



City of
Gothenburg

a fast growing sustainable
city...

City of Gothenburg

Characteristics of Göteborg



City of
Gothenburg

- Sweden's second city
- 500 000 inhabitants, (900 000 in the region)
- Scandinavia's largest port
- Car and truck industry
- 65 000 students
- 3 universities
- 238 000 households
- 80% flats
- Around 50 000 villas
- 130 000 ton householdwaste
- 55 000 pickup-spots



Black whole theory!

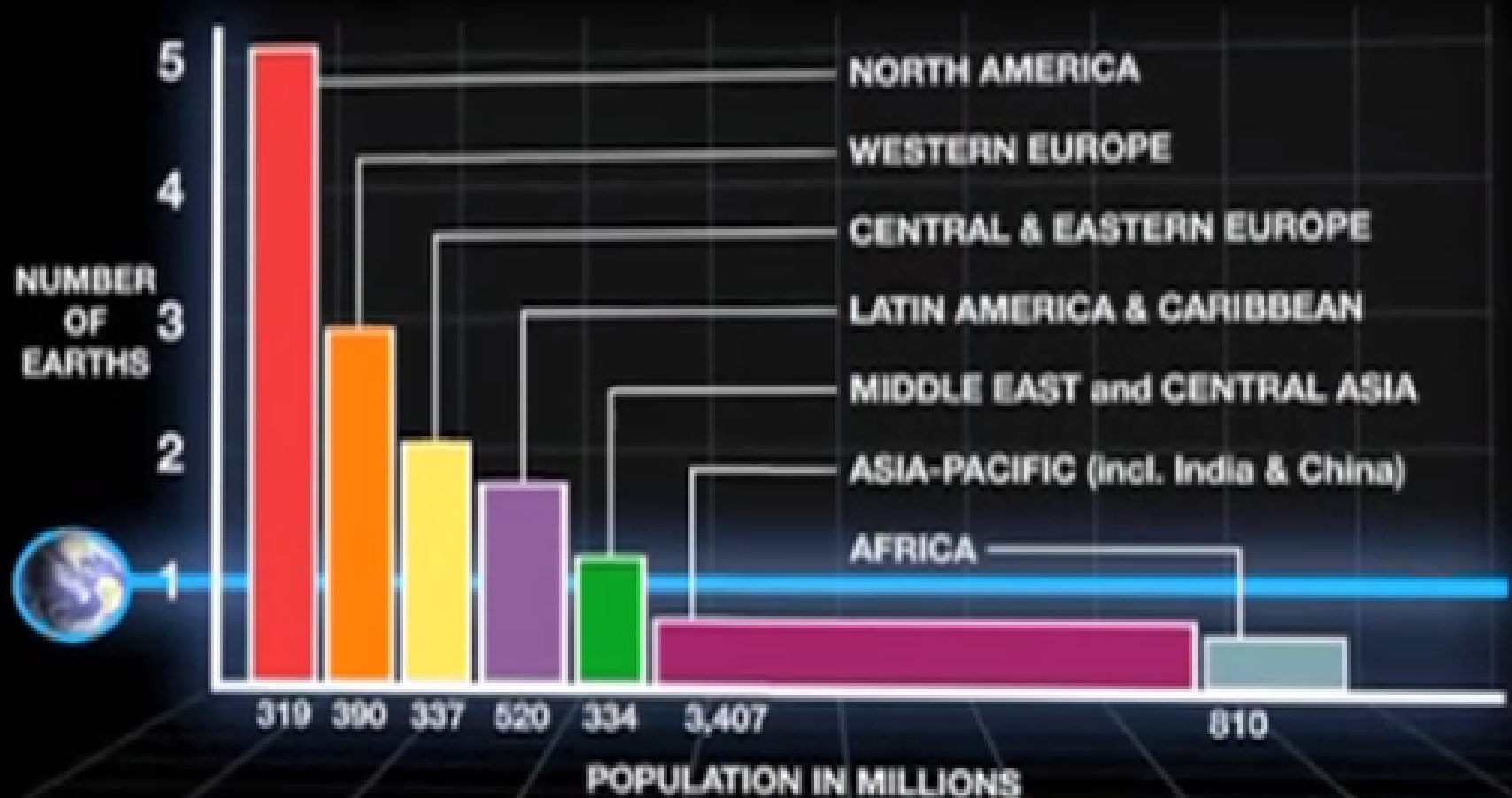


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ECOLOGICAL FOOTPRINT BY REGION





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Waste is not waste, its resources, products and possibilities !



Waste and recycling services



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At the household

- Combustible waste
- Biodegradable waste (optional)
- Varying service for bulky waste, packaging, paper, batteries, hazardous and electronic waste,



19 Hazardous Waste Collection Points and mobile unit

- Hazardous and small electronic waste



5 Recycling Centres

- Bulky waste, garden waste, electrical and hazardous waste, reusable items etc



334 Recycling Stations

- Packaging, paper, batteries



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Total recycling is a big vision - it means not wasting anything.

It means wasting and attitudes that permit waste are unacceptable.

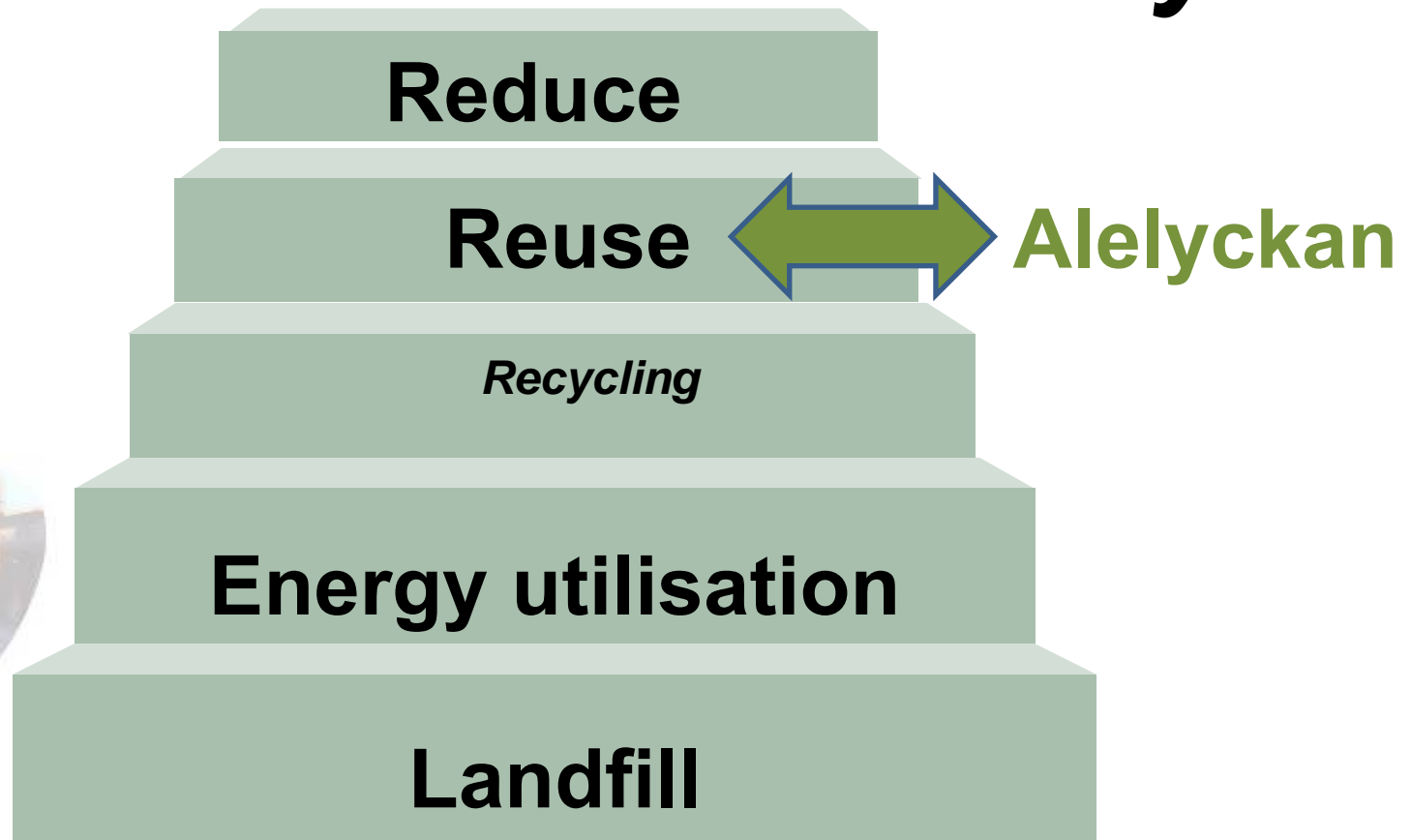
*Waste is proof that something is wrong in the society, it's a true evidence. You can try burn it or bury it but still it's an evidence of a society that's not **sustainable**.*

*Waste means that there are product **made that are wrong**, we need a redesign of these products so they will fit in to a modern sustainable world.*



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Waste treatment hierarchy



Kretsloppsparken

Alelyckan



Why a recycling/reusing/eco-park?

Our introduction concept was:

**Gothenburgers' new amusement
park for reusers and recyclers**

Drop off what you want to get rid off and buy what you need



Inaugurated 5 May 2007
Total area of 30,000
square meters
Total cost 4 million euro

Eighty percent of the buildings are reused. They have been brought in from other facilities and built up again in the park



The visitors first arrive at the sortingstation



Rooflift!

Entrance

gott om plats för många fordon.

Communication

Hazardous waste

Electronic waste

och en mindre container för kemikalier.

Donated materials

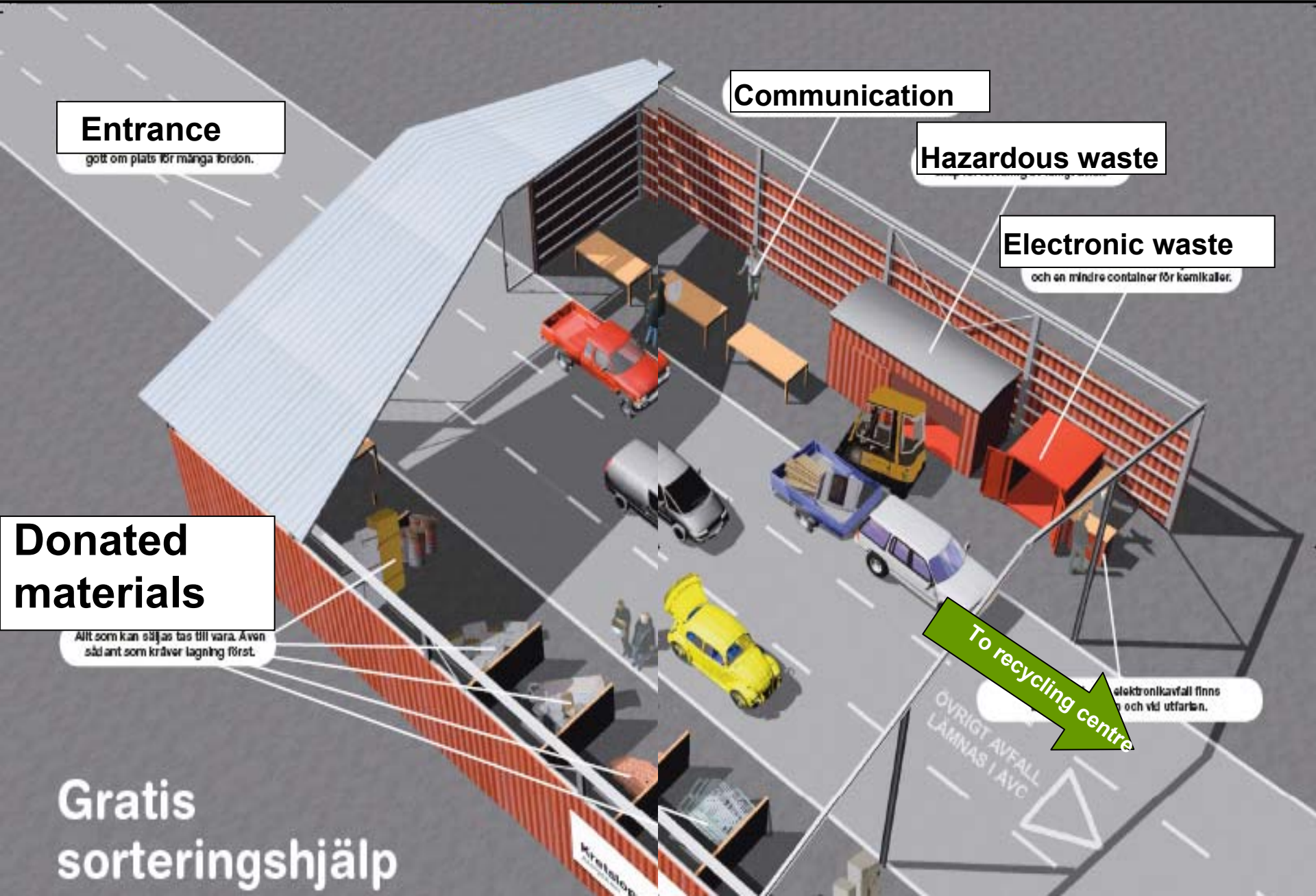
Allt som kan säljas tas till vara. Även sådant som kräver lagning först.

Gratis
sorteringshjälp

To recycling centre

elektronikavfall finns
och vid utfarten.

ÖVRIGT AVFALL
LAMNAS I AVC



**Whitewares
are left
outside the
station**



“The white line” – special profile on all containers in the part of the park where sorted waste is to be dropped off



Nice and clean, send the visitors a message!



Stadsmissionen
Här kan du lämna hela och användbara:

- Kläder
- Porslins, krusgeråd
- Böcker
- Lampor
- Sker
- Matvaror
- Tjänst
- Vård
- Flyktadskärl, smörgåsar

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Stadsmissionen shop – here the visitors can choose from a wide range of second-hand products





...furniture...



...fashion...

...

or knick-knacks and household goods





Återbruket is for recycling of construction materials.



Återbruket – for those looking for used construction materials



Returhuset – creative forces that do exciting things with re-used materials



Bike repair at Returhuset





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We play on the heart strings when marketing the eco-cycle park



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It should be a pleasure and easy to

- Donate
- Buy second-hand
- Sort one's waste
- Understand our system



A few facts about the eco-cycle park

About: 300-400 visitors per day

Turn over: 2012 1,2 milj.euro

Create work opportunities for about 25 people

More than 130 guidings from Sweden and more than 50 different countries have visited our Park

We, the park and Gothenburg makes a difference



Free soil, bag and spade from the city's own composting plant to the young ones!



Are we influencing people's behaviour?



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- Many come just to donate. They stop at the sorting station and drive out again, without visiting the recycling centre
- Because we ask **ACTIVELY** if the visitor has something to donate, we encourage such behavior and more things are left for re-use.
- We educate people, “learning by doing”







urg



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Kretsloppsparken Alelyckan
www.sopkonsert.se



Where do U get your INSPIRATION?





15/04/2011 03:59



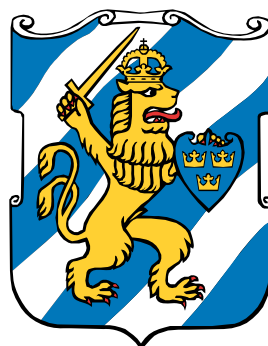
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WORK HARD





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What's happening????????



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When we have a problem to solve,
we, like all other, ask for **HELP!**



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