

HOW TO RAISE RECYCLING ISSUES IN THE POLITICAL AGENDA OF LOCAL AUTHORITIES?

WHO MUST BE INVOLVED

Local authorities

- select a person (elected, with real power to present and influence the process, motivated by the cause) to make a deep work
- be in connection with the departments

NGOs

- connected with ecology
- local development agencies and associations

Schools

- all levels but priority to basic levels

Experts

- local and global

Industry

- arguments coming from them have a special value

FOR WHAT

- influence regulation
- more money for future actions
- share information about the real situation
- influence new initiatives
- share responsibilities

HOW

Strategy

- Change the roles. Don't ask for something. Make proposals
- Act in partnership built a consensus at local level
- Be realistic about the goals and have a good analyses about the specific starting point
- Give elements to personal advantages for your interlocutor (as more votes and more popularity)
- Involve citizens

Tactical aspects

- make it a political issue, not a technical one
- make it profitable
- organize pression movements
- connect your arguments with health, well being and local economy
- mobilize children

- be a partner also in regulation and sanctions
- make your messages sexy and attractive
- select the good moment to put Recycling in the local agenda
- make actions you propose easy to do
- show the best options you know (regional, national, European practices)
- call for emotions

Methodology

- act in the basis of Agenda21 recommendations (involve all the stakeholders)
- organize folders with real situations and proposals
- organize events, initiatives inviting local authorities and the press

Actions

- education for elected people (workshops, courses, training)
- campaigns on specific days connected with environment
- actions with famous people and local stars
- theatre for ecology with local authorities' participation
- organize visits to critical situations and invite local authorities