



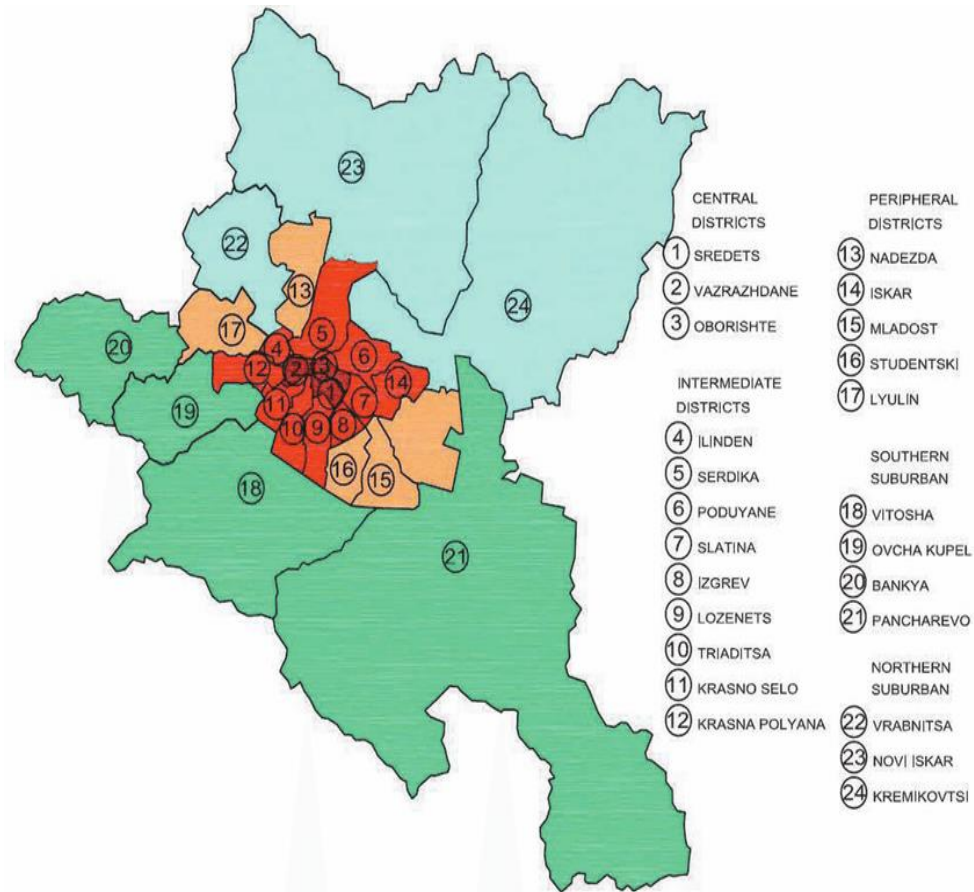
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# **Preliminary Market Consultations 21 January 2025**



**Co-funded by  
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# Sofia Municipality



- 24 districts
- 4 towns – Sofia, Bankya, Novi Iskar and Buhovo
- 34 villages
- Population in 2023: 1 286 965 inhabitants

# Waste management system of Sofia Municipality

Implemented according to the requirements of Bulgarian Waste Management Law;

Covers the household waste;

Includes activities of collection, transportation and treatment of waste;

Waste streams of the system:

- Mixed municipal waste
- Metal, plastic, paper, glass
- Bio (food waste) and green waste
- Bulky waste
- Construction and demolition waste
- Electrical and electronic equipment
- Batteries and accumulators
- Hazardous waste
- Tyres
- Textile
- Oils



# Aims of the waste management system

- Sustainable development through the implementation of an integrated waste management system;
- Reducing the environmental impacts caused by generated waste;
- Increasing the share of separately collected waste;
- Stimulate investments to improve waste management and the development of the circular economy concept;



# Waste management program of Sofia Municipality 2021-2028

- Developed according to the National Waste management plan 2021-2028;
- The main purpose is to provide a practical tool for Sofia Municipality for planning and grounding at the earliest stage of the necessary resources, measures and actions in waste management;
- The action plan for achieving the aims includes measures that are specified in individual programs and subprograms. Two of the main measures are:
  - Building a network of up to forty recycling centers for the separate collection of different types of household waste;
  - Upgrading an existing online platform to provide extensive web-based information to citizens about all waste management activities of the Municipality.



# The challenge

*To create a smart, innovative, 24/7 accessible digital solution.*

## Context:

Making extensive information widely available on:

- What sustainable waste management is;
- Why reducing, reusing, and recycling waste is so important, and what the benefits of separate waste collection are for the urban environment, the circular economy, and climate adaptation;
- How the system works – how we can all become part of this process, what infrastructure is available for managing different waste streams in our particular neighborhood, and how we can use it properly;
- How we can contribute for improving the system functioning and report problems.



# Objectives and desired outcomes

## Specific objectives:

1. Better understanding of waste management behavior among people living in the city;
2. Educate residents about the benefits of reducing, reusing, and recycling waste and their connection to urban development and climate adaptation;
3. Inform households about all available options for dealing with the various waste streams generated by them;
4. Promote responsible consumer behavior and the creation of sustainable waste management habits;
5. Encourage active participation strengthening community involvement in waste and recycling efforts.
6. Provide timely information about problems and malfunctions in the waste management system;
7. Enable better-informed decision-making by the municipal administration and improve overall efficiency of the processes;
8. Cost reduction solution for Sofia Municipality;
9. Decrease the volume of mixed household waste disposed on landfill;
10. Increase the volume and quality of waste that is separately collected and recycled;
11. Contribute to the sustainable urban development of the city and improve the quality of life for its residents.

## Expected benefits:

- Increasing both the volume and quality of waste that is separately collected and recycled;
- Reducing the costs, the environmental emissions and the environmental impacts caused by landfilled waste;
- Fostering better community engagement.



# Nature of the experimentation



1. Development of smart, innovative, 24/7 accessible digital solution;
2. Integration of all available information from different municipal digital platforms;
3. Immediate reporting of an identified problems with the waste management system in the city and timely response to all of them;
4. Regular processing of all collected information and integration into the decision-making process in the waste management processes within the Municipality.

## Key points to address

- Technological: development of innovative AI-enabled digital communication tool
- Social: inform, motivate and engage households as a major stakeholder
- Interaction: shared data with the public and social feedback







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