

FASANO

PIULITA

PIÙ VITA PER SEMPRE

**IL DIRITTO DI
CRESCERE**

**IL DOVERE DI
EDUCARE**

www.piulita.org



FEASIBILITY ANALYSIS ON PILOT CITY

FASANO tourist town

- Inhabitants 47,000;
- 4,500 students;
- Municipal roads 383 km;
- Over 200 hospitality activities (luxury resorts, hotels, b & b, farms, bathing beaches);
- Annual TARI € 11,300,000

of which 8,500,000 for separate collection

2,800,000 per contribution.

Result: inadequate decoration

THE PROPOSAL / SOLUTION

"THE WALK"

The students of the 200 one-time middle and upper classes collect the waste for about 2km of different roads for each group.

TARGET

CLEAN FOREVER

OUR ROAD

OUR SQUARE

OUR CITY'

IF I DO NOT DIRT I DO NOT CLEAN

PROJECT DEVELOPMENT

- Civic education has been reintroduced in schools.
- WWF is available to offer teachers to educate in the study hours on the goal DECOR trampoline of the CIRCULAR ECONOMY, primary objective of Confindustria and of ... (sponsor producer of consumer goods or other)
- Conference with Administration;
- Conference with teaching staff;
- Conference with class councils;
- Conference with school principals;
- Conference with Lions, Rotary and local parishes and neighboring cities ...

GENERAL CONFERENCE with invitation to all citizens at the city theater.

- Installation of tele-traps at critical points and serious penal consequences.

THE WALK

- Didactic teaching by WWF teachers on CIRCULAR ECONOMY trampoline DECORATION;
- Volunteer students insured and accompanied by the municipal police;
- Equipped with PIULITA / SPONSOR + CONFINDUSTRIA brand tunic;
- 3 bags with the PIULITA brand for different waste;
- Following GIAL PLAST means of transport (or any other collection company in the city) for collection and transfer;
- 2/3 students deliver the leaflet to cross-border commuters with the development of the PIULITA project (containing telephone contact from PIULITA and GIAL PLAST in order to report and correct break-ins in real time);
- The frontier workers are committed and prayed to collect the waste every day (the differentiation increases);
- Each class, honored by the sponsor, becomes godmother of the street that helped to clean;

- On the shop windows of small town shops PIULITA FOREVER plus logo sponsor / Confindustria;
- On the collection baskets in negative PIULITA FOREVER;
- ADMINISTRATION and COLLECTION COMPANY undertake to install and maintain an adequate number of containers for separate collection;
- The districts need solid containers with PIULITA / SPONSOR + Confindustria to prevent the plastic bags from being damaged and consequently bad weather can cause the total spread of waste.

ADVANTAGES

- Reception sector !!!
- Prestige for the whole city and all citizenship;
- The citizen committed to cleaning his street front saves € 8,500,000 on collection € 1,700,000 per year for TARI, equal to 20%;

- Students motivated for a possible job in the circular economy sector (planning, design, waste that becomes a resource);
- The European Union expects 3 million new employees in the circular economy sector by 2030, in Italy 300,000, in Puglia 30,000;
- Confindustria / sponsor has easy access to editorial advertising, media, newspapers, TV, etc ...
- The hospitality sector advertises the brand.



REFERENDUM

The citizen is called to respond if he wishes the discount on the TARI and / or that the use of the money saved, € 1,700,000 per year, is destined for

the maintenance of the roads (way to make the citizen responsible and have a tangible return for the child sacrifice to keep its street front clean).

After a hopeful and positive response, the administration will be able to discount an important amount of savings (3 years) to concretely demonstrate the commitment made.

