



REGIONS IN RECOVERY

Building Sustainable Futures

LDnet - Recovery through Community-led Approaches: III. Communities in Circles - New Forms of Development

TROP AVERDE

rewarding recycling
Guimarães City Hall | Portugal

Dalila Sepúlveda 17 June | 2021



Guimarães | Portugal



Is Located in northern Portugal

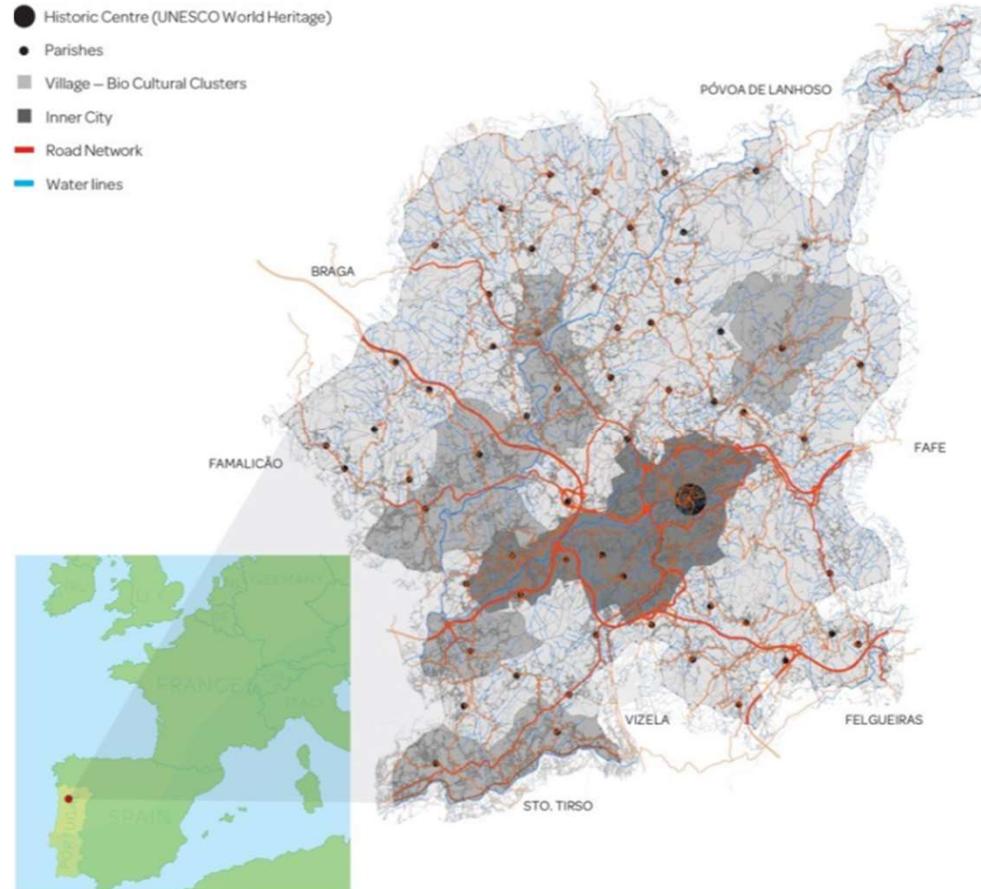
Is one of the most industrialized regions in the country

Has 158000 inhabitants.

Was recognized in 2001 as World Cultural Heritage by UNESCO

Was European Capital of Culture in 2012.

Was candidate to Green Capital Award in 2020, and have been in 5th place by 13 candidacies.



NATURAL RESOURCES



TRADITIONS AND CULTURE



INNOVATION



SCIENCE AND TECHNOLOGY



HERITAGE



PEOPLE'S COMMITMENT



WHAT IS TROPAVERDE

- ◆ Is an environmental project with the objective of increasing recycling waste and improve circular economy projects
- ◆ It starts in Santiago Compostela (Spain) and we have replicated it – transfer network
- ◆ Is a web platform that aims to promote recycling and environmental responsibility among citizens directly rewarding good environmental actions.





HOW DOES TROPAVERDE WORK



Perform **responsible actions**.

Deliver your waste to the appropriate **recycling facilities**.



Get **stars**

Receive points and merits for your actions. **More responsible actions, more stars.**



Redeem for **rewards**

Redeem your stars for **gifts** and enjoy doing things right.

the operation is very simple: every time a citizen deliver waste (in the places indicated) he receives a **voucher with stars (points)**. The citizen can accumulate these stars in his or her account The **rewards are provided by the local sponsors** that collaborate with the platform.



<https://guimaraes.tropaverde.org/>



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Rewarding Recycling in Guimarães!!!

Be part of Tropaverde and get rewards for your responsible actions. What is Tropaverde?

TROPAVERDE. WE ARE ARRIVING.

<p>Contact</p> <p>tropaverde@guimaraes.pt</p> <p>800 209 565</p> <p>Avenida Cônego Gaspar Estaço, nº 606 Oliveira do Castelo, 4810-266 Guimarães</p>	<p>Quick links</p> <ul style="list-style-type: none">> How does Tropaverde work?> Legal information> Register> Who are we?	<p>Who are we?</p> <p>Tropaverde Guimarães is a project of Teimas to promote environmental responsibility among citizens.</p> <p>Follow us</p>
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© 2015 Tropaverde is a product developed by Teimas Desenvolvimento S.L.

The web tropaverde.org connects the three elements needed to achieve this goal:

- The citizenship
- The places where citizens can deposit waste and where we will be rewarded with vouchers from Tropaverde
- Those commerce's who collaborate by providing rewards and/or discounts

COMMUNICATION PHASE



◆ Information phase

- ◆ The main point of the first period should be inform about the new project and answer some main questions: *What is it? What's the purpose of that? How can I join? Where are the collecting points? What do I earn with that?*
- Press releases in local media | Interviews with the staff | Official public project presentation | Project presentation in parish councils
- Information videos to publish on social media and to be advertised in events
- Use of facebook and websites, not only ours but our partners too | Outdoors, roll-ups, flyers, poster and mobile advertising (buses and taxis)

◆ Awareness phase starts now, because COVID19 stops the project

- ◆ After the public is totally informed about TropaVerde, is time to call them for action.
- ◆ At this point we must give them reasons why should they be an active part of the project. We must archive that using this:
 - Environmental events
 - Merchandising distribution (t-shirts, ecobags, pins,...)
 - Children's activities in important days with "green games" like Treasure Hunt adapted to Tropa Verde
 - School trips to green points

◆ Accountability phase

- ◆ At this point, we must do our fair part of showing the project results and benefit the most "green citizens" too.
 - Give presents and benefits the citizens
 - Present the results through reports
 - Press conference
 - Press releases
 - Interviews



COMMUNICATION PHASE

TROPA VERDE
PELO AMBIENTE
LUTAR, LUTAR!
GANHA PRÉMIOS POR SEPARAR OS RESÍDUOS.



T-shirt



VOUCHERS



Biowaste

Package waste

Greenpoints

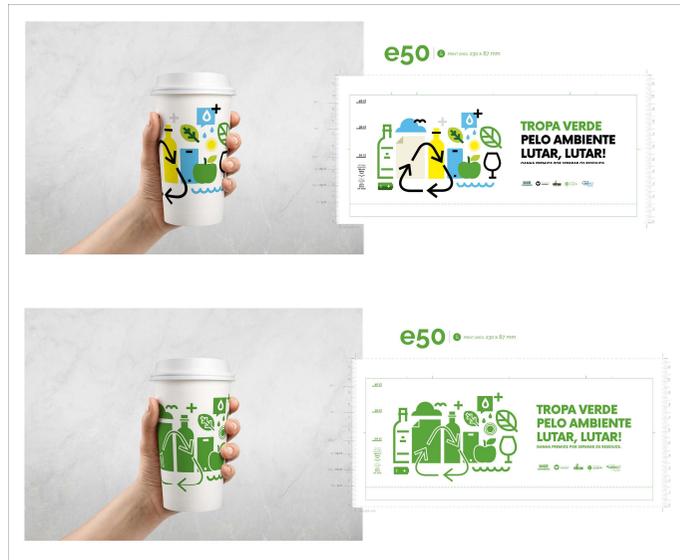
Green waste

Eletronic waste

<p>RECICLAR DÁ RECOMPENSAS!</p>  <p>REGISTE-SE GUIMARAES.TROPAVERDE.ORG</p> <p>INTRODUZA ESTE CÓDIGO</p> <p>156-0018-D27</p> <p>E GANHE A SUA RECOMPENSA!</p> 	<p>RECICLAR DÁ RECOMPENSAS!</p>  <p>REGISTE-SE GUIMARAES.TROPAVERDE.ORG</p> <p>INTRODUZA ESTE CÓDIGO</p> <p>156-0212-D3C</p> <p>E GANHE A SUA RECOMPENSA!</p> 	<p>RECICLAR DÁ RECOMPENSAS!</p>  <p>REGISTE-SE GUIMARAES.TROPAVERDE.ORG</p> <p>INTRODUZA ESTE CÓDIGO</p> <p>156-0416-B72</p> <p>E GANHE A SUA RECOMPENSA!</p> 	<p>RECICLAR DÁ RECOMPENSAS!</p>  <p>REGISTE-SE GUIMARAES.TROPAVERDE.ORG</p> <p>INTRODUZA ESTE CÓDIGO</p> <p>156-0619-8E3</p> <p>E GANHE A SUA RECOMPENSA!</p> 	<p>RECICLAR DÁ RECOMPENSAS!</p>  <p>REGISTE-SE GUIMARAES.TROPAVERDE.ORG</p> <p>INTRODUZA ESTE CÓDIGO</p> <p>156-0815-806</p> <p>E GANHE A SUA RECOMPENSA!</p> 
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MERCHANDISING







Thank you!

Dalila Sepúlveda
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17 june | 2021

