

# iREC – Inovar a reciclagem

Sistema de Incentivo à Devolução de Embalagens de Bebidas em Cascais

**Resultados – Dezembro 2021**

## Evolução do projeto

jan-dez 2021

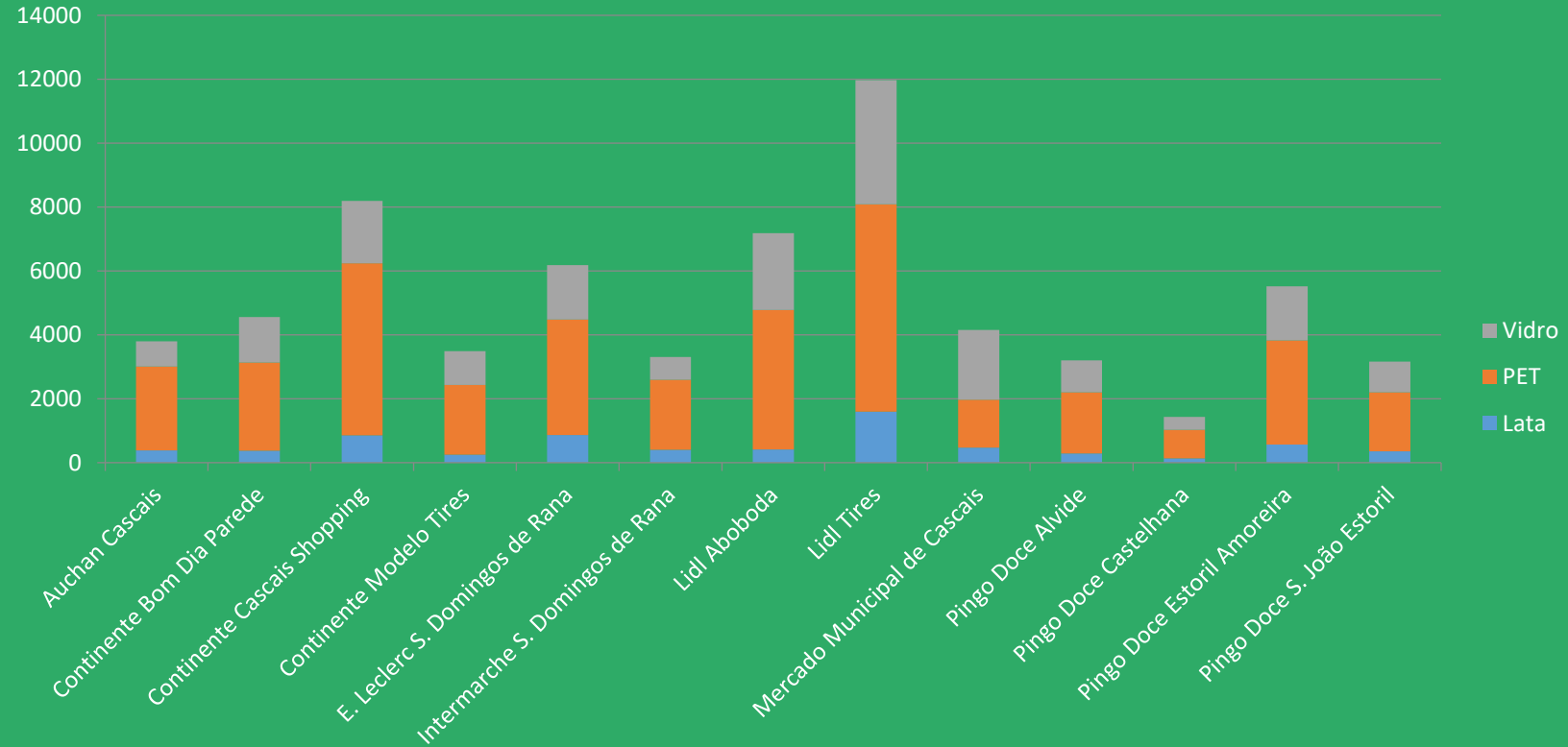
O projeto encontra-se no seu 12º mês de implementação:

- ✓ Já foram recolhidas de 875 000 embalagens correspondentes a 71 toneladas de material para reciclagem.
- ✓ Os depósitos diminuíram novamente em Dezembro. Vários fatores podem estar na origem desta quebra :
  - Época natalícia: por norma a recolha seletiva aumenta nesta época e pode provocar um desvio dos depósitos das RVMs.
  - Contexto pandémico pessimista (Variante Ômicron)
- ✓ Os esforços no sentido de atualizar a base de dados resultaram numa descida da taxa de embalagens rejeitadas para 26%.

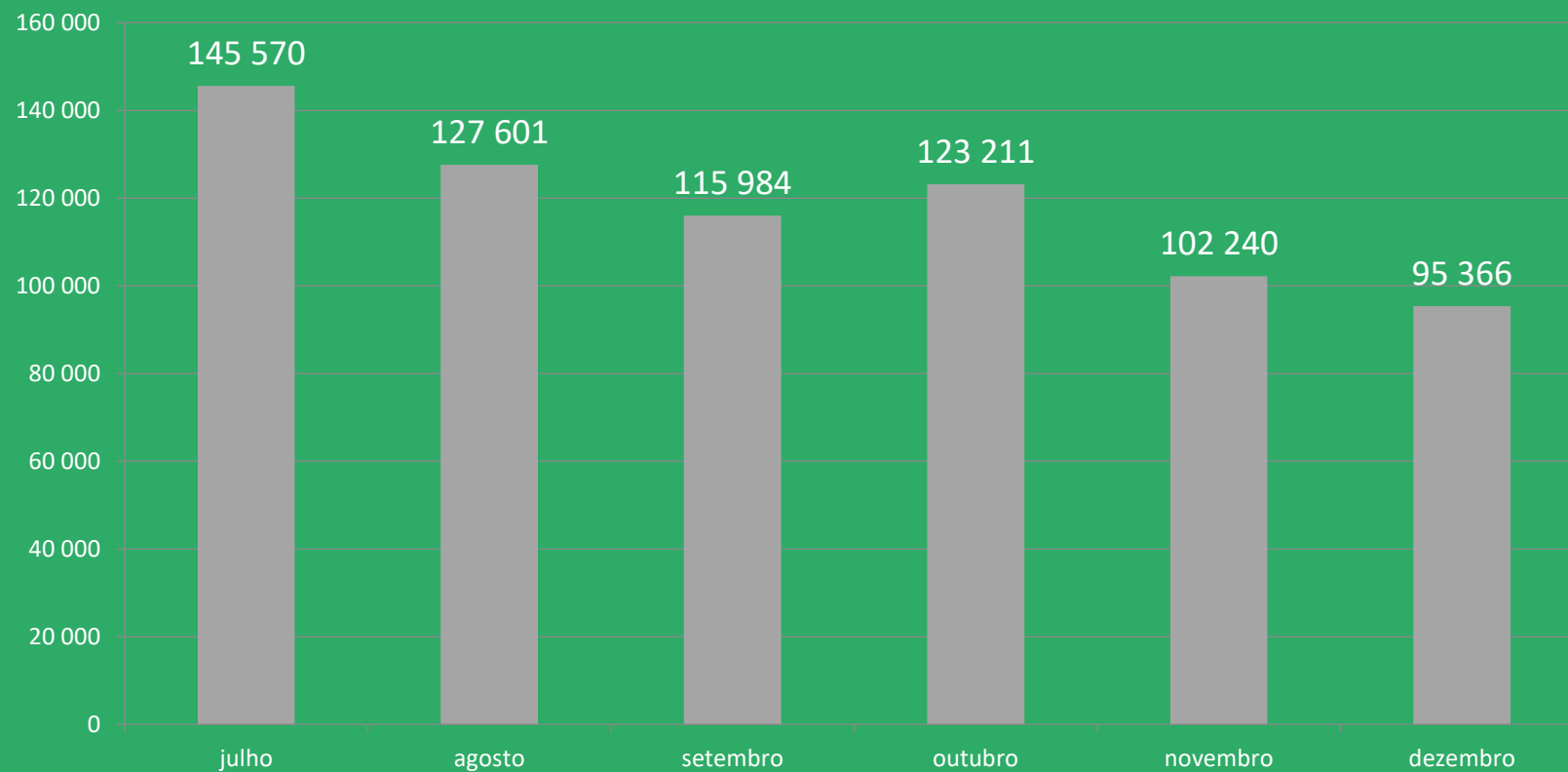
Embalagens devolvidas:  
66 132

PET: 38 999  
Latas: 6 977  
Vidro: 20 156

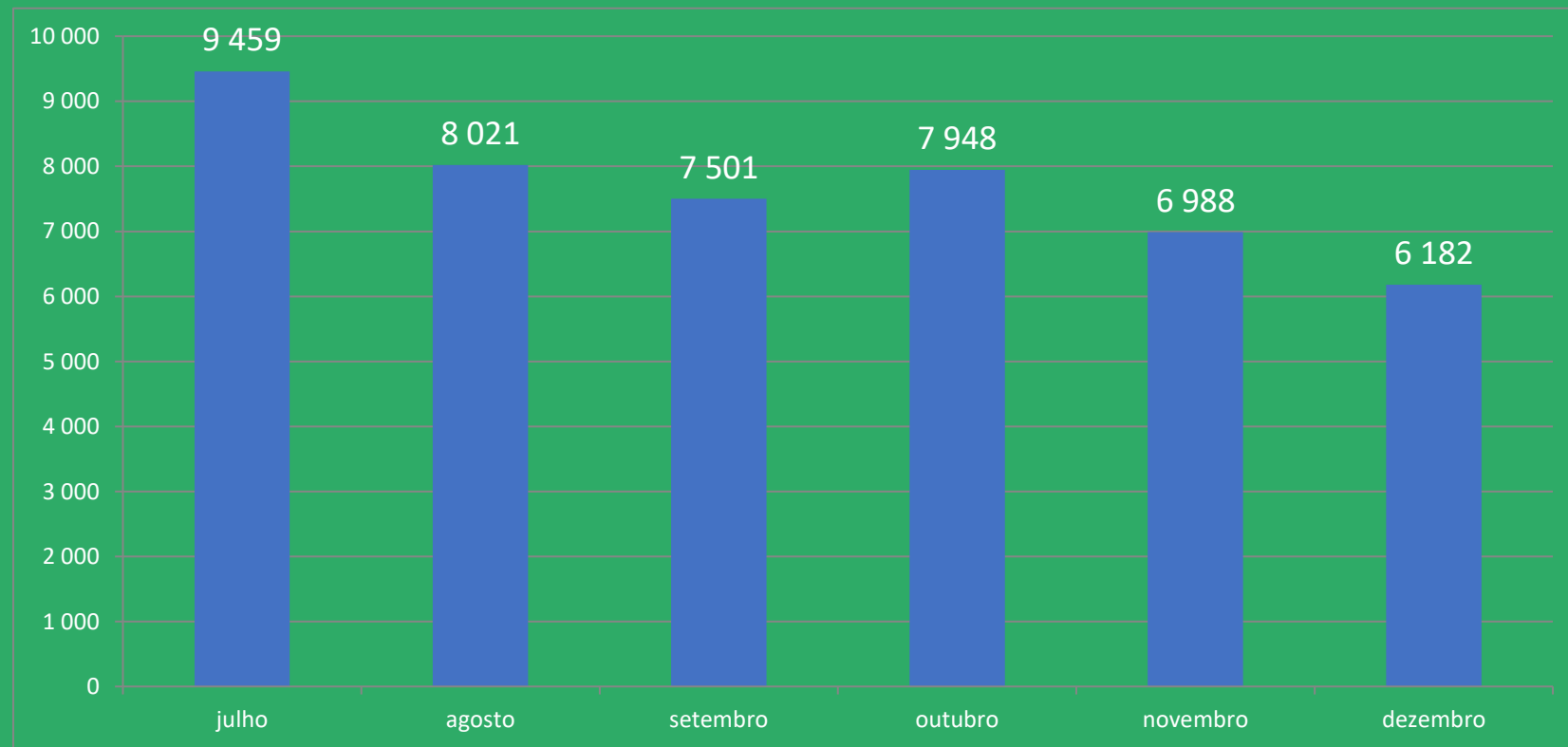
## Metas alcançadas dezembro 2021



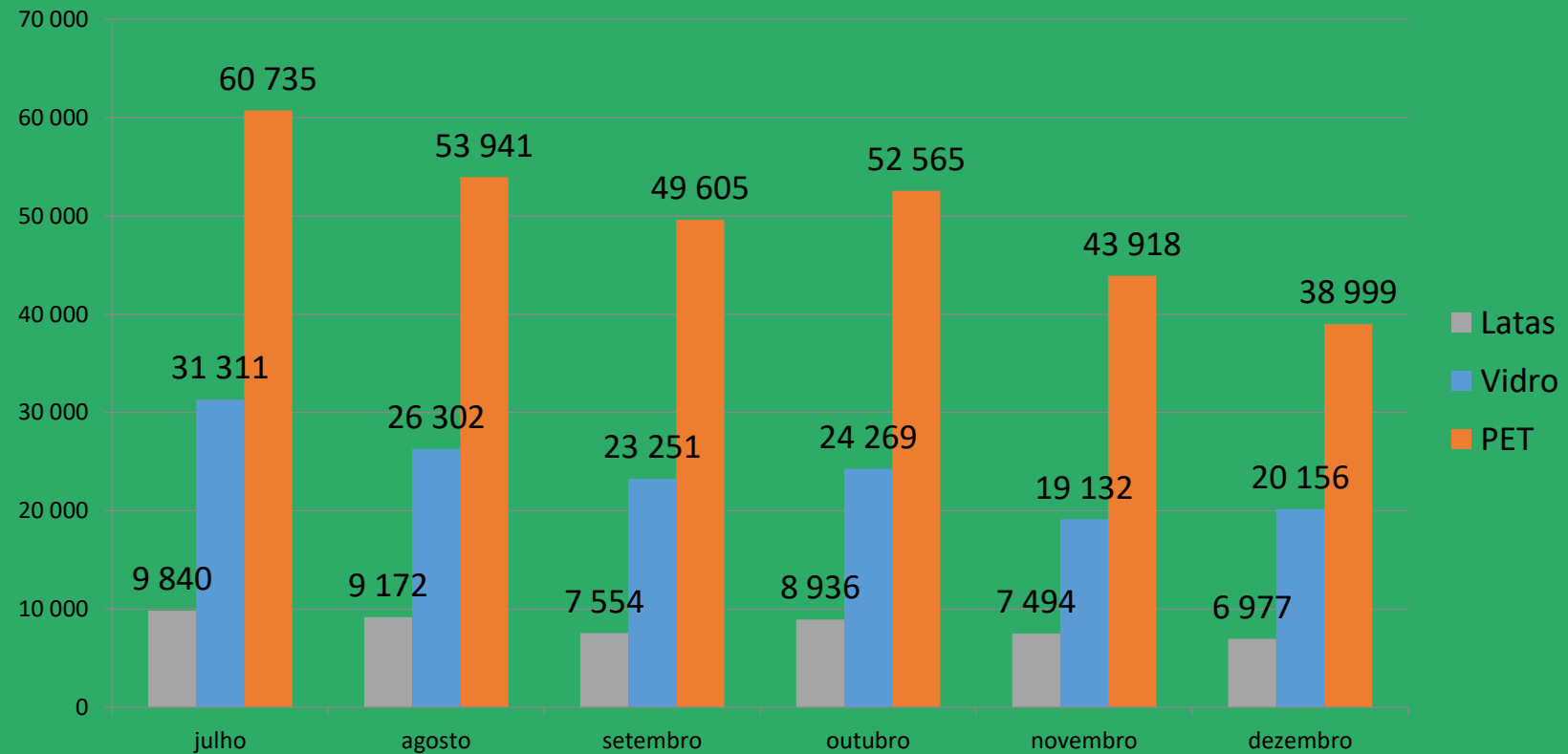
## Evolução dos Citypoints atribuídos *últimos 6 meses (jul-dez 21)*



## Utilizações das máquinas RVM *últimos 6 meses (jul-dez 21)*



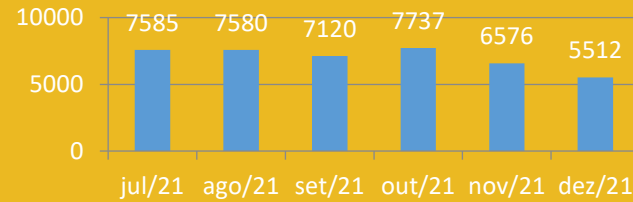
## Evolução das quantidades de embalagens recolhidas *últimos 6 meses (jul-dez 21)*



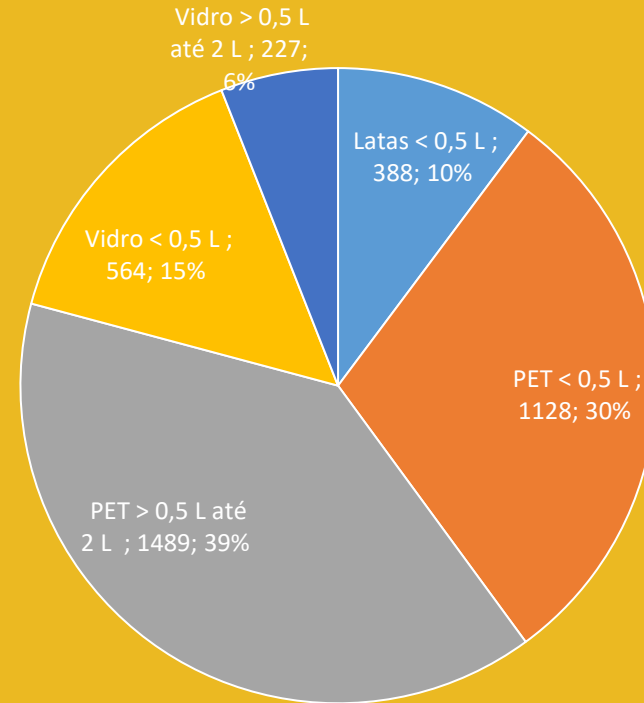
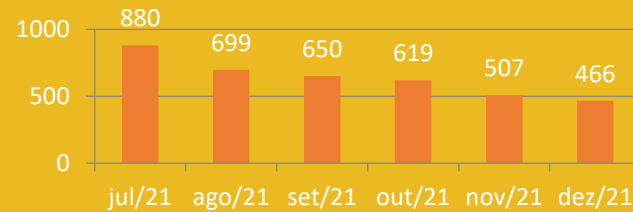
# Quantitativos por loja

# Auchan

### Citypoints



### Utilizações

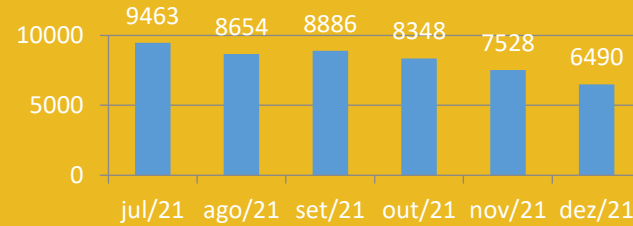


Total embalagens  
dezembro 2021:  
**3 796**

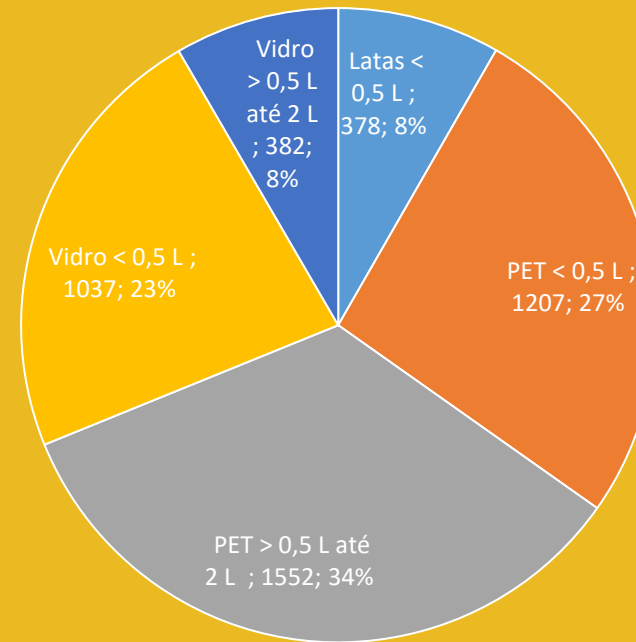
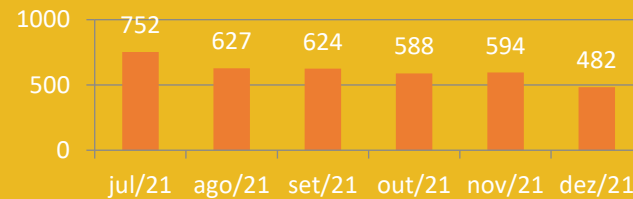


# Continente Bom dia Paredes

### Citypoints



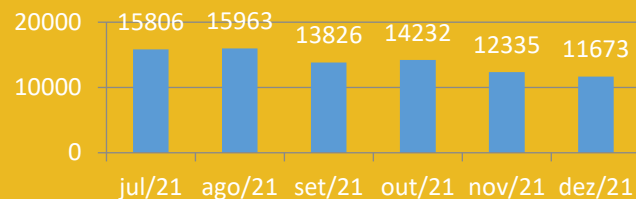
### Utilizações



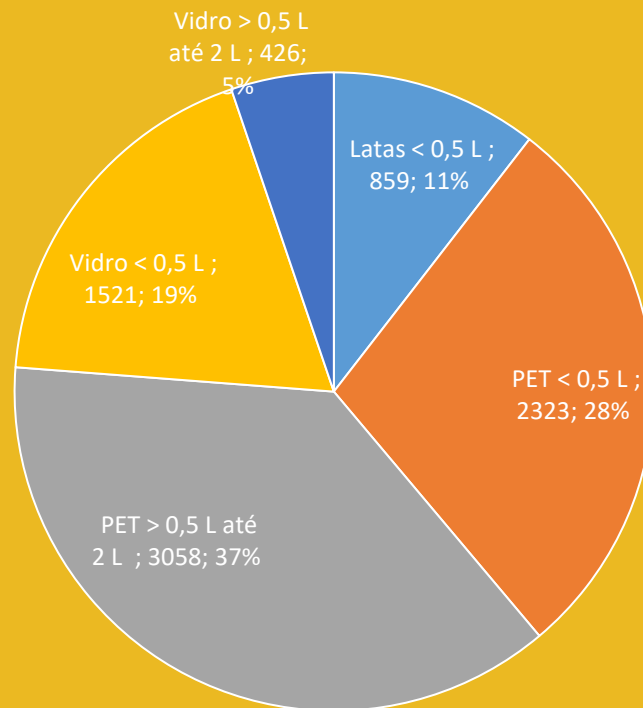
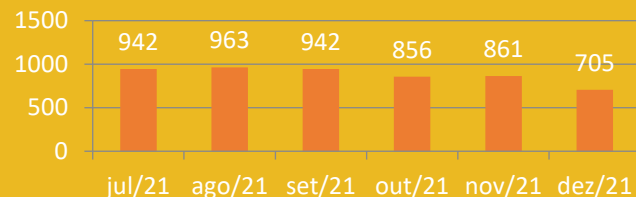
Total embalagens  
dezembro 2021:  
**4 556**

# Continente Cascais Shopping

### Citypoints



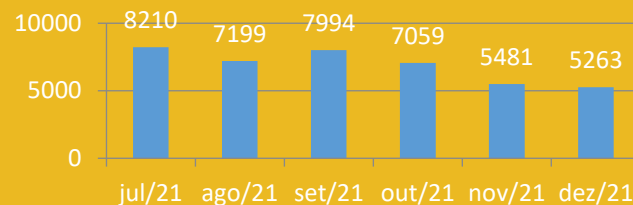
### Utilizações



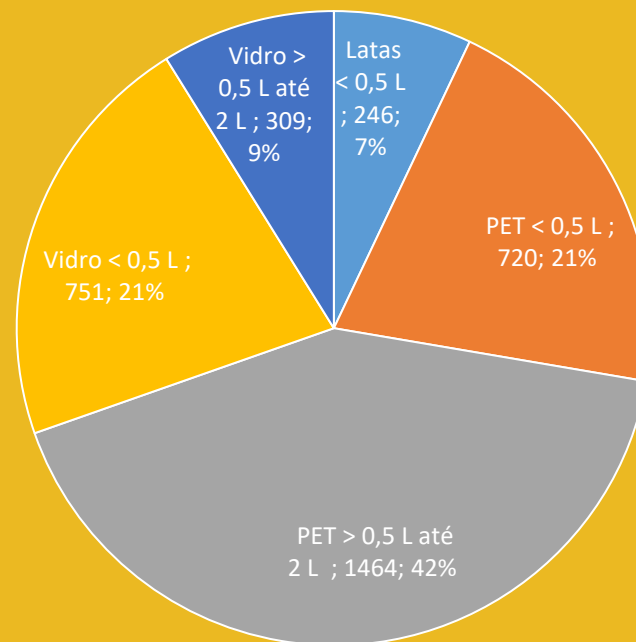
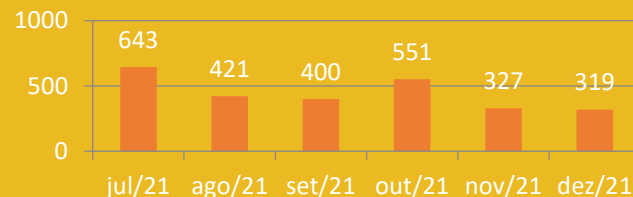
Total embalagens  
dezembro 2021:  
**8 188**

# Continente Modelo Tires

### Citypoints



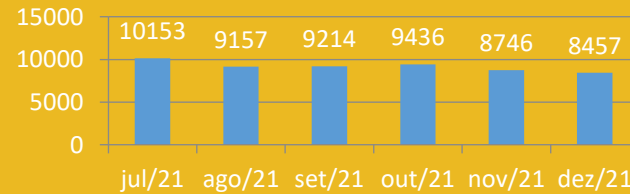
### Utilizações



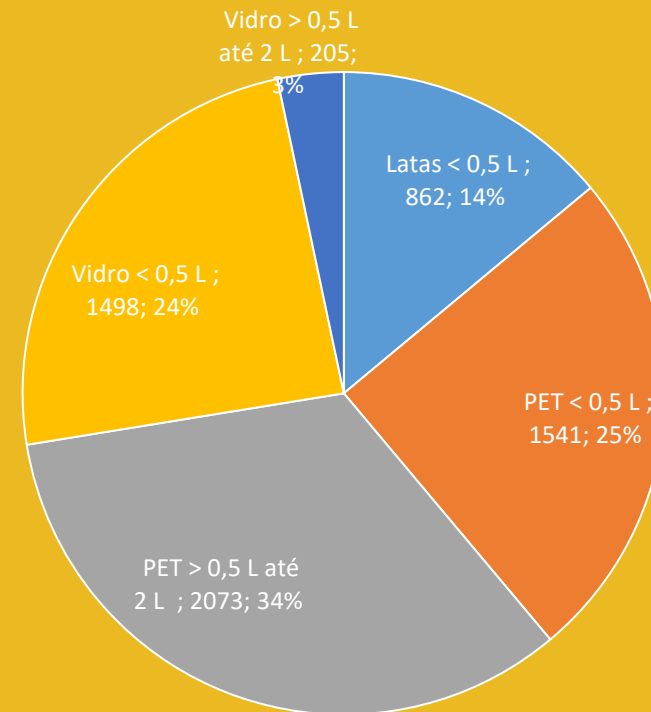
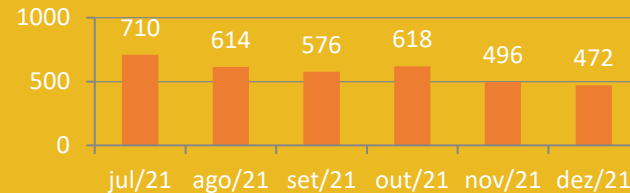
Total embalagens  
dezembro 2021:  
**3 490**

# E. Leclerc S. Domingos de Rana

### Citypoints



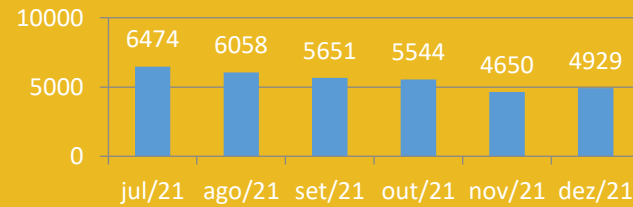
### Utilizações



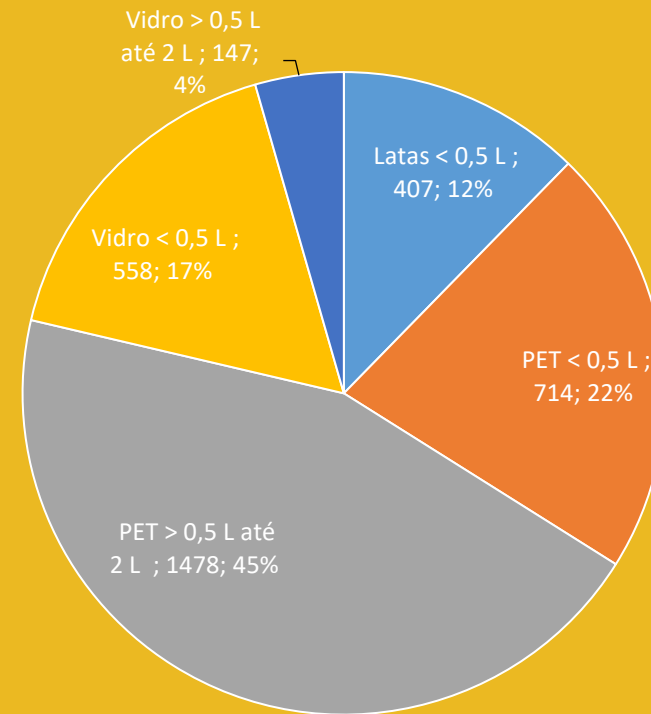
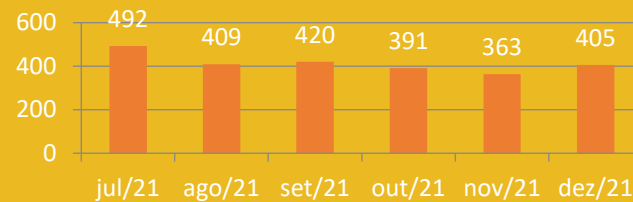
**Total embalagens  
dezembro 2021:  
6 179**

# Intermarché S. Domingos de Rana

### Citypoints



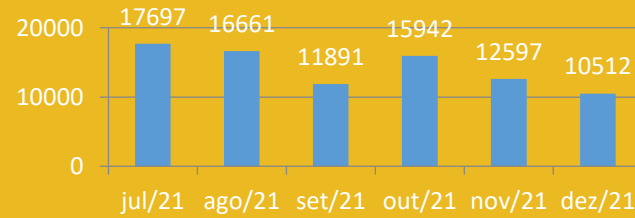
### Utilizações



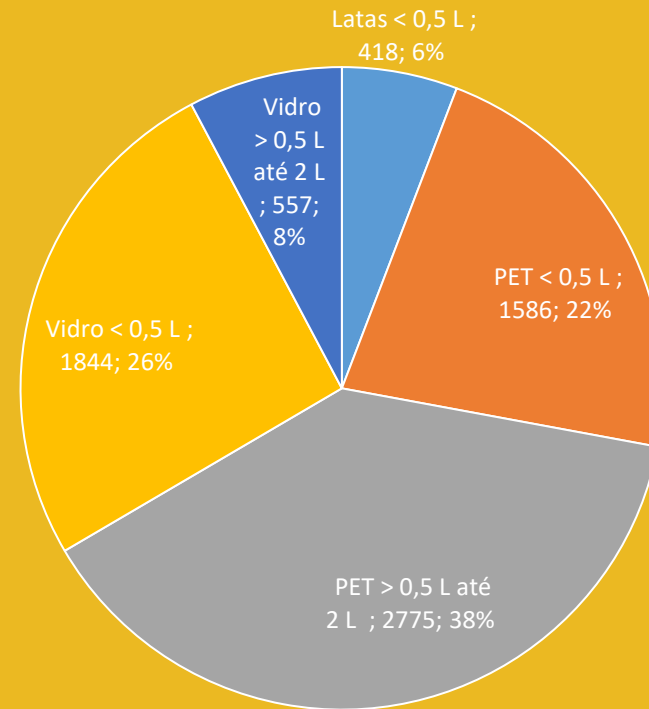
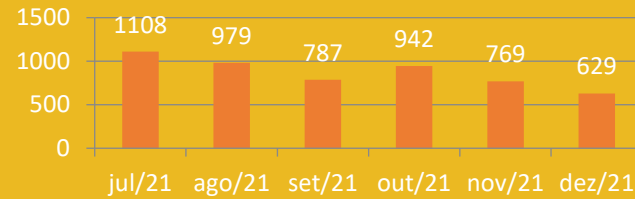
Total embalagens  
dezembro 2021:  
**3 304**

# Lidl Abóboda

### Citypoints



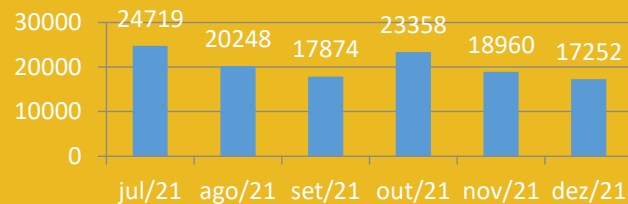
### Utilizações



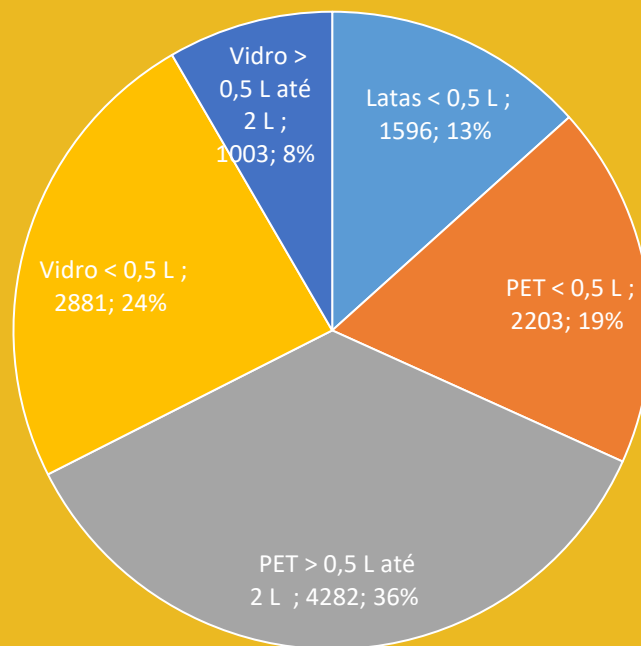
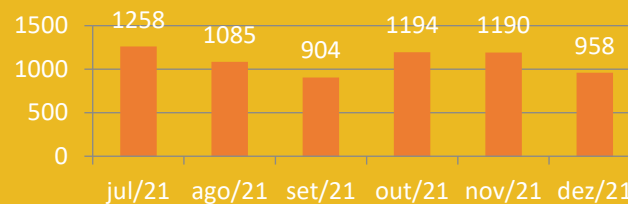
**Total embalagens  
dezembro 2021:  
7 180**

# Lidl Tires

### Citypoints



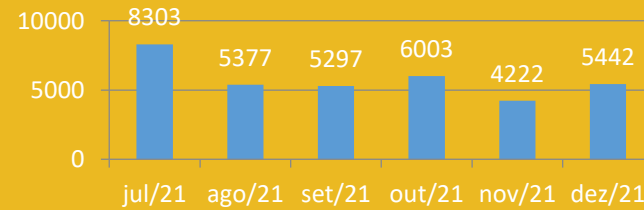
### Utilizações



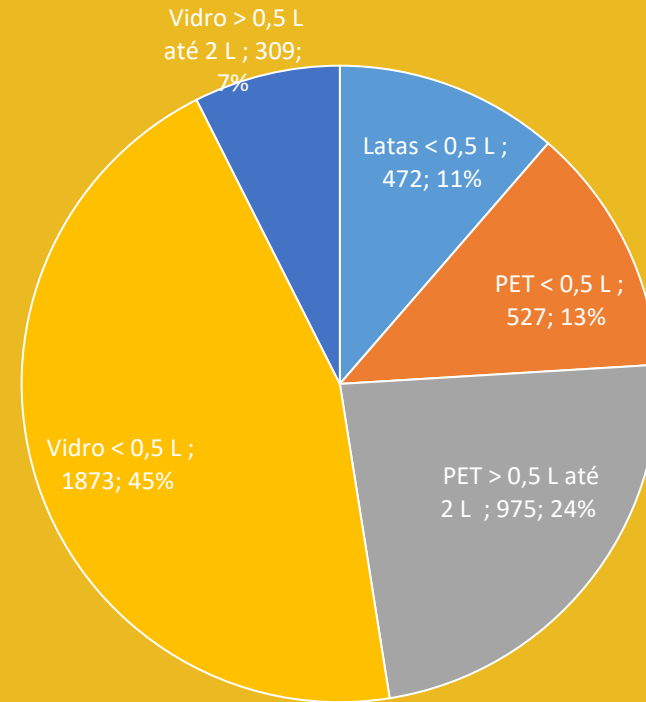
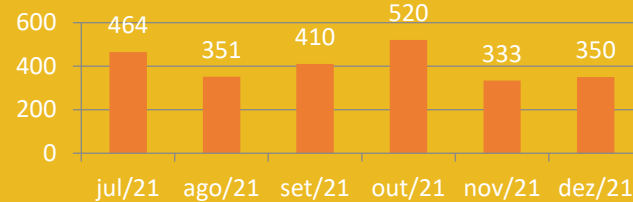
Total embalagens  
dezembro 2021:  
**11 966**

# Mercado da Vila de Cascais

### Citypoints



### Utilizações

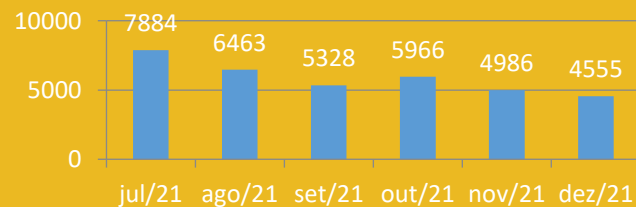


**Total embalagens  
dezembro 2021:**  
**4 157**

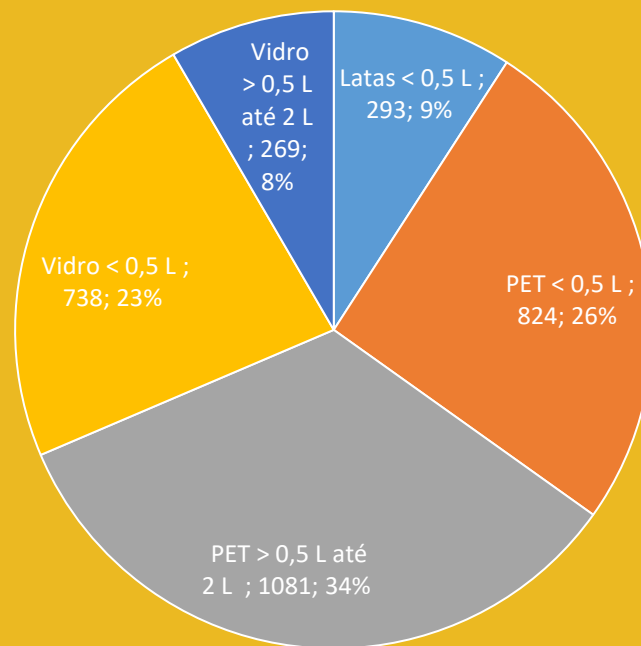
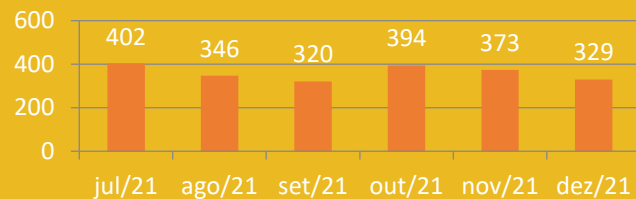


# Pingo Doce Alvide

### Citypoints



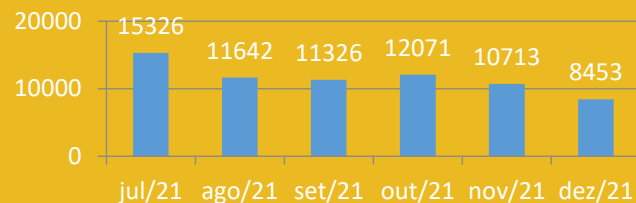
### Utilizações



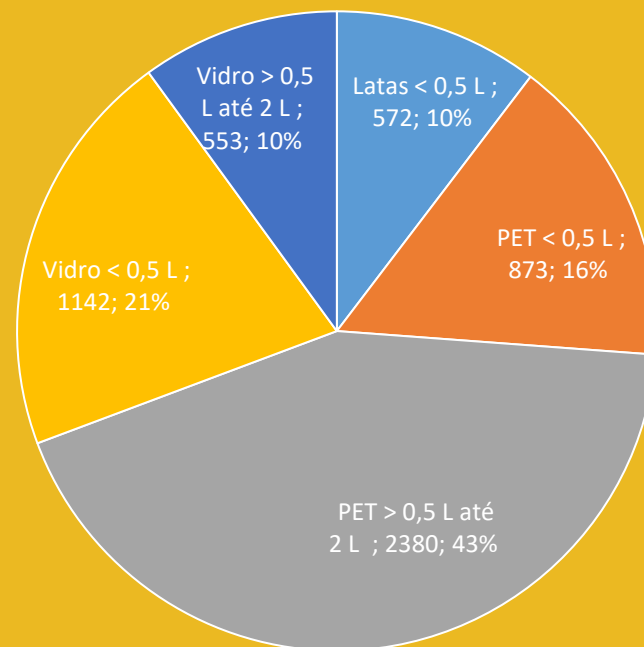
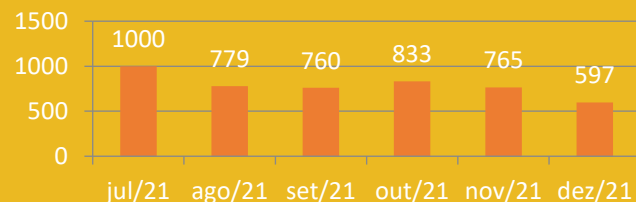
Total embalagens  
dezembro 2021:  
**3 205**

# Pingo Doce Estoril Amoreira

### Citypoints



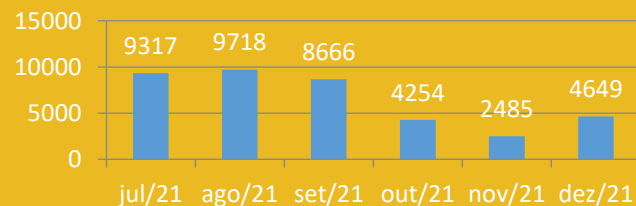
### Utilizações



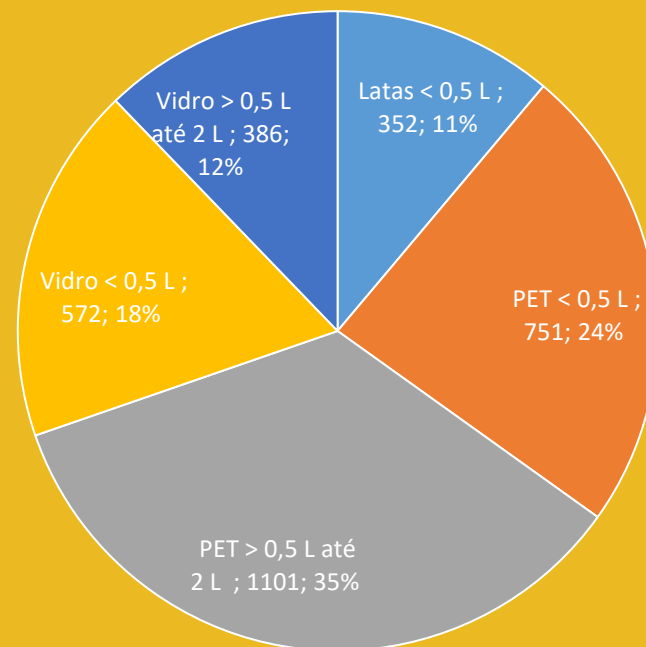
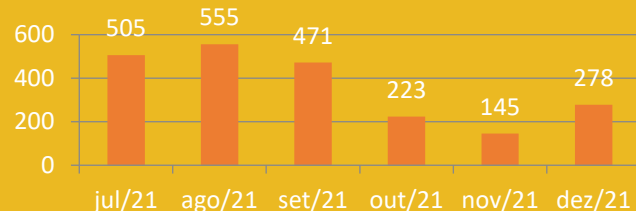
Total embalagens  
dezembro 2021:  
**5 520**

# Pingo Doce São João do Estoril

### Citypoints



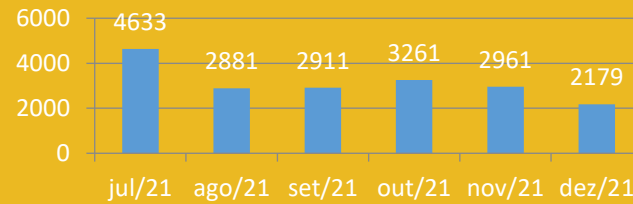
### Utilizações



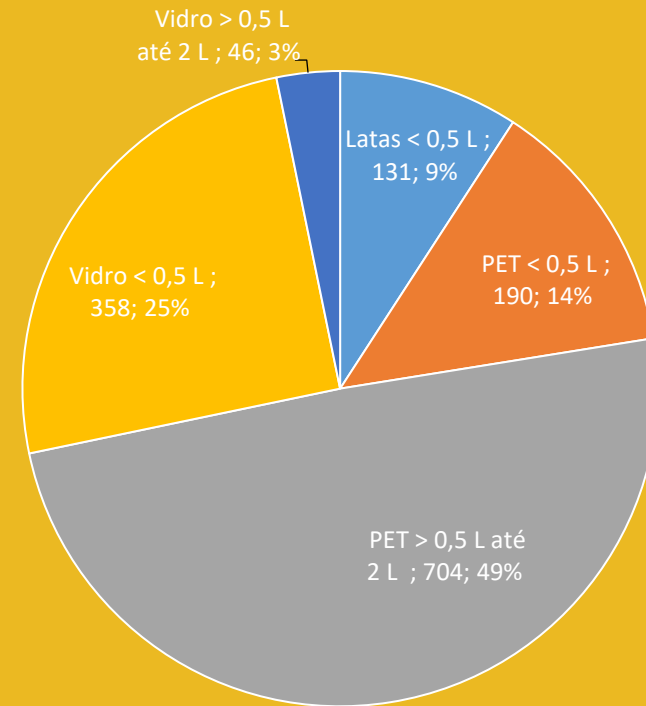
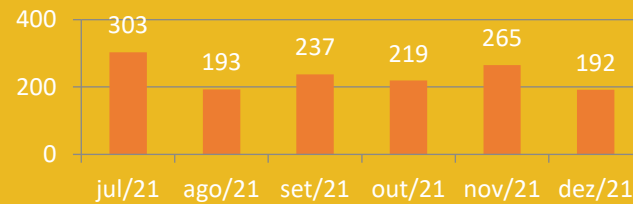
Total embalagens  
dezembro 2021:  
**3 162**

# Pingo Doce Castelhana

### Citypoints



### Utilizações



Total embalagens  
dezembro 2021:  
**1 429**

# Troca de pontos

valor do incentivo

garrafas  $>0,1$   
e  $< 0,5L = 1$   
**city point**

garrafas  $>0,5$  e  
 $<2L$   
**= 2 city points**

4 916 vouchers de incentivos adquiridos desde o início do projeto!

## Futuros prémios:

Mochilas feitas de rPET

Kits de produtos de limpeza feitos a partir de óleos alimentares usados

Kits de barbear Zero Desperdício



## Próximos passos

- ✓ Fevereiro: nova serie de ações de sensibilização nas lojas.
- ✓ Junho: organização de uma conferência internacional sobre o DRS.



# iREC – Inovar a reciclagem

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