



## AGENDA

### Information Event

LIFE IP- CYzero WASTE, LIFE20 IPE/CY/000011

04 April 2023

10:00-12:00 (9:00-11:00 AM ETC)

& <https://us06web.zoom.us/j/85868838115>

10:00 – 10:10	<b>Welcome and introduction, Department of Environment</b>
10:10 – 11:10	<b>Presentation of the waste collection scheme in Parma, Mr Gabriele Folli</b> The situation in Parma before and after the application of the new collection scheme Overview of the Waste Collection Scheme adopted in Parma <b>Pay-As-You-Throw (PAYT) System in Parma, Mr Gabriele Folli</b> How it works and benefits Comparison with other waste collection schemes <b>Activities for waste prevention, Mr Gabriele Folli</b> Incentives for domestic composting Reuse Centre and its functions Other waste prevention activities in Parma <b>Information and communication campaign, Mr Gabriele Folli</b> Communication strategies and channels Successes and challenges of the campaign <b>Overall evaluation, Mr Gabriele Folli</b> Comparison of Parma's results with other capitals in the region Customer satisfaction survey results
11:10 – 12:00	<b>Conclusions and Q&amp;A</b>
12:00	<b>Close</b>



*The event is organized as part of the LIFE IP - CYzero WASTE, LIFE20 IPE/CY/000011 project, with the contribution of the LIFE program of the European Union.*