocables por premios ou descontos en establecementos locais.

+ info www.tropaverde.gal

teimas

Vouchers



RECICLAR TEN PREMIO!
www.tropaverde.gal

1. Introduce este código en www.tropaverde.gal
2. Recibirás estrelas por cada unha das túas accións de reciclaxe. Cantas máis fagas, máis estrelas terás.
3. Troca as estrelas polas recompensas que che ofrecen os establecementos locais.

Grazas pola túa acción!

teimas

000-1234-A123

Results

In just two years 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



Social networks

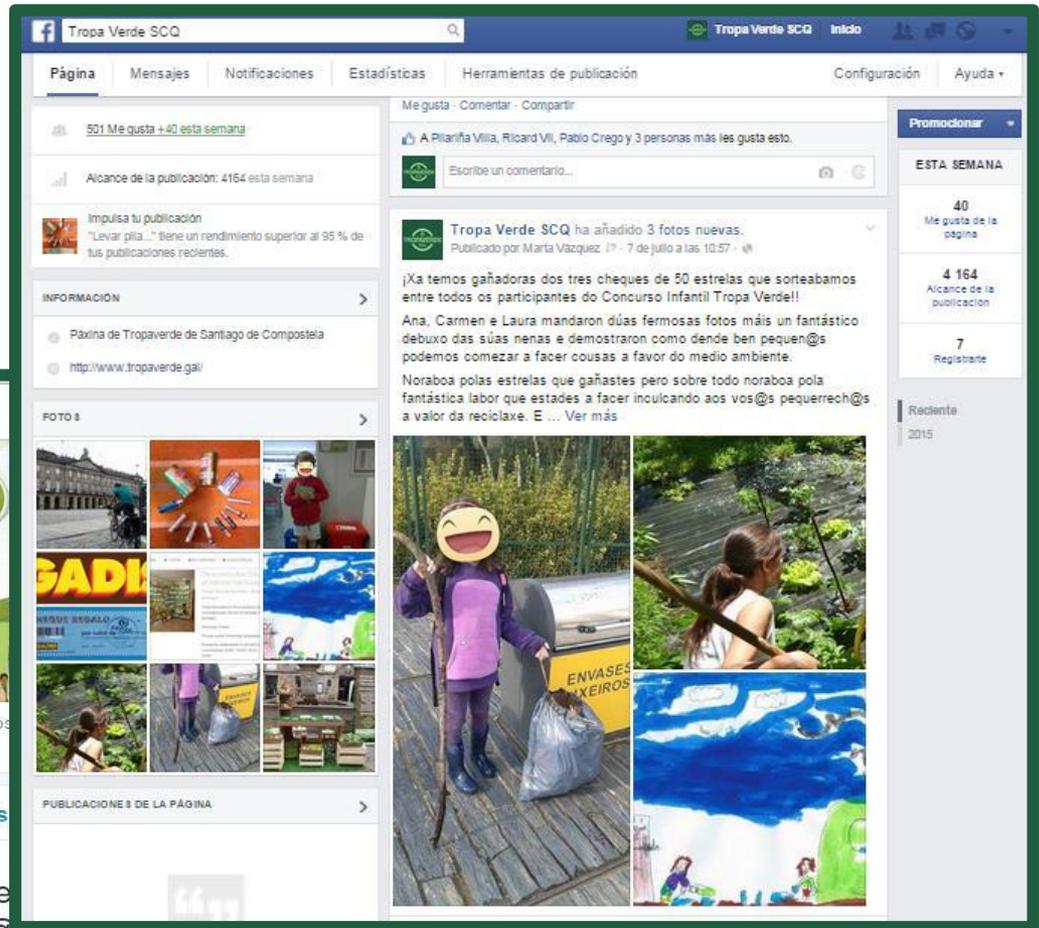
[Facebook: Tropa Verde SCQ](#)

[Twitter: @tropaverdescq](#)

[Youtube channel: Tropa Verde](#)



Twitter profile page for @tropaverdescq. The header shows navigation icons for Inicio, Notificaciones (2), and Mensajes. The profile picture is a green circle with a recycling symbol and the text "TROPAVERDE SCQ". The bio is "tropaverdescq @tropaverdescq". It shows 148 photos and videos. The tweet statistics are: TWEETS 198, SIGUIENDO 1.175, SEGUIDORES 233, FAVORITOS 41. The main tweet is from @tropaverdescq, 4 hours old, with the text "Inda estás a tempo de e da bici da Tropa a info@tropaverde.gal e gañar dez estreliñas extra!". The tweet image shows a person on a bicycle in front of a large building with a sign that says "AGORA CON TROPA VERDE RECICLAR EN SANTIAGO TEN PREMIO! Recicla de sábado a domingo www.tropaverde.gal".



Facebook page for Tropa Verde SCQ. The header shows the page name, search bar, and navigation icons. The main post is from Tropa Verde SCQ, published on July 7 at 10:57. The text of the post says: "¡Xa temos gañadoras dos tres cheques de 50 estrelas que sorteabamos entre todos os participantes do Concurso Infantil Tropa Verde!! Ana, Carmen e Laura mandaron dúas fermosas fotos máis un fantástico debuxo das súas nenas e demostraron como dende ben pequen@s podemos comezar a facer cousas a favor do medio ambiente. Noraoa polas estrelas que gañastes pero sobre todo noraoa pola fantástica labor que estades a facer inculcando aos vos@s pequerrech@s a valor da reciclaxe. E... Ver máis". The post includes a grid of photos showing children's drawings and a person holding a recycling bin. The right sidebar shows a "Promocionar" section with statistics: 40 likes, 4,164 reach, and 7 registrations.



Facebook follow suggestions. The first suggestion is "SALVADOS (Oficial) @s..." with a "Seguir" button. The second suggestion is "GastroyPolitica @GastroyP..." with a "Seguir" button. Below the suggestions is a link to "Encontrar amigos".

Web platform

www.tropaverde.org

Reciclar en Santiago ten premio!

Forma parte da Tropa Verde e caza recompensas polas tuas accións responsables

Introduce o código do teu cheque

OBTEN ESTRELAS

confirms the accuracy and correctness of the information provided in this application form

Recompensas

Estas son as recompensas dispoñibles!

Amextreme Kayak recompénsate con 10% de desconto

Amextreme Kayak (Rúa Pedregal, 10 P.1 Baño C. 15220 - Santiago)

Gozo das actividades que che ofrece Amextreme Kayak con 10% de desconto.

Patrocinio: Amextreme Kayak.

<http://www.amextremekayak.com/>

Téc que acumular 20 estrelas. Si quedan 10 unidades.

Promoción válida desde 05/06/2015 ata 02/08/2015 Horario: Libre

Como conseguir estrelas?

Para conseguir estrelas terás que colaborar coas seguintes entidades.

Punto Limpo do Polígono do Tambre

O Punto Limpo do Polígono do Tambre está situado na Via Edison, número 46, ao carón da nova nave da empresa Urbaser. É un centro de aporte voluntario de residuos que conta con 19 contedores e que pode ser usado por todos os particulares.

Endrezo: Via Edison 46

Horario: Lu-Ve 11:00 a 14:00 horas e de 16:30 a 19:30. Sábado de 10:00 a 14:00 e de 16:30 a 20:30.

Teléfono: 981 565 469

Email: info@urbaser.com

Obtén 50 estrelas ó depositar residuos nas instalacións

Crear nova conta

Email

Registrar co Facebook

Contrasinal

Confirmar contrasinal

Crear nova conta

Colaboradores

CONCELLO DE SANTIAGO

teimas

urbaser

Contacto

Info@tropaverde.gal

+34 981 523 226

Santiago de Compostela

Ligazóns rápidas

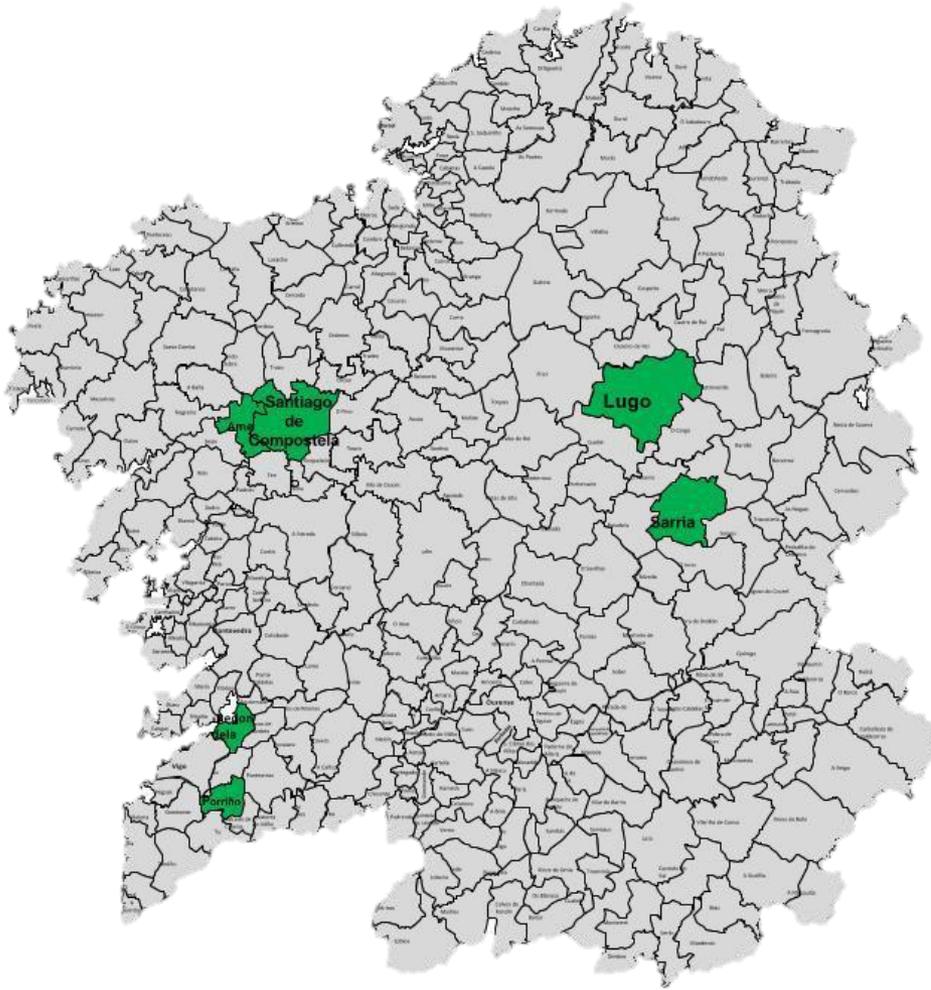
- Como funciona Tropa Verde?
- Información Legal
- Regístrate
- Quen somos?

Quen somos?

Tropa Verde SGO é un proxecto de Teimas para fomentar a responsabilidade ambiental na cidadanía.

Síguenos

Transferability



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.

Media attention

TELEVISIÓN DE GALICIA
A Tropa Verde recompensa as boas accións de reciclaxe da cidadanía

Publicado o 30/05/2015 14:15

DEPORTES - SACB • Juventud - Barcelona, ás 15:30 na tvG2

CRV

La Voz de Galicia

CARBALLO

PORTADA GALICIA

A Tropa Verde premia con descontos aos que colaboren na reciclaxe

A empresa promove, en colaboración co Concello de Santiago, a campaña dos puntos limpios

01 de junio de 2015. Actualizado a las 05:00h.



FOTO: TROPA VERDE (CC). Un café e un pincho de tortilla valen 20 estrelas...

A empresa Teimas Desenvolvemento, en colaboración co Concello de Santiago, a empresa Urbaser e varias redes de comercio local, lanzan unha gran idea. O pasado 17 de maio puxo

GaliciaHoxe.com Radio Obreroiro Correo tv terras anova

Lunes 08.06.2015 | Actualizado 14.41 | Hemeroteca web

elCorreoGallego.es

Portada Santiago Terras de Santiago Galicia Panorama Deportes Tendencias Opinión

El tiempo Fotos Potencialidad de Santiago de Compostela

Santiago | local@elcorreogallego.es | RSS

EN COMPOSTELA

A iniciativa "Tropa Verde" recompensa as condutas de responsabilidade ambiental

Os cidadáns que se rexistran no portal recibirán recompensas, descontos e premios nos comercios e na hostalería local

0,0/5

Comentar (0)

Me gusta 35

Compartir 35

Twitter 4

Imprimir

Enviar por correo

Reciclar en Santiago ten premio!

Introduce o código do teu cheque

CDS SANTIAGO | 20.05.2015



Street actions: gift plants for home gardening

**RECICLAR EN
COMPOSTELA
TEN PREMIO!**

WWW.TROPAVERDE.GAL

LEVA UN AGASALLO
AGORA MESMO
POR FACERTE DA
TROPA VERDE
E OBTÉN
RECOMPENSAS
POR AXUDAR AO
MEDIO AMBIENTE!

É GRATIS! ACHÉGATE!



Diffusion activities in ecological vehicle

AGORA CON
TROPA VERDE
RECICLAR EN
SANTIAGO
TEN PREMIO!

Rexístrate **de balde** en
WWW.TROPAVERDE.GAL
e acumula estrelas que poderás
trocar por **recompensas** en
comercios e hostalería
de Compostela!
+INFO: TROPAVERDE.GAL



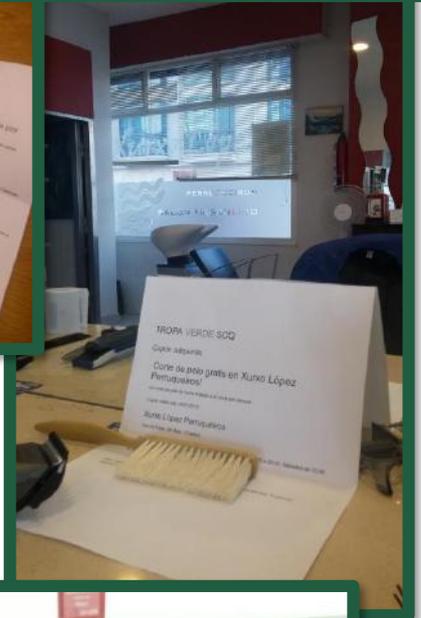
Street actions: gift plants for home gardening



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.**

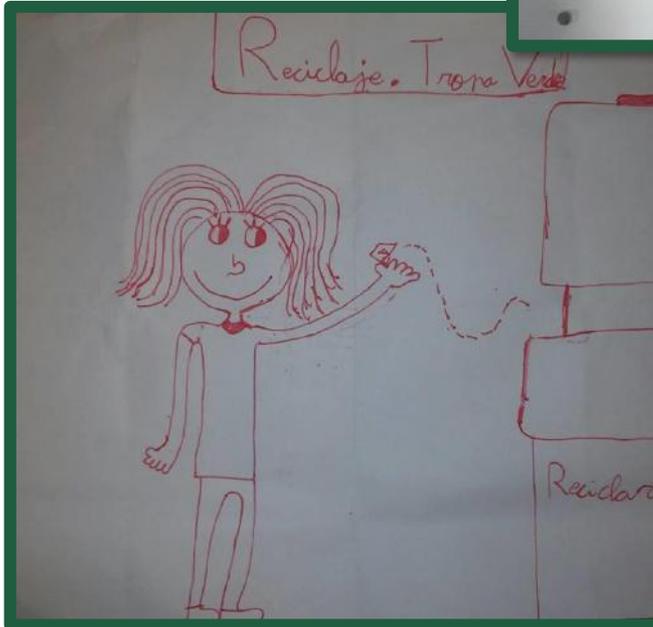
Promotions addressed to children



Concurso Infantil

Na Tropa Verde queremos achegarnos aos máis pequenos e coñecer as súas boas accións ambientais.

Imos regalar un cheque de 10 estrelas a todos os nenos que envíen un debuxo, unha canción ou poema de esta temática ou unha foto realizando unha acción ambiental.



Collaboration request to Compostela's personalities

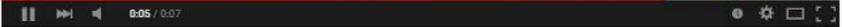


Ezequiel Mosquera & Tropa Verde



Publicado el 13 jul. 2015
O gran ciclista Ezequiel Mosquera mostra neste vídeo o seu apoio á Tropa Verde. Tropa Verde SCQ pretende fomentar a responsabilidade ambiental entre os cidadáns de Santiago de Compostela. Cando os composteláns levan residuos aos puntos habilitados a tal efecto: puntos limpos, centros socioculturais... reciben cheques que lles

MOSTRAR MAS



Pedro Nimo & Tropa Verde



47 visualizaciones

lñaki Quenerapú @quenerapu · 1 de jun
Unha ideaza esto da @tropaverdescq! Apuntádevos :)



TVG @TVGalicia
A Tropa Verde recompensa as boas accións de #reciclaxe da cidadanía ow.ly/NEadS



TVG @TVGalicia · 30 de may.
A Tropa Verde recompensa as boas accións de #reciclaxe da cidadanía ow.ly/NEadS



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

Publicado por Marta Vázquez [?] · 7 de julio a las 11:16 ·



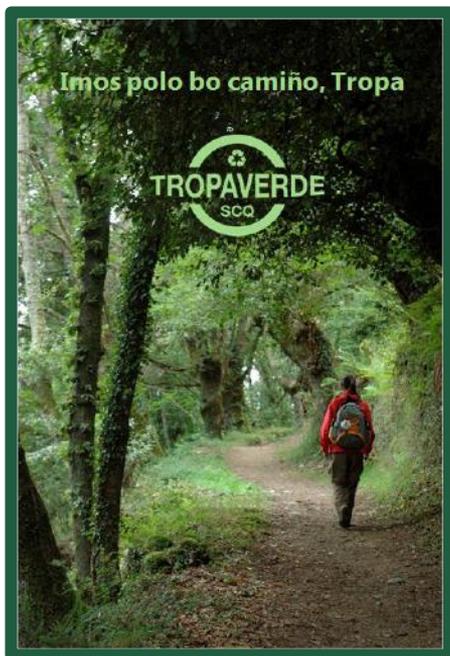
Pedro Nimo del Oro ▶ Tropa Verde SCQ

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

Unha aperta e todo o meu agarimo e apoio

Ver traducción

Commemoration of World Environment Day



Prizes and rewards

- “Waste management”. 13th edition of the Sustainable City Award. 2015. Finalist: Santiago's City Council by Tropa Verde.
- “Campaña 2.0” XVI Premios Periodísticos Ecodidrio. 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

13° Premio
ciudad
sostenible



School campaign: Recycling at school has award!

CONCELLO DE SANTIAGO

Reciclar na escola



TEN PREMIO



School campaign: Recycling at school has 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.

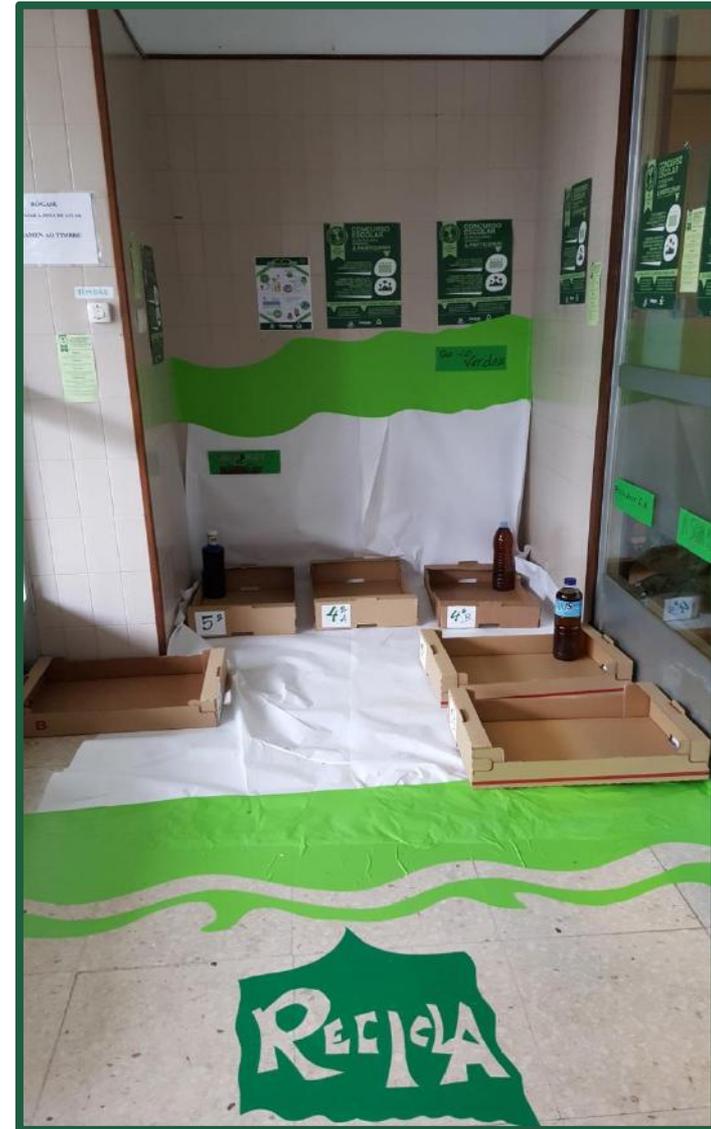
The purpose of this initiative is to encourage environmental responsibility in the city's children, as well as their families, contributing this way to the reduction of wastes and optimizing their management.



School campaign: Recycling at school has award!

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.







TEN PREMIO

Summary of School Campaign Awards:





TEN PREMIO

Summary of School Campaign Awards:





TEN PREMIO

Summary of School Campaign Awards:



Advertising school campaign

Posters



CONCURSO ESCOLAR
SE RECICLADES, GÁNADES
A PARTICIPAR!

RECICLAR NA ESCOLA
TEN PREMIO
TROPAPERDE SCO



CONCURSO ESCOLAR
SUMA LITROS DE ACEITE DE COCIÑA USADO E OBTÉN A TÚA RECOMPENSA

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

Como
Cada clase debe recoller a maior cantidade de litros de aceite de cociña usado traído da casa en botellas de 1,5 L.

Cando
Desde o 18 de abril ata o 18 de maio. Os galardóns recaerán nas clases que consigan máis litros de aceite de cociña usado neste período de tempo.

Premios

- 1º Camiseta + medalla + tres cheques con estrelas da Tropa Verde + agasallo sorpresa especial + copa para a clase.
- 2º Camiseta + medalla + dous cheques con estrelas da Tropa Verde + xogo de mesa de xeración eólica + copa para a clase.
- 3º Camiseta + medalla + un cheque con estrelas da Tropa Verde + copa para a clase.

Todos os rapaces e rapazas das clases gañadoras terán premios.

CONCELLO DE SANTIAGO | teimas | urbaser

UN MES PARA RECOLLER ACEITE DE COCIÑA USADO NA CASA E TRÁILO Á ESCOLA

+ MEDALLAS + ESTRELAS DA TROPA VERDE + AGASALLOS ESPECIAIS + COPA PARA AS CLASES QUE COLLEITEN O MAIOR NÚMERO DE LITROS DE ACEITE USADO EN SESE TEMPO

... A CONTORNA TAMÉN GAÑA

... máis litros de aceite de cociña usado podemos xerar novos produtos como xabón, pintura ou biodiesel para os vehículos

teimas | urbaser



Reciclar na escola
TEN PREMIO
TROPAPERDE SCO

A reciclaXe ten premio
Entregaranse premios as clases que máis litros de aceite colleiten

¿Como participar?
Deixa arrefriar o aceite usado
Enche unha botella de plástico de 1'5L
Lévaa a tua escola para ser reciclado

Impacto ambiental
Cada litro de aceite usado contamina 1000 litros de auga
Problema de drenaxe en tubaxes

¿Que se fai co aceite usado?
A vantaxe do reciclado de aceite de cociña usado é diminuír a xeración dun residuo
Xabón
Pintura
BIODIESEL

CONCELLO DE SANTIAGO | teimas | urbaser

Infographic

Workshops for children: Recycle, Reutilise and play

reutiliza e xoga coa **trope verde**

Recicla,
e xoga coa **trope verde**

Obradoiro de reutilización.

Aquí Participamos

A Semana Europea da Prevención de Resíduos desenvólvese entre o 19 e o 27 de novembro. A iniciativa nace co obxectivo de promover e implantar durante unha semana accións de sensibilización sobre consumo sostible de recursos e xestión de residuos.



SEMANA EUROPEA DE LA PREVENCIÓN DE RESIDUOS



Posters



Thank you!

