



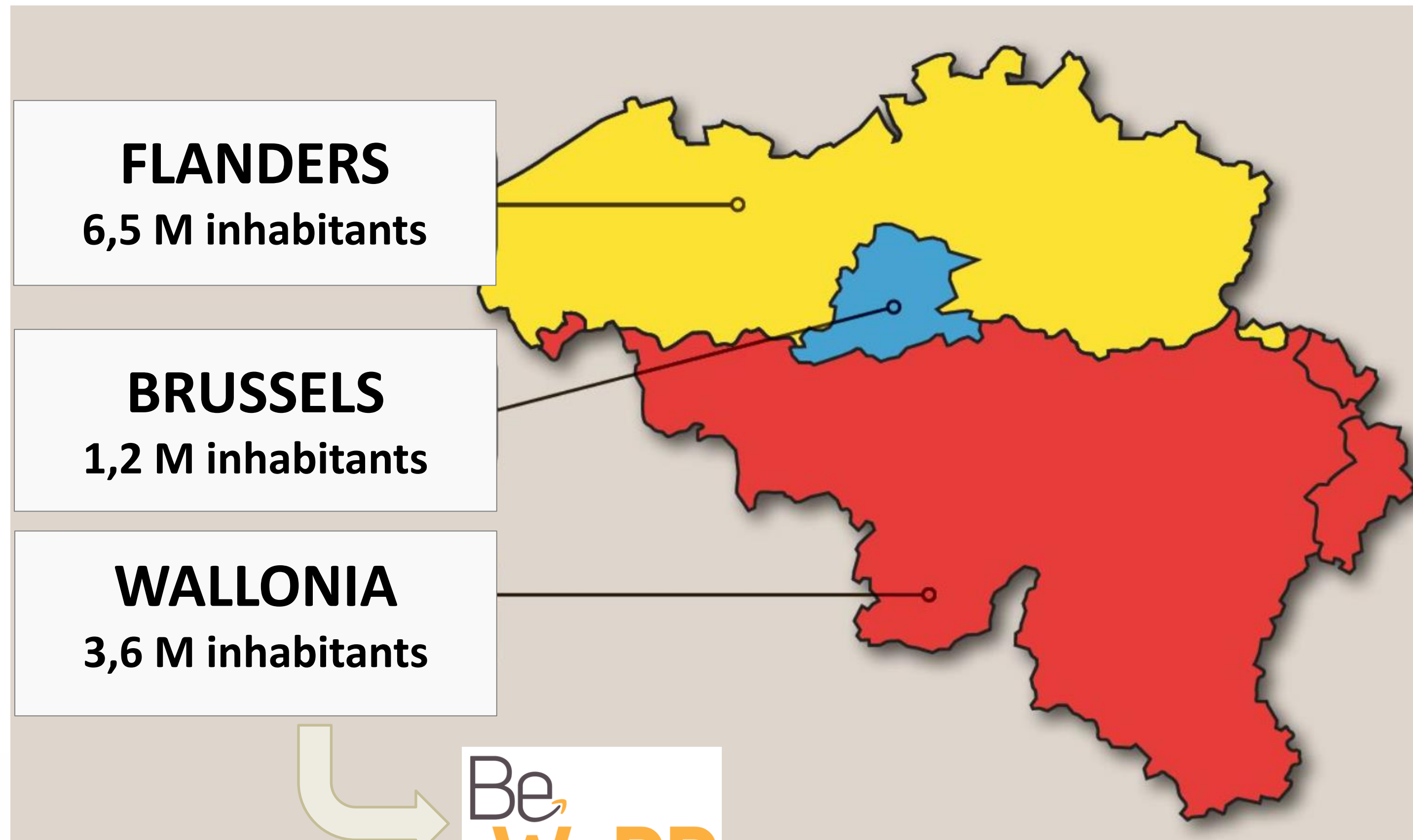
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Civic Engagement Focus on FixMyStreet

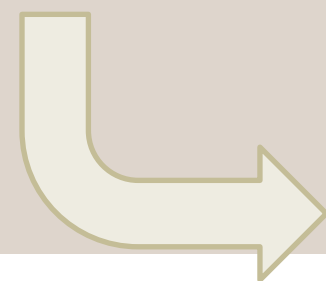
Be WaPP, Belgium
Julie Eeckhoudt & Alban Bouvy



Belgium = 1 country , 3 districts



Be
WaPP



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A partnership, a non-profit organization, a label



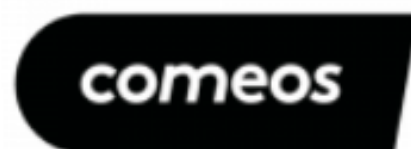
Public-Private Partnership signed on 2016 in order to fight against incivility and littering that undermine public cleanliness



A structure active in Wallonia since April 2016 - with the status of private non-profit organization created by Fost Plus, Comeos and Fevia.



Fost Plus is the organization that supports the promotion, coordination and financing of **selective collection, sorting and recycling of household packaging waste in Belgium.**



Comeos Wallonie, regional section of Comeos for Wallonia, is the **federation of trade and services in Wallonia.**



FEVIA Wallonie, the Walloon regional wing of FEVIA, is **the Food Industry Federation.**



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Objectives and Ambitions

- ↷ An approach targeting **litter and illegal dumpsites**
- ↷ **Improvement of public space**
- ↷ A real **change in behavior**
- ↷ **Consistency of actions** on the territory
- ↷ **Collaboration with stakeholders** who participate in improving public cleanliness



Together for a cleaner Wallonia !



A 5-year strategic plan

Be WaPP develops and implements a large action plan articulated around 4 challenges :

- *expertise and knowledge management,*
- *synergies to be developed in different themes with multiple players,*
- *behavior change including awareness, education and repression,*
- *circular economy aimed at maximum recovery of waste from public spaces.*





A data culture for the actions



- FixMyStreet
- Connected bins
- Digital citizen participation process
- Video Surveillance
- Prof. exchange platform for environmental incivility
- Project registration platform
- Exchange platform for municipalities
- **App PROpreté**
- **App to measure littering**



Some examples of citizen participant actions

Cleanup Days

Big citizen mobilization (4 days) in order to make the living spaces and the daily environment cleaner.
Organized since 2015

- + 160,000 participants
- 500 tons of waste collected
- 86,000 bags collected
- 16,000 km travelled
- decrease in the tons of waste collected in 5 years



Cleanliness Ambassador

By registering, the Ambassador signs a Charter of Commitment, **chooses the area he wishes to keep clean** and receives materials to take action.

- 27,000 ambassadors
- + 4,000 teams





Some examples of citizen participant actions

River Cleanup

The citizen decide **to clean the rivers**
Start in 2020.

- ↪ 500 participants
- ↪ 4,7 tons of waste collected
- ↪ 93 km of rivers cleaned



Collecting cans for a financial incentive

A 2-year **pilot project** carried out in 19 Walloon municipalities (end June 2021)

The objective is to be able to **test the potential for improving public cleanliness** via a financial incentive (0,05€ / can) applied to cans from littering.

- ↪ 2,400 participants
- ↪ 2.800.000 cans collected
- ↪ **! Difficult distinction between picked up cans and home cans**





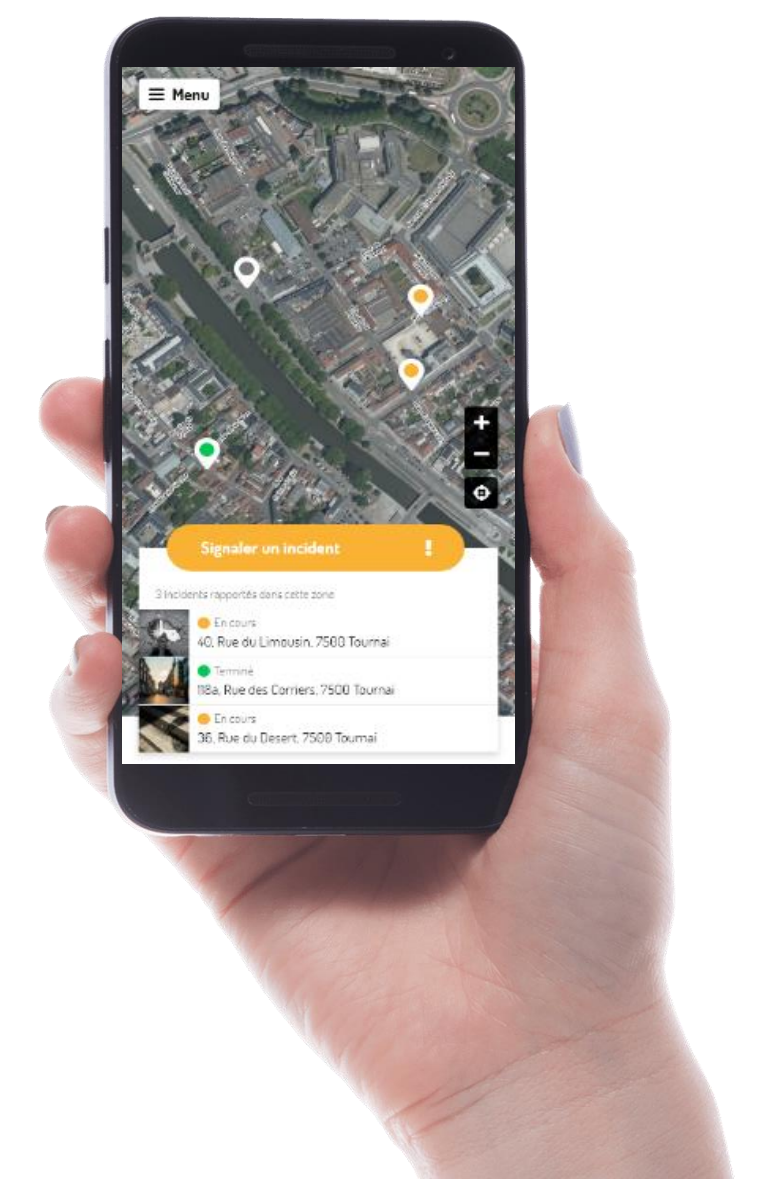


Why use this app ?

- ✓ Smartphone application, public website and a backoffice available **free of charge** to all municipalities
- ✓ Reports are **centralized** in a single platform
- ✓ The municipality decides when it wishes to **share the application** with its citizens



Steps of implementation



Use Case



Key figures



- 2,650 users
- 47 organizations
- **16 municipalities share with citizens since June 2020**
- **6,690 reports with :**
 - 5,359 reports of **cleanliness categories (= 80,1%)**
 - 2,209 reports of cleanliness categories in 16 municipalities share with citizens
 - **1,690 reports treated of cleanliness categories in 16 municipalities share with citizens (= 76,5%)**
 - **4 reports/day reports treated of cleanliness categories in 1 year for the 16 municipalities share with citizens**

More information:

www.walloniepluspropre.be/fixmystreetwallonie



Thank you for your attention

For any questions:

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