

# Enhancing Awareness and Employment

## through Recycling

<b>Period</b>	01.2021–08.2022
<b>Countries</b>	Serbia, Bosnia-Herzegovina
<b>Project partners</b>	Help e.V. Germany, Rodiek-Nehlsen, Help Serbia, Help Bosnia Herzegovina

### The project

This project aimed to enhance plastic recycling capacities in Serbia by transferring operational expertise and professionalising waste workers from vulnerable groups. In addition, media campaigns were conducted to increase awareness and knowledge about waste reduction and segregation among citizens in Serbia and Bosnia-Herzegovina.

#### Transferring operational expertise to enhance plastic recycling in Serbia

The local recycling company Ekoplast and the Roman Humanitarian Centre in Serbia were matched with Rodiek-Nehlsen, an experienced recycler from Germany. Rodiek-Nehlsen provided a tailored mentoring programme which was based on a comprehensive needs assessment.

The project team conducted an analysis of existing business operations and areas for improvement. Based on this, it improved the layout of Ekoplast's machinery park, working procedures, health and safety measures, as well as general working conditions, employment incentives and training opportunities for local staff. In addition, Ekoplast was connected to other companies to improve collaboration along the value chain.

As a result, Ekoplast was able to increase the throughput of an existing plastic recycling plant by 50 %, install another recycling line, stabilize revenue, improve working conditions and expand the facility.

#### Professionalising waste workers from vulnerable groups

The international non-governmental organization Help – Hilfe zur Selbsthilfe e.V. identified informal waste collectors from vulnerable groups who should eventually be employed by the Serbian recycling company. This group was trained in handling plastic waste and was equipped with personal protective and working tools.



#### Awareness raising on plastic waste through media campaigns

An informative awareness raising campaign on plastic waste was created and launched in Bosnia-Herzegovina and Serbia. It addressed the environmental impact of plastic waste and informed about recycling centres. The campaign partnered with The Fortunate Planet App, which educates about correct recycling, rewards users and documents their environmentally friendly activities in a playful way.

### Achievements

1. Ekoplast opened a new recycling facility and generated about 50 % higher throughput of plastics.
2. About 600 tonnes of plastic were collected and recycled.

3. 12 additional jobs were created.
4. The employees of Ekoplast benefit from improved working conditions.
5. The awareness raising campaign on proper waste management routines reached 12,000 people through social media and 350,000 through television.

## PREVENT Waste Alliance

The PREVENT Waste Alliance serves as an international ‘think and do tank’ for circular economy practitioners. As a platform for knowledge exchange and international cooperation, it brings together organisations from the private sector, academia, civil society and public institutions. PREVENT’s mission is to advance the circular economy in low- and middle-income countries by minimising waste, eliminating pollutants, and maximising the reuse of resources in the economy worldwide.

This project was selected in a call for innovative and scalable solutions to build a circular economy.

The PREVENT Waste Alliance was launched in 2019 by the German Federal Ministry for Economic Cooperation and Development.



### Imprint

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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)  
GmbH  
PREVENT Waste Alliance  
Friedrich-Ebert-Allee 32 + 36  
53113 Bonn  
Germany

T +49 61 96 79-0  
F +49 61 96 79-11 15

E [info@giz.de](mailto:info@giz.de)  
[contact@prevent-waste.net](mailto:contact@prevent-waste.net) | [www.giz.de](http://www.giz.de)

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#### On behalf of

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More information: [www.prevent-waste.net/en/](http://www.prevent-waste.net/en/)