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## CALL-Action

The collaborated action plan of Plastic Cup and DIAGEO for the prevention of waste pollution in Transcarpathia

**Gary Hankó**

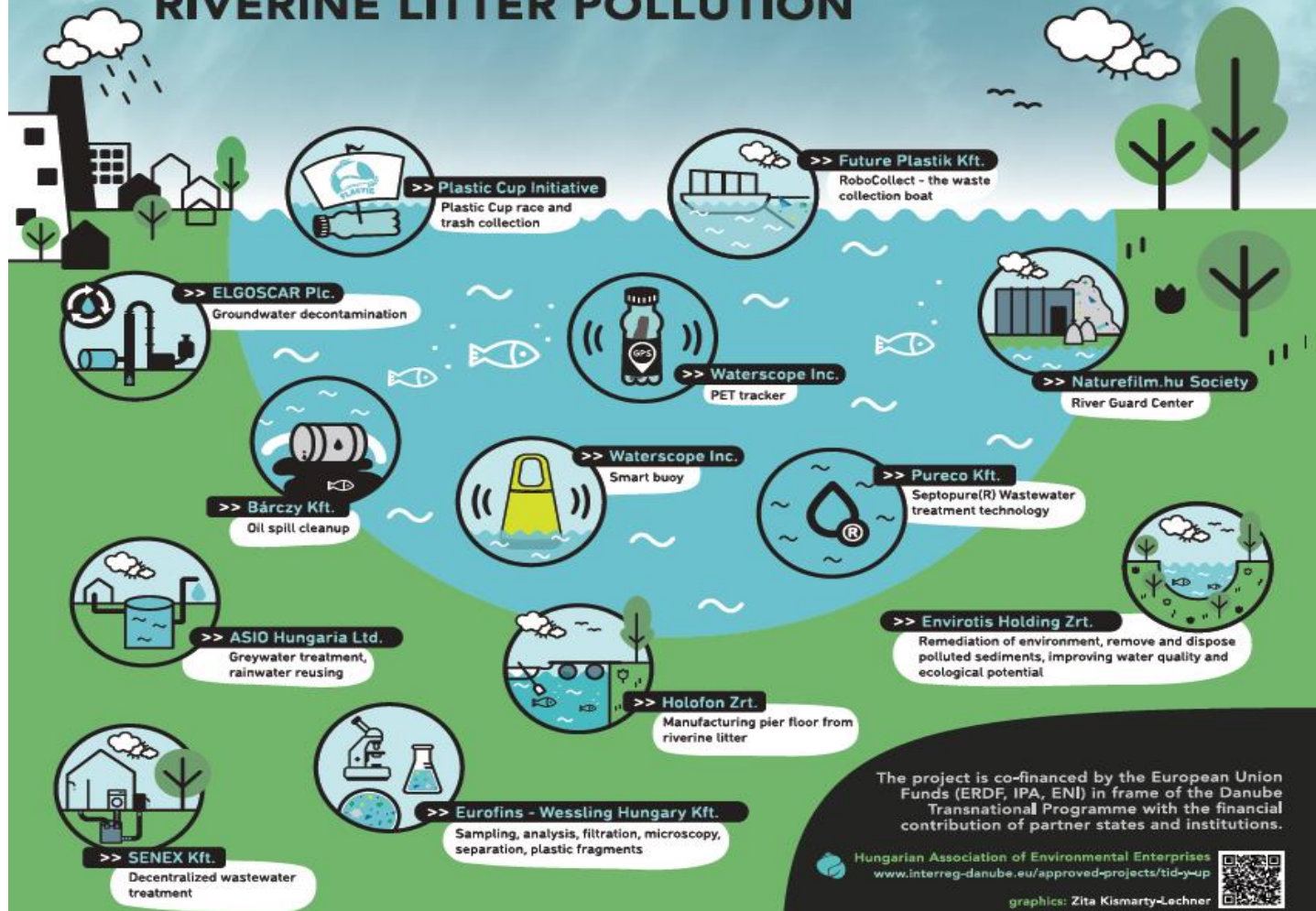
**Hungarian Association of Environmental Enterprises**

**Vice-president of the National Member (Hungary) of ISWA**

*October 30th, 2023 | Muscat, Sultanate of Oman*



# HUNGARIAN SOLUTIONS FOR TRANSNATIONAL RIVERINE LITTER POLLUTION



The project is co-financed by the European Union Funds (ERDF, IPA, ENI) in frame of the Danube Transnational Programme with the financial contribution of partner states and institutions.

Hungarian Association of Environmental Enterprises  
[www.interreg-danube.eu/approved-projects/tidy-up](http://www.interreg-danube.eu/approved-projects/tidy-up)

graphics: Zita Kismarty-Lechner





# The problem: waste at the downstream

Transcarpathia is downstream of the Tisza river. The Black and White-Tisza are interconnecting at the banks of a massive landfill at Rahó.



Geographically, waste transport and management is a major challenge - scattered settlements, small mountain villages, bad road conditions...

In the Transcarpathian region in 200 big – technically inadequate – landfills, approximately 3 million ton waste has been piled up. Every year, these landfills are filling up, as the capacities are narrowing down in the region. The population of Transcarpathia is 1-1,2 million. According to official information, the centralized, organized collection of solid waste is executed in less than 70% of the settlements. **In 196 settlement there is no waste transportation at all** (In these cases, either the citizen transports their waste to a recipient, burns it or throws it out in the forest and river bank) In the Nagyszőlős district 48 settlements have no waste transportation service at all. This affects **approximately 24.000 citizens' waste, about 7200 ton/year (calculated with 300 kg/person/year). This amount of waste is either burnt or end up in the nature.**

# The result: significant waste pollution of rivers and habitats

The waste, arriving with the river, has no trouble crossing the national borders. To Hungary only the floating waste arrives. One part of the waste subsides on the floodplain forests with the flood, the other part floats towards the seas. Areas of special importance for nature conservation are damaged constantly. Hungary spends millions of euros a year on remediation.



In addition, improper treatment takes away valuable secondary raw materials, as most of the waste could be recycled. The lack of a separate collection / recovery system for household waste in Ukraine also means the waste of hundreds of thousands of tons of secondary raw materials every year. Selective waste collection by the population and proper treatment of plastic waste would already be necessary in the downstream area.

# Solution: Transcarpathian collaborations

Six years of cooperation have connected our association to Transcarpathia.

We mapped (out) the authorities, decision-makers, non-profit and for-profit organisations that are key players in waste management and water management.

In the framework of international tenders, we carry out educational and research activities in Transcarpathia in order to ensure the cleanliness of the rivers.

Our experience is that - for specific reasons - large infrastructure investments cannot be materialised in the region, so we believe in the effectiveness of bottom-up initiatives.

The CALL-Action (“collection”) project would be the largest grant so far, which could be used directly for the practical solution of the problems of waste management in Transcarpathia (most grants do not allow cross-border activity, therefore this is a unique and great help with the possibility of Diageo sponsorship): **90,000 USD**



KÁRPÁTALJÁN MUTATTÁK BE  
A PET KUPA HULLADÉKKEZELŐ ESZKÖZEIT

# The pioneers of the CALL-Action project



**Ruslan Shvarts**

Waste yard operator, Uzhhorod  
The CEO of LLC  
Zakarpatekovtorsyrovyna



**Anna Sabadosh**

environmental activist,  
educator  
founder of the Green City  
Association/Зелений  
Варош



**Viktor Buchynskyy**

Waste yard operator,  
Beregovo  
Manager of Coloured  
Bins/Кольорові Баки NGO

# I. Expanding the capacity of waste collection

## 1. Establishment of selective collection islands for household waste

Developing innovative and classic selective waste collection points and islands



## 2. Improving the selective waste collection for schools



New collecting points made of recycled cardboard

## 3. Modernisation of the waste transport vehicle fleet




Purchase of an engine for an existing 5 tonne truck (2 years old due to lack of spare parts)

Purchase of an „ECOBUS”







 Станція заготівлі вторсировини «Проектна, 3»  
★ Favorites · 4 days ago · 🌐

Ecobus schedule for Saturday 28.10.2023:  
10:00 st. Dobryansky (Fire Department)  
10:20 a.m. on the street Domanins Дока (under the Domanins Дока bridge)  
10:40 am. Mine, St. Blagoeva (store "Tisa")  
11:00 st Koshitska (behind the restaurant "Grant", opposite "Duet")... See more

[🌟 See original](#) · [Rate this translation](#)



## 4. „Reception points”

Establishment of new collection-sorting-baling points on the model of the existing sites in order to channel the uncovered areas (1 site serves 4-5 settlements per district).



## II. Expanding waste proc

Intermediate  
equipped with





НАВАНТАЖУВАЧ  
"РЯТІВНИЧОК РІЧОК"

~ Riversaver loader ~



ЕКОБУС

Hankó Gergely (hanko.gergely@kszgysz.hu) bejelentkeze

"РЯТІВНИЧОК РІЧОК"

~ Riversaver minibus ~

- 2022: The first year when prevention surpassed cleanups and end-of-pipe solutions
- tech-support is a gamechanger



Win election with selection  
Turia Bystra (Turjasebes)

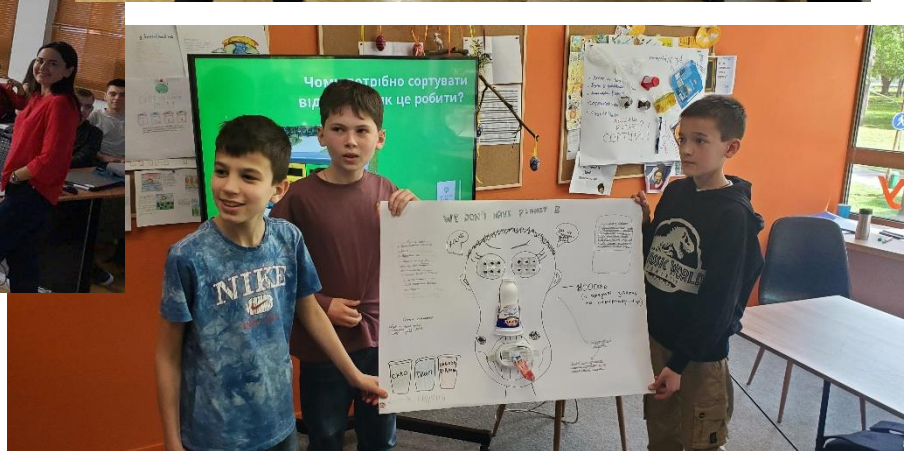
### III. River cleanup actions and „sitka-system”

The waste that has already been deposited into the river can be effectively caught by a drift net stretched over poles. Several such waste traps (szitka) have already been installed on the Borzha River, and a similar one will be installed on the Latorza. This will help to control the amount of waste entering the Tisza through the tributaries.

We create Anchorpoint where people can get bags, gloves and advice before starting river clean up actions on their own. The first one in Ukraine is to be opened in Uzhgorod. The special feature of the facility is a container designed to contain and transport hazardous waste, also a first in the region.



## IV. Education and awareness-raising



# Waste Reduction Toolkit in 5 languages

- Guide
- Posters
- Mindmap
- Presentations

## COMPOST

**COMPOSTABLE MATERIALS:**

**From the kitchen and household:**

- potting soil
- decayed flowers
- withered leaves of houseplants
- vegetable waste and peels, potato, and fruit peels, cabbage, and lettuce leaves
- egg shell
- coffee, and tea grounds
- faces of herbivore pets with the blue fleas, fur
- wood ash (max. 2-3 kg/m<sup>3</sup>)
- paper (tissue paper, shredded egg box)
- wood, cotton and linen (cut into small pieces)
- wood chips, sawdust
- cut grass, garden weed (before blooming)
- leaves, hay, straw, chopped branches, twigs, withered annuals, seedlings, fallen fruits

**NOT COMPOSTABLE:**

- paint, enamel, oil and grease leftovers
- synthetic and not biodegradable materials (plastic, glass, pottery, metal, vacuum cleaner bag)
- dead animals, meat, bones - Although they do decompose, they should not go into the compost, because of stray animals, rodents and disease carrying flies
- infected and sick plants, and plants which were treated with plant protection products
- litter of a carnivore pet - also because of the risk of diseases

THE PROJECT IS CO-FINANCED BY THE EU IN FRAME OF THE DANUBE TRANSNATIONAL PROGRAMME

WWW.KISZIVIZ.HU/EN/KNOWLEDGE

Interreg Danube Transnational Programme TidyUp

## PLASTIC AND METAL

clean foils found in households (pouches, bags, wrapping foils)

PET, soda, and water bottles

bottles used in household and is separately too, body wash)

Tin cans (soda cans, food cans)

metal waste (uttery)

**USEFUL TIPS!**

The separation of plastic and metal waste happens afterwards at sorting shops. Tramp the plastic bottles and tin cans flat, so they use up less space!

Everyday items (eg. branches, parts, composters) are made out of plastic and metal waste in Hungary!

**KEEP THE VALUABLE MATERIALS IN CIRCULATION!**

**THROW bottles, shes, cassettes, discs!**

CO-FINANCED BY THE EU IN FRAME OF THE DANUBE TRANSNATIONAL PROGRAMME

WWW.KISZIVIZ.HU/EN/KNOWLEDGE

#DTPRODUP #INTERRECTIOP

Interreg Danube Transnational Programme TidyUp

## FOR A CLEANER ENVIRONMENT! 9R

With the help of the „9R” we can think over what we can do ourselves, what we need to look out for in order to reduce the contents of our bins and thus our ecological footprint.

- 1. RETHINK!** THERE IS ALWAYS AN OTHER, BETTER SOLUTION TO A PROBLEM.
- 2. REFUSE!** YOU DO NOT HAVE TO ACCEPT, WHAT YOU DO NOT AGREE WITH.
- 3. REDUCE!** USE LESS MATERIAL, OBJECT, RESOURCE! SMALL IS BEAUTIFUL!
- 4. REPLACE!** CHANGE FROM A PRODUCT OR SERVICE TO A MORE ENVIRONMENTALLY FRIENDLY, LOW-IMPACT SOLUTION!
- 5. REUSE!** WITH A LITTLE CREATIVITY YOU CAN USE THINGS, YOU NO LONGER NEED.
- 6. REPAIR!** WITH A LITTLE COOPERATION, INTEREST AND FREE TIME, LOTS OF THINGS COULD BE FIXED.
- 7. ROT!** COMPOST, COLLECT SEPARATELY AND MAKE IT USEFUL ON THE SPOT!
- 8. RECYCLE!** COLLECT YOUR TRASH SEPARATELY AND RECYCLE IT!
- 9. RE-ACT!** DON'T PASS BY ENVIRONMENTAL POLLUTION WITHOUT A WORD! SPEAK UP, HAVE SUGGESTIONS!

The project is co-financed by the European Union from the ERDF, in the frame of the Danube Transnational Programme and the National Operational Programme for Environmental Protection and Sustainable Development. The implementation is largely funded by the Hungarian Government through the Danube Transnational Programme.

Interreg Danube Transnational Programme TidyUp

## GUIDE FOR WASTE AND ECOLOGICAL FOOTPRINT REDUCTION

Hungarian Association of Environmental Enterprises



## V. Communication

### Challenges:

- Pioneers
- No, or minimal communal fees
- Burocracy, and ... → lack of motivation amongst decision-makers
- Capacity and competence issues

### Ongoing international conflict:

- Shifting mindsets
- Population growth: 10-15% → more waste
- 400 companies settled → more tax
- No manpower
- Skyhigh renting fees
- Cash transfer



<https://youtu.be/Tx1kSjq4OIQ>

<https://youtu.be/TRzCWhHTICc?si=F8AJjLZITc0dkl6j>

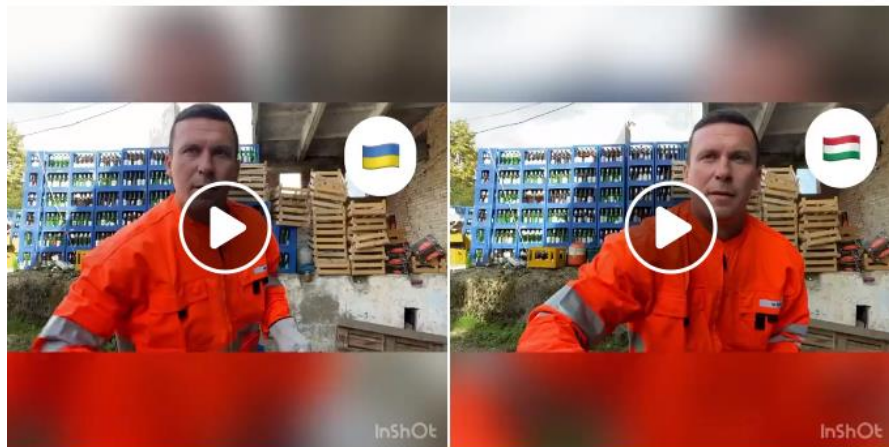
## V. Communication


 Viktor Buchynsky jelenleg itt van: **Приймальний Пункт Вторинної Сировини "Кольорові Баки"** ...  
Adminisztrátor · A csoport szakértője · 2022. október 18. · Beregszász (Kárpátalja, Ukrajna) · 🌐

СОРТУЄМО, ПРАВИЛЬНО, КАРТОН І МАКУЛАТУРУ 🔄 😊

A KARTONT ÉS A PAPIRT HELYESEN VÁTOGATJUK 🔄 😊

Fordítás megtekintése



 Viktor Buchynsky jelenleg itt van: **Приймальний Пункт Вторинної Сировини "Кольорові Баки"** ...  
Adminisztrátor · A csoport szakértője · 2022. november 30. · Beregszász (Kárpátalja, Ukrajna) · 🌐

СОРТУЄМО, ПРАВИЛЬНО, ПЛАСТИК 🔄 😊

HELYESEN VÁTOGATJUK A MŰANYAGOT 🔄 😊

Fordítás megtekintése





Viktor Buchynsky itt van: Гут.

Adminisztrátor · A csoport szakértője · 2022. október 15. · 🌐

СМІТТЮ НЕ МІСЦЕ В ПРИРОДІ! 🚫!

ГРИБИ ЧИ ПЛАСТИК!?

Люди, зробіть правильний вибір!

Ліс-це не смітник! 🚫!

Поважайте себе та інших, бережіть природу, не засмічуйте довкілля! 🌱🌿🌍🚫!

НЕ С... Továbbiak

A SMASH-nak NINCS HELYE A TERMÉSZETBEN T!

GOMBA VAGY MŰANYAG!? ❤️

Válaszatok helyesen emberek!

Az erdő nem szemetes Li!

Tiszteld magad és másokat, óvd a természetet, ne szennyezd a környezetet! 🌱🌿🌍!

N... Továbbiak

⚙️ · Fordítás elrejtése · A fordítás értékelése





Videos, movies



<https://youtu.be/TRzCWhHTICc?si=F8AjLZITc0dkl6j>

NATUREFILM.HU, THE PLASTIC CUP INITIATIVE PRESENTS WITH THE SUPPORT OF OFFICE OF THE GOVERNMENT COMMISSIONER FOR ACTIVE HUNGARY, BÉLA FRANKÓ AND THE TISZA RIVER THE DOCUMENTARY THE RIVER SAVER TRUCK  
CINEMATOGRAPHY BY MIHÁLY BAZAL, BALÁZS TISZTA, DANIEL SZÉCSÉNYI, EMÉSE SZILMÓN ADDITIONAL FOOTAGE: BENJAMIN BÓR, NIKOLETT MEGARAI, MILÁN JÓRÁCSICS, SOUND: GÁBOR VASTAG, SOUNDSTUDIO  
STUDIO ENGINEER: MEHARAB ATTILA, MÁTYÁS CSILLAG, COLOR GRADING, ANIMATION, SPECIAL EFFECTS: EMÉSE SZILMÓN DAY: MANAGER: MILÁN JÓRÁCSICS PROJECT COORDINATOR: BÉRELYI HÁNDÓ COMMUNICATOR: SZÜLLŐS BÓRÁ, PÉTERCSI BÓRÁ  
FIELD COORDINATOR: ZSÓFIA TABAKS CONSULTANT: SÁRA BARADARONCS, SÁRA BÓRMI EXPERT: MIKLÓS NYILAS BRÓDUS ENGLISH TRANSLATION: IMRE RIGÁLY WEBSITE/POST: KEMÁRSZET TECHNICAL SUPERVISION: OTVÓRY, BÓRMI  
SYNOPSIS: PLASTIC CUP, HÍR, BLOGGAL, HUNGÁRI, ADJUKÖSSZE.HU PRODUCTION MANAGER: KRISZTIÁN BEREBÉNYI ASSISTANT DIRECTOR: ZSOLZSÁNNA BITTER STUDIO MANAGER: EMÉSE SZILMÓN  
PRODUCER: ZSÓLT TÁMÁS WRITTEN AND DIRECTED BY: DÁVID ATTILA MOLNÁR



# The River saver truck



SCAN ME

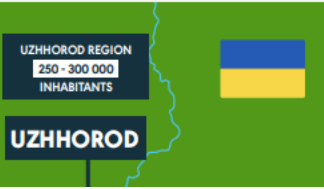


<https://youtu.be/Tx1kSjq4OIQ>



MAY - DECEMBER 2022.

MORE THAN **500 TONS** OF COLLECTED  
AND MORE THAN **200 TONS** OF TREATED WASTE



TREATED WASTE TYPE  
AND QUANTITY (TONS)

21 municipalities  
29 schools  
61,800 residents and students  
**collected and managed waste: 1182 tonnes**



BALING MACHINE



FORKLIFT:



WASTE COLLECTION  
MINIBUS:



TRUCK ENGINE: 1 pc (UZHHOROD)



THE 2-YEAR PERIOD:  
OF WASTE

FOR THE PERIOD OF COLLECTED  
AND PROCESSED WASTE: **724 TONS**

RESIDENTIAL WASTE COLLECTION  
(EVERY SATURDAY)



25-40 PEOPLE



400-500 KG

# Dedicated homepage

<https://callaction.com.ua/>



CALLACTION

Головна Про нас Блог Партнери Контакти



CALLACTION

## Про CallAction



Спільний проект Call-Action від Diageo, PET Супа реалізується у співпраці з місцевими громадськими організаціями експрямування: ГО Зелений Варош, Станція заготівлі вторинної сировини "Проектна,3", ГО "Екологічний рух "Кольорові баки", котрі позитивно зарекомендували себе за минулі роки співпраці розпочавши вибірковий збір вторсировини та мають успіхи в екопросвіті й підвищенні свідомого ставлення до природи серед мешканців Закарпаття.

Проект CALL-Action підтримує регіон шляхом розвитку існуючого заводу з переробки відходів, закупівлі обладнання та розширення інфраструктури. Крім житлових пунктів збору відсортованих відходів, передбачено створення інституційних та шкільних пунктів збору, котрі мають на меті не тільки збирати відсортоване сміття, але й проводити просвітницьку роботу та еконавчання.

Місія проекту: інформування про забруднення річок відходами, та його вплив на природне середовище й екологічну ситуацію, також висвітлення шляхів вирішення цієї проблеми. Крім того, в межах проекту закуплено обладнання: ЕкоБус та Навантажувач «Рятівничок річок», яке полегшує систематичний збір відсортованої сировини серед населення.

690

ТОНН ВІДХОДІВ, ПРАГНЕМО ЗІБРАТИ ТА УТИЛІЗУВАТИ



# Green Award 2023

Special Award of the Jury  
for the Call-Action project



**#callaction**



# DIAGEO

## Thank you so much for your attention!

**Gary Hanko**

project manager, Plastic Cup

Managing Director, Hungarian Association of  
Environmental Enterprises

Vice-president of the National Member (Hungary) of  
ISWA

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