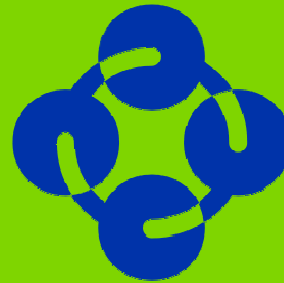


y tv



**Short Overview of YTV,
Waste reception, (households)
Waste Counselling**

Maria Törn

What is YTV?



- Waste management
- Public regional transport
- Measuring of air quality
- Co-operation in land-use in the region

- Municipal
Co-operation
Organisation



Mission Statement

YTV's mission is to produce key services for inhabitants of the expanding Helsinki metropolitan area with the aim of promoting a pleasant, high-quality urban environment. These key services comprise services under the Act on the Helsinki Metropolitan Act Council and services that YTV is commissioned to supply by its four members.

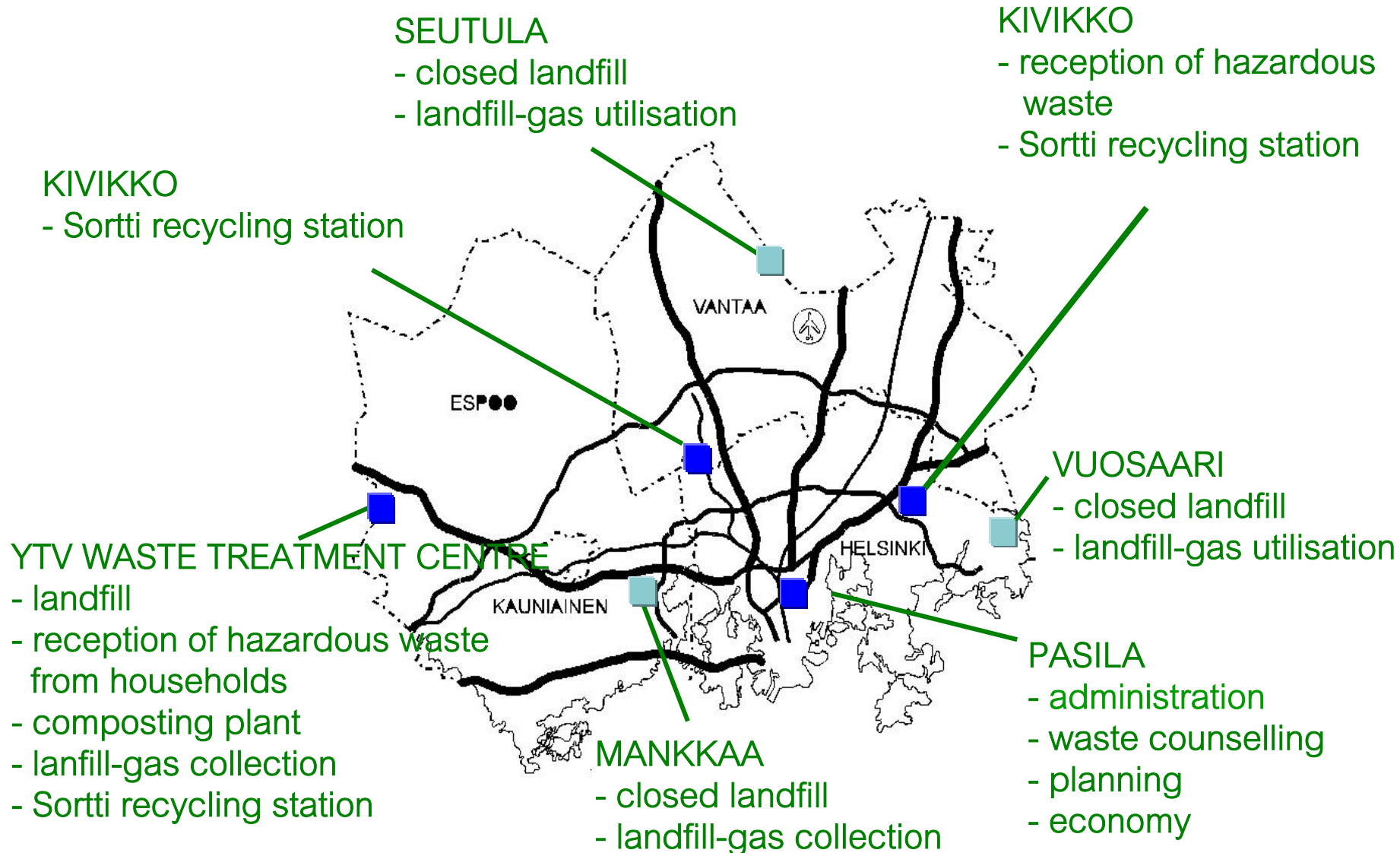
Vision for 2014

YTV's services will be among the best in Europe

YTV Waste Management

- Domestic waste collection and transportation
- Municipal waste treatment by landfilling
- Collection and composting of biowaste
- Hazardous waste collection
- Waste advisory activities
- Local waste management regulations

YTV Waste Management in the metropolitan area



Management Systems in YTV Waste Management

YTV waste management started to build

- environmental management system in 1995
- quality management system in 1996 and
- occupational health and safety management system in 2004

YTV waste management was granted

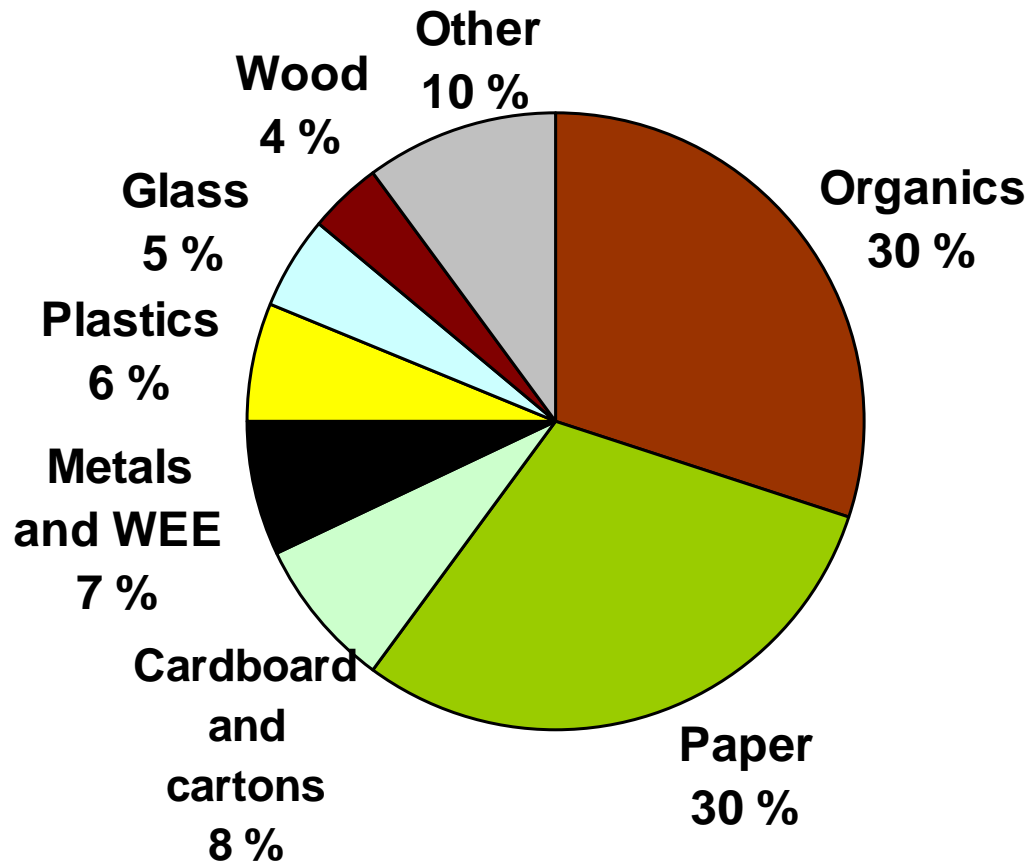
- the ISO 14001 certificate in 1998 and
- certificate ISO 9001 in 1999
- YTV is not planning on applying the certificate of occupational health and safety management system

YTV waste management was the first municipal waste management company in Europe that was granted the ISO 14001 certificate

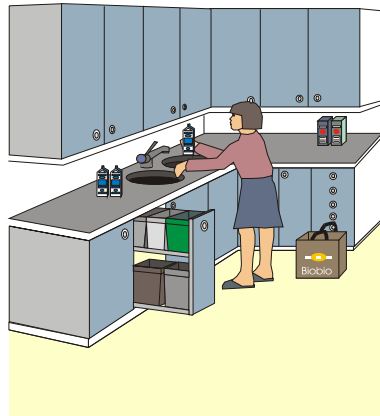
Waste Reception (households)

Maria Törn

Household waste composition



Waste Separation and Collection in YTV Region



Collection from sources

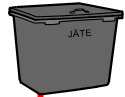
mixed
waste

Paper

Cartons

Biowaste

Home-
composting

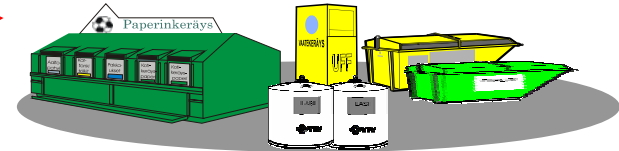


Ämmässuo
landfill

Paperin-
keräys Oy

Ämmässuo
composting
plant

Drop-Off centers for recyclables



Household hazardous waste



- household hazardous waste
- medicines: pharmacies
- batteries

- glass
- paper
- cardboard
- metals
- textiles

Special collection

- Household hazardous waste } 1/a

Sortti recycling stations

Kivikko
Konala
Ämmässuo

Reusable products

Recycling centers
Flea markets

Local Collection Points for Recyclables

- **Network of collection points for:**
 - **Paper**
 - **Cardboard**
 - **Paper or Boardbased Packages**
 - **Metals**
 - **Glass**

At present there are still numerous collection points where only a few waste categories are collected.

They are being standardized, in future there may be fewer points but all categories will be collected.



21.02.2006

Kiskontie



Särkiniementie



The Sortti Recycling Centre

- The reception of recyclable and mixed waste of small quantities
- Two prices: the fee depends on the utilisation of the waste
- The pure loads are free of charge: paper, cardboard, glass, metal, electrical goods and electronic scrap, pressure treated wood
- The hazardous waste of households (free of charge)

Hazardous Waste from Households

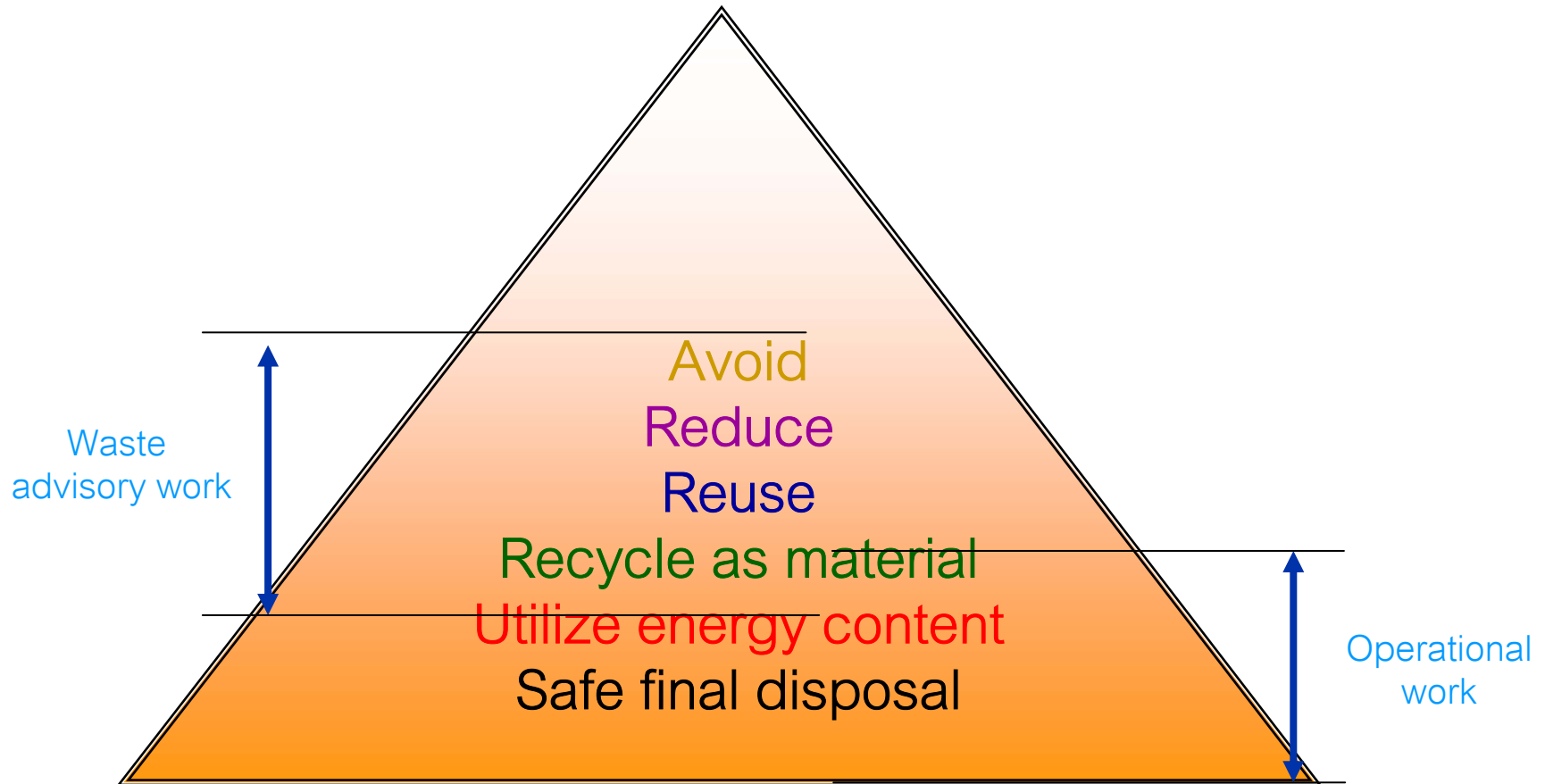
- There is an extensive network of collection points for hazardous waste
- Collection points at several petrol stations
- Sortti-stations
- Addresses are to be found on the internet or from our customer service
- Examples of hazardous waste: batteries, accumulators, fluorescent light tubes, waste oils, mercury thermometers, paints, glues, varnishes, solvents, other toxic materials
- Medicines and injection needles to the pharmacy

YTV Waste Counselling

Maria Törn

Basis of YTV Waste Strategy

Waste management hierarchy



Waste Counselling, resources 2005

Advisory consultation unit:

9 staff

- the head of the unit,
 - 5 environmental experts,
 - 1 project assistant
 - 1 office clerk and
 - 1 service advisor
-
- **Outsourced advisory services approx. 0.65 working years/year**



YTV Waste Prevention Strategy 2007

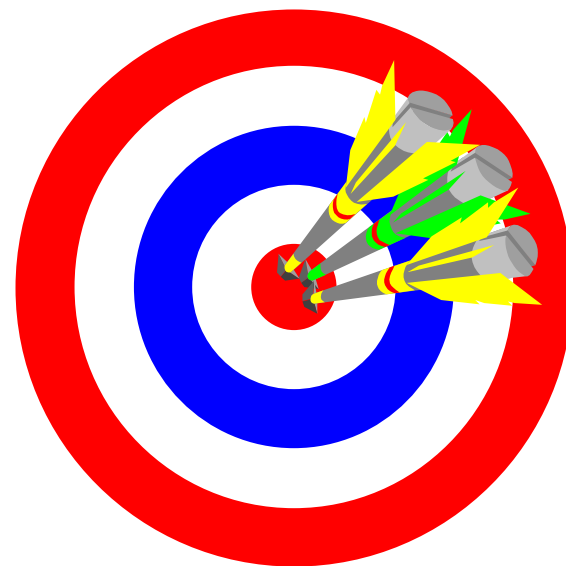
The Target

For Regional and national advice and guidance to motivate

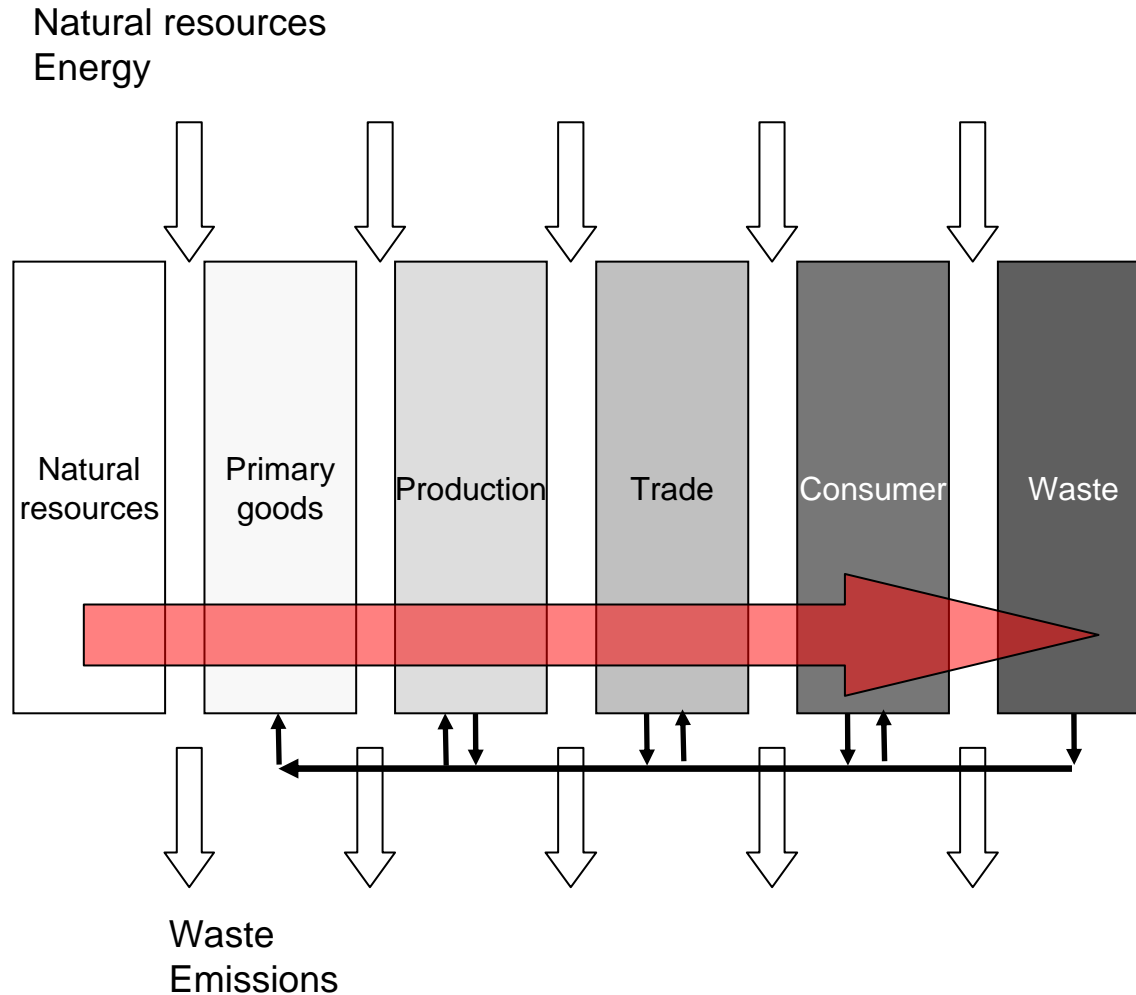
- the residents,
- companies and
- the public sector

to avoid waste production to such an extent that **less waste is produced in 2007 per resident and per workplace than in 2000**".

•The Waste prevention project "WastePrevKit" is partly financed by the EU Life Environment programme.



Waste Prevention



Waste prevention influences the waste and emission amounts in the whole production chain from the utilisation of natural resources to the waste management of a used product

Target Groups for Waste Counselling

- Households
- Companies
- Day-care centres
- Schools



Equipment for Counselling

- Publications and brochures
- The mass media
- Campaigns
- Trade fairs
- Events
- Internet
- Telephone guidance
- Various projects



Tietoterassi



Jätteen nautti
Vähennä jätettä
Jätteen nautti...
1. Älä jätä...
2. Älä jätä...
3. Älä jätä...
4. Älä jätä...
5. Älä jätä...

Waste reuse
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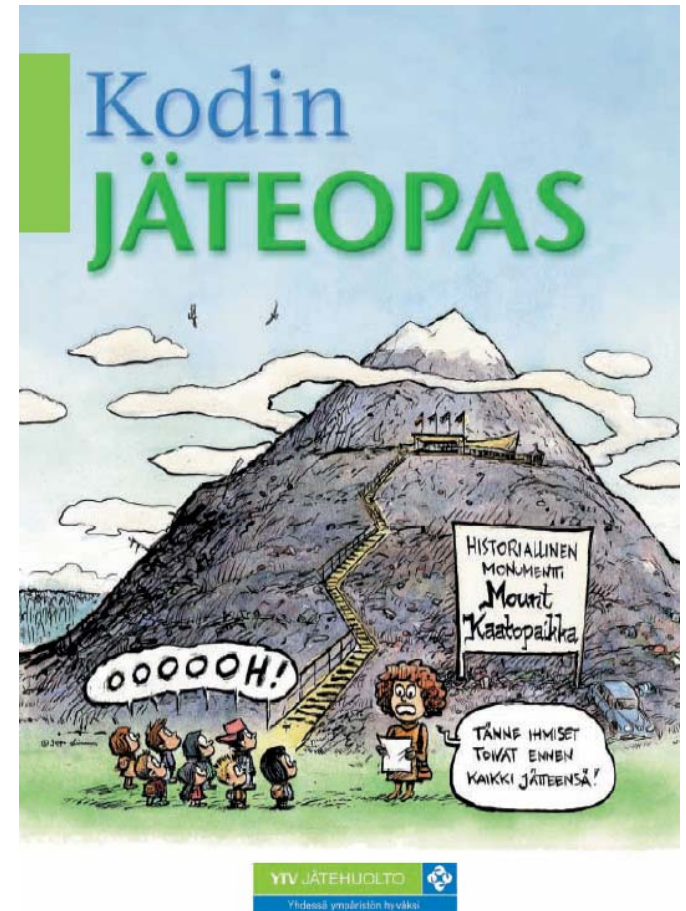
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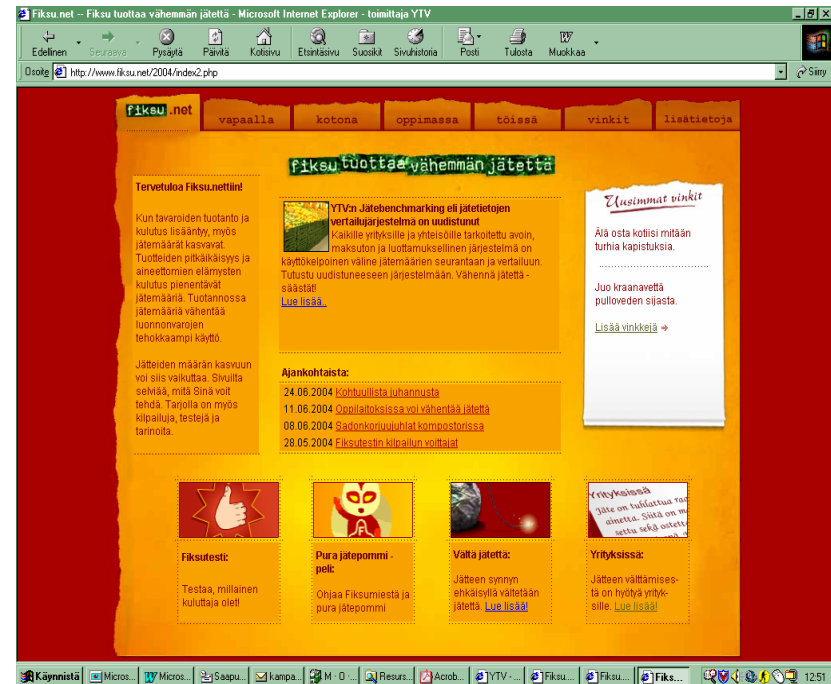
Waste Counselling, projects 2005, 1/2

- Waste prevention strategy (EU LIFE project) 
- Arranging a composting campaign for households
- Developing waste communication and guidance for administrators
- Making brochures and other guidance for the pilots
 - collection of energy waste and
 - collection of glass and metal



Waste Counselling, projects 2005, 2/2

- To make a new brochure for households on sorting waste
- To participate in EU's Ecomass – project (Environmental programme for World Championships in Athletics - Helsinki 2005)
- To update YTV's www pages www.ytv.fi and www.fiksu.net



Waste Counselling, yearly tasks

- Advising companies and the public sector
- Building networks
- Other customer contacts
- Producing material
- Events and other recurring tasks



The main poster for the awareness campaign aimed at households, with the campaign slogan “The Smart Produce Less Waste” followed by the website address

