

NEWSLETTER

February 8, 2021

Recycling in Santiago has a prize



A new era has begun

The city council of Santiago presented its new campaign for Tropa Verde, “recycling in Santiago has a prize”, which aims to improve the visibility of the Tropa Verde initiative in the network of Sociocultural Centers in the city and increase awareness of the neighborhood with the recycling of waste and in general with the care of the environment.

The design of the 3 new mascots (named 3-R, Volta and Printo) will be present in the new waste bins (which are already in the sociocultural centers participating in the initiative), but also in brochures (3000 copies), membership cards (2000) and stickers.

New rewards have been created in which the new designs look, and users will be able to exchange 300 stars to get one of these 4 new items: a cloth bag for shopping (930 units available), a snack bag (1000), a reusable glass bottle (500) or an umbrella (100).

This presentation had quite a media impact, having been published in 2 of the most relevant newspapers in the area: [La Voz de Galicia](#) and [El Correo Gallego](#). For further information about the new era in Tropa Verde Santiago (in Galician) click [here](#).



Survey on the URBACT programme

The URBACT secretariat invites you to complete a brief and anonymous survey to understand the level of awareness, visibility and use of URBACT in different countries across Europe. The results will be used to inform the programme's indicators and improve our communication efforts. Please spend up to 4 minutes to fill in the survey [clicking here](#). Deadline to respond: 9 February. The survey is available in 22 languages. We thank you in advance for your help!



Circular plastics economy report

The COVID-19 pandemic has increased the attention for plastic waste with images of masks in our seas, and large amounts of single-use protective gear. The circular plastics economy report signals the need for a shift to a circular and sustainable approach to our use of plastics.

You can now [access](#) the European Environment Agency (EEA) analysis on this report.



Looking forward to the new CEAP

Some associations, as FEAD, Zero Waste Europe, ESWET or APEAL, have expressed in recent times its support for key ideas of the new [Circular Economy Action Plan](#) (which be proposed for vote in EP Plenary in the coming weeks) such as the need to boost demand for secondary raw materials through mandatory recycled content in new products. They have also welcomed the fact that the European Chamber's report asks the EU Member States to reinforce their efforts in the field of selective collection, prevention, reuse and recycling of waste, and stay away from landfills.

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Tropa Verde is a network of 6 cities, districts and agglomerations - Santiago de Compostela (Spain), Zugló (Hungary), Pavlos Melas (Greece), Opole (Poland), Nice Provence-Alpes-Côte-d'Azur (France) and Guimarães (Portugal) - that aims to promote recycling by rewarding good environmental practices and behaviours. It is supported by the URBACT programme of the EU.