

# iREC – Inovar a reciclagem

Sistema de Incentivo à Devolução de Embalagens de Bebidas em Cascais

**Resultados – Janeiro 2022**

## Evolução do projeto

jan-dez 2021

O projeto encontra-se no seu 13º mês de implementação:

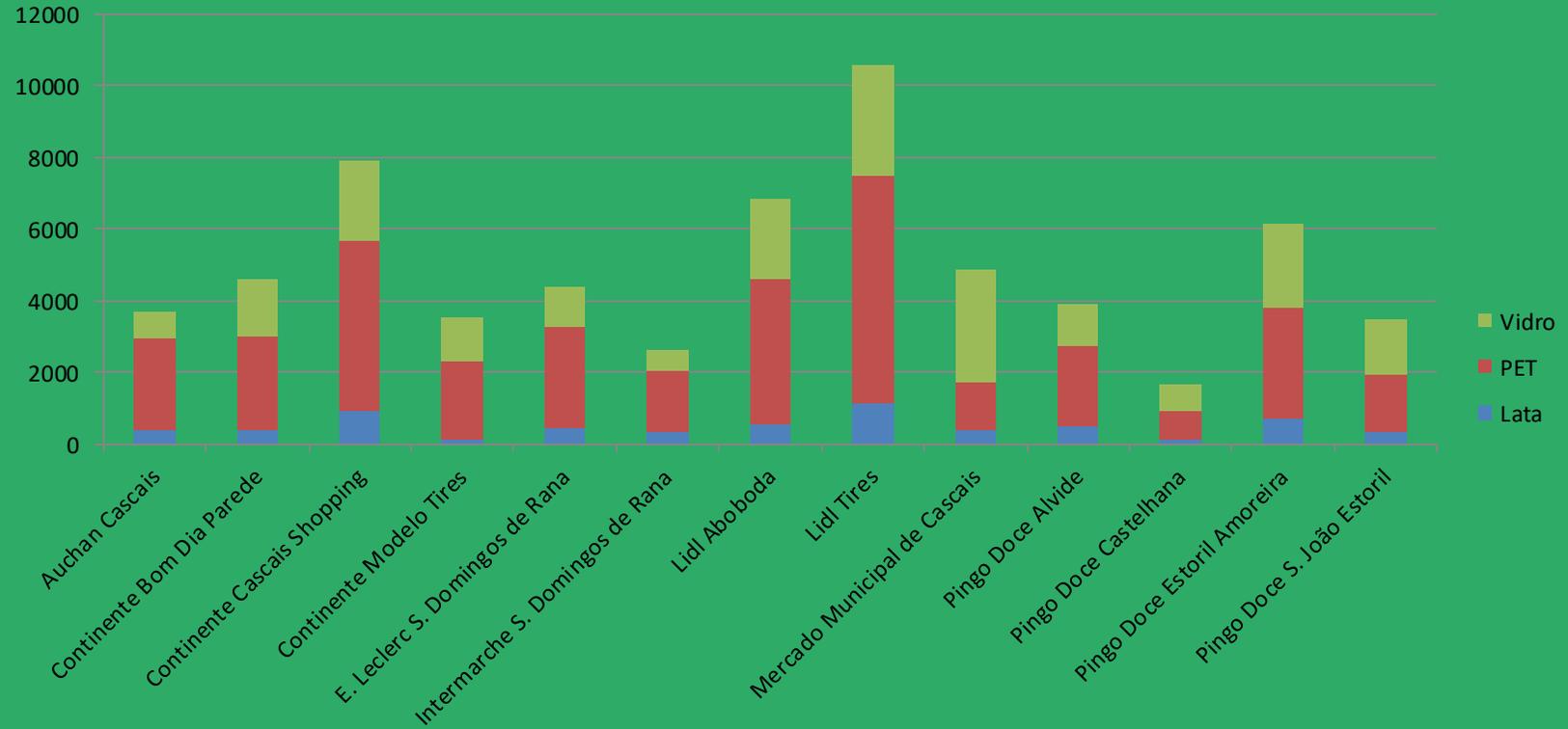
- ✓ Já foram recolhidas 939 846 embalagens correspondentes a 72 toneladas de material para reciclagem.
- ✓ O projeto está numa fase de estabilização com KPIs semelhantes ao mês anterior.
- ✓ A taxa dos rejeitados continua abaixo dos 30%.
- ✓ Eficiência das atividades de recolha das embalagens e manutenção das RVMs permitem atingir um *uptime* de 96,5%.

Embalagens devolvidas:  
64 354

PET: 36 202  
Latas: 6 395  
Vidro: 21 757

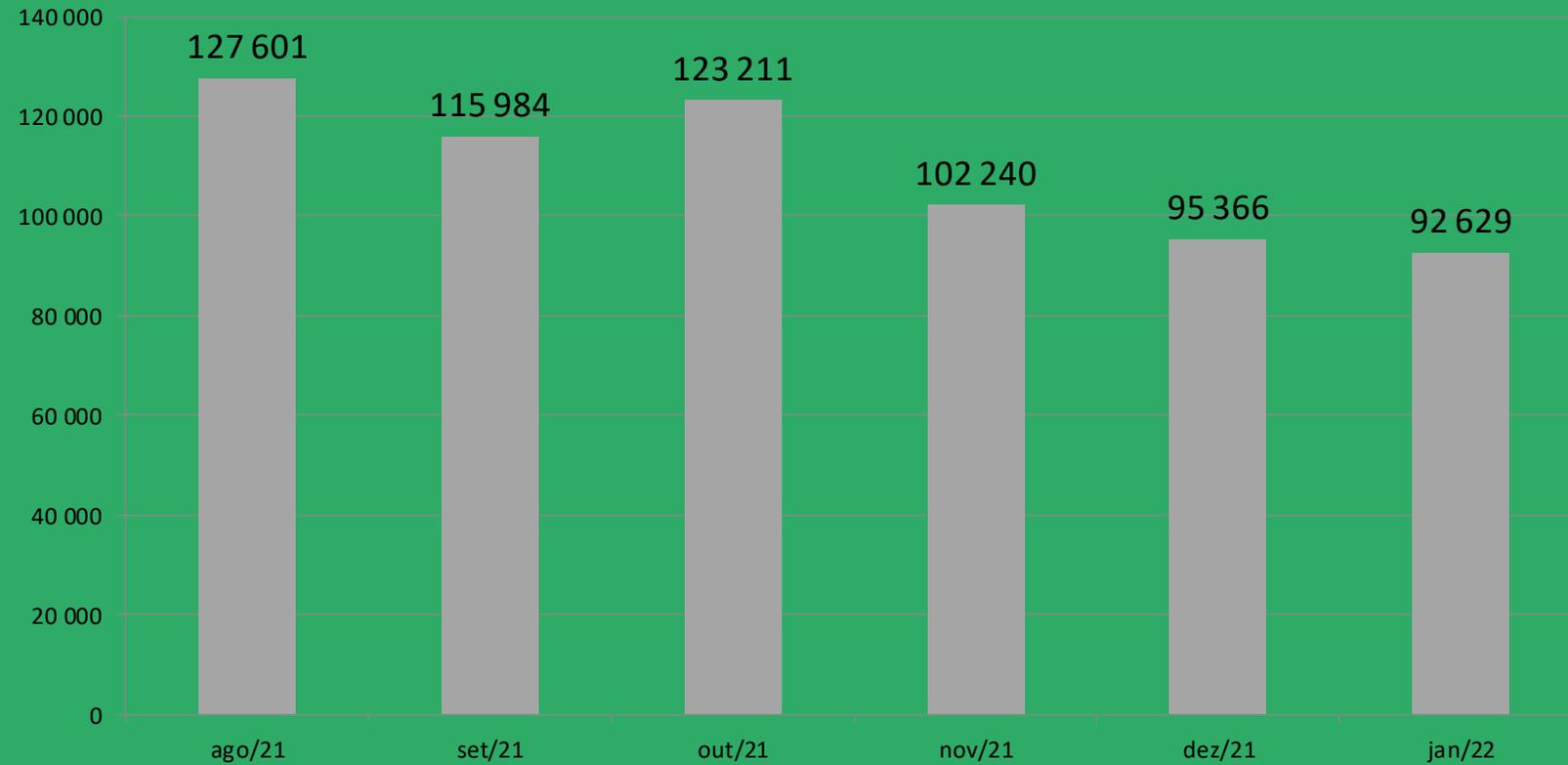
## Metas alcançadas

Janeiro 2022



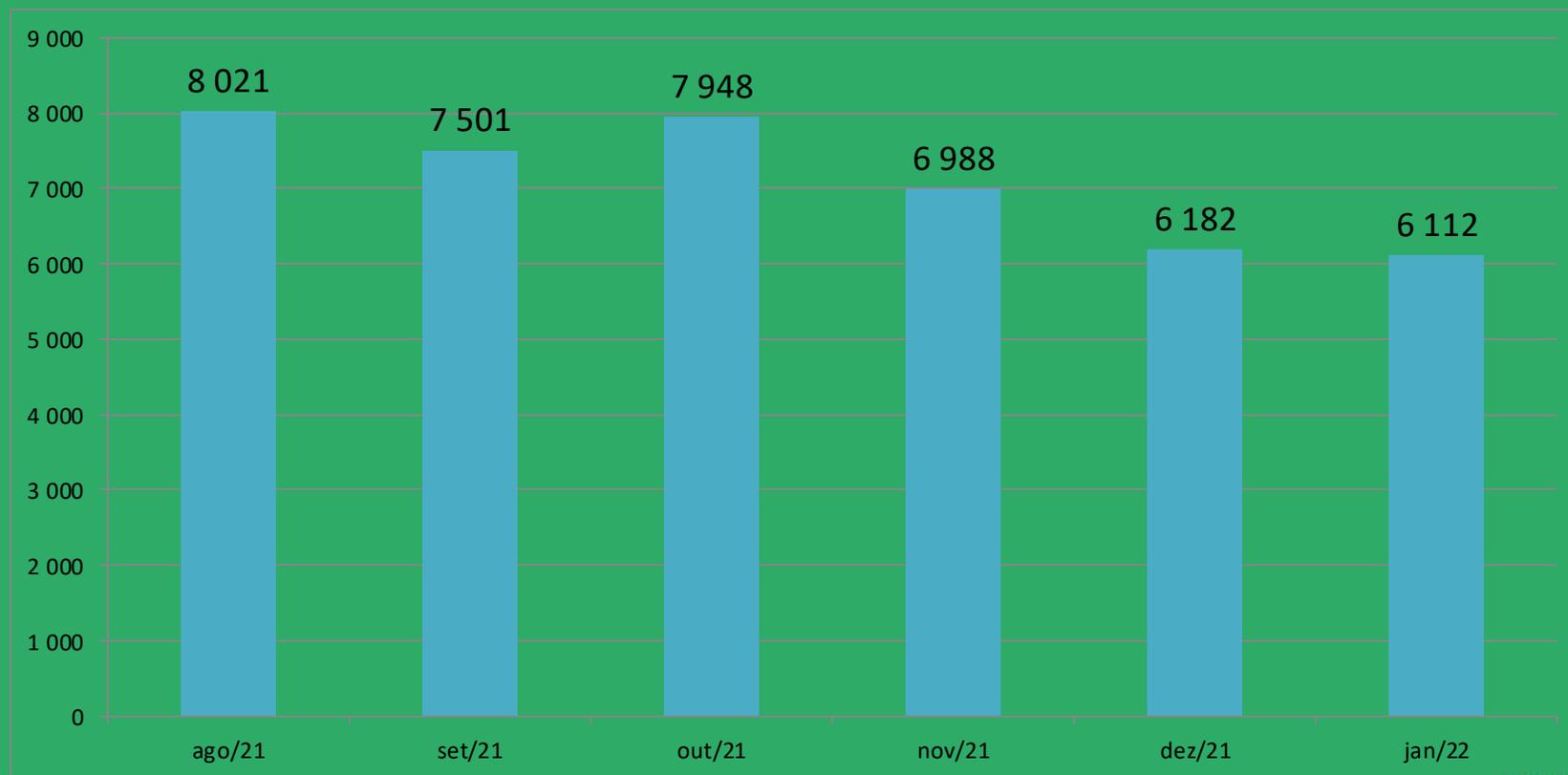
## Citypoints atribuídos

últimos 6 meses (ago 21 – jan 22)

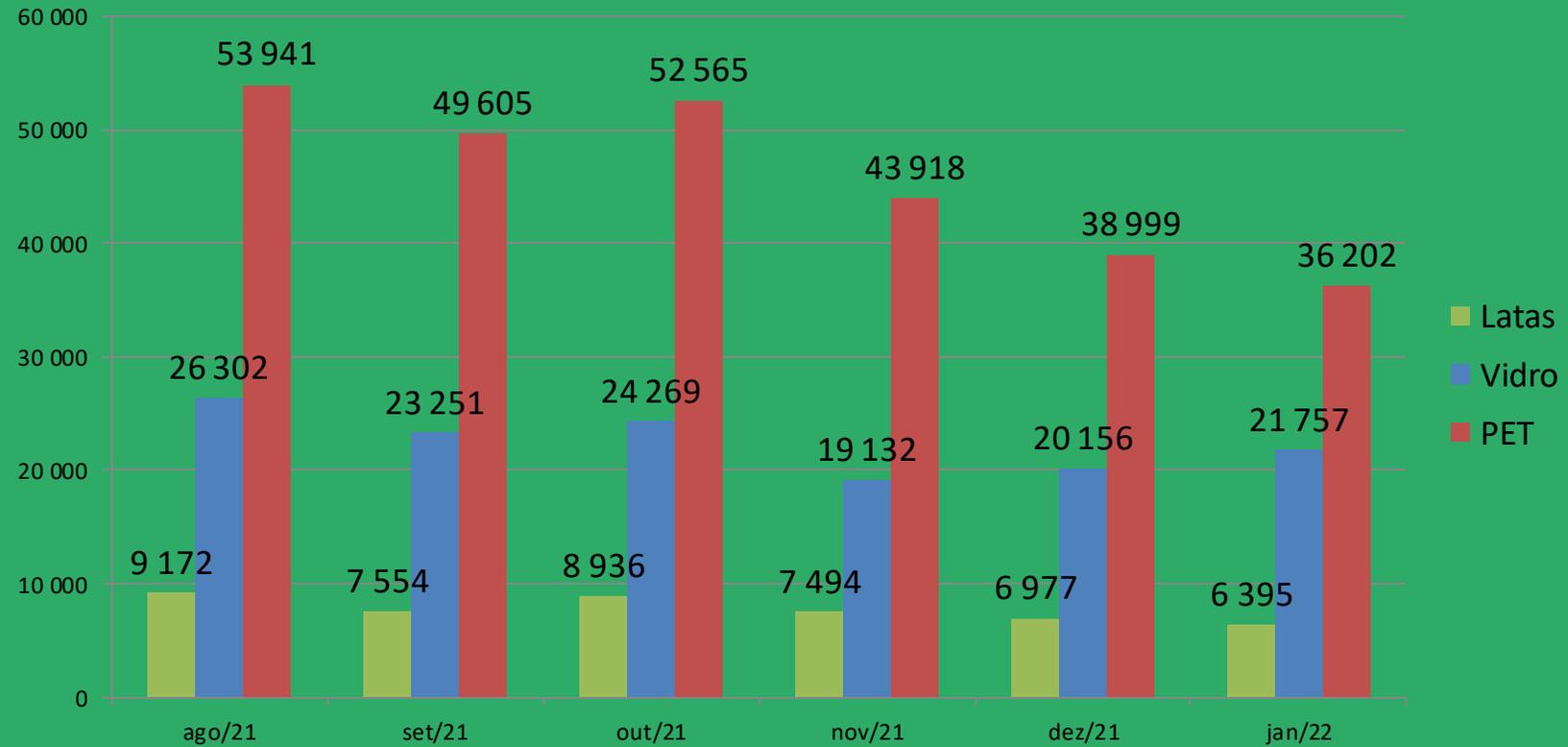


# Utilizações das máquinas RVM

últimos 6 meses (ago 21 – jan 22)



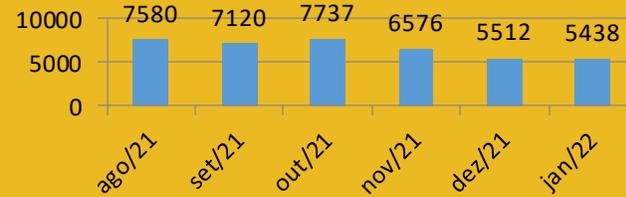
## Quantidade de embalagens recolhidas *últimos 6 meses (ago 21 – jan 22)*



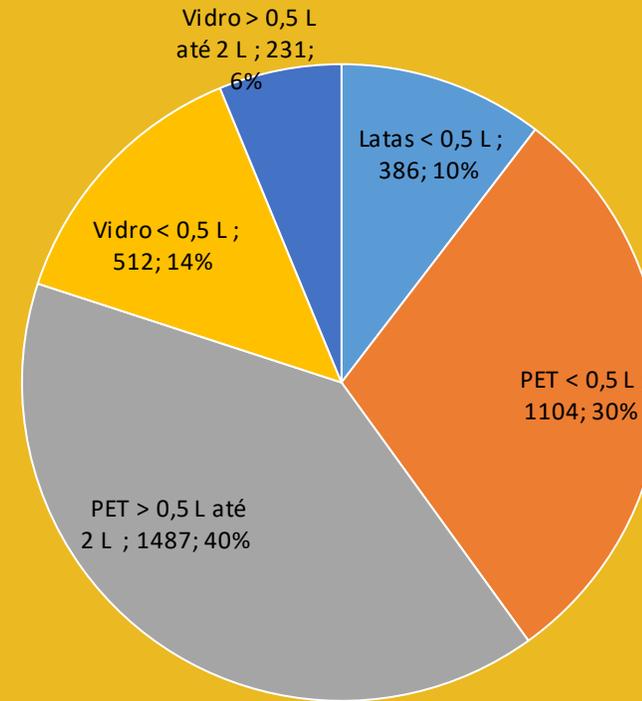
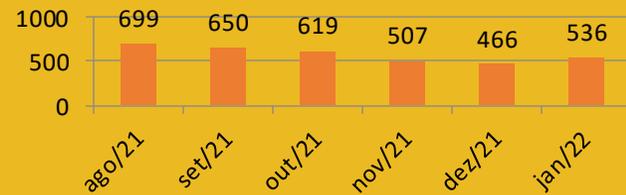
# Quantitativos por loja

# Auchan

### Citypoints

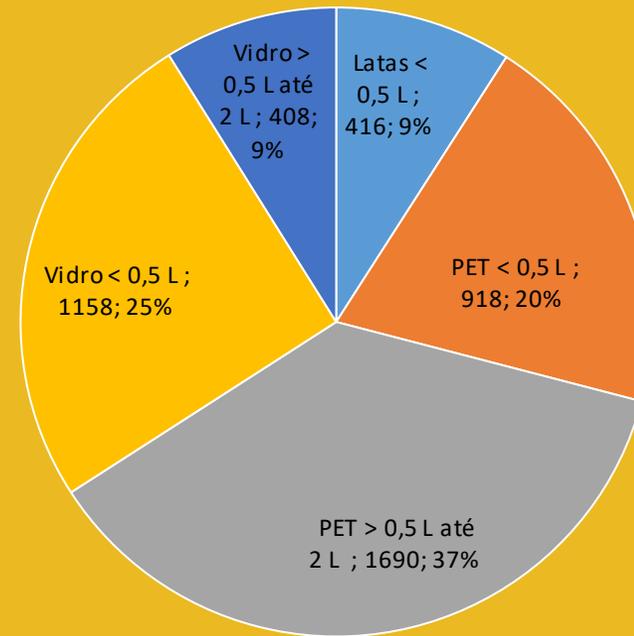
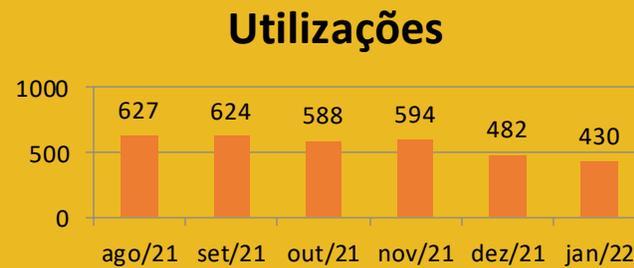
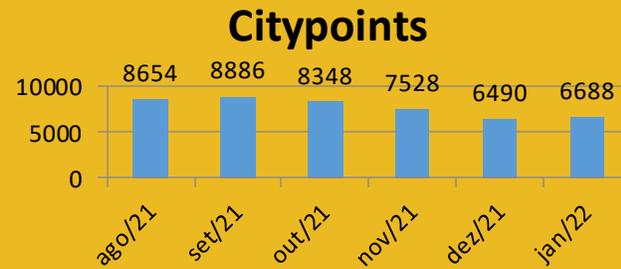


### Utilizações



Total embalagens  
Janeiro 2022:  
**3 720**

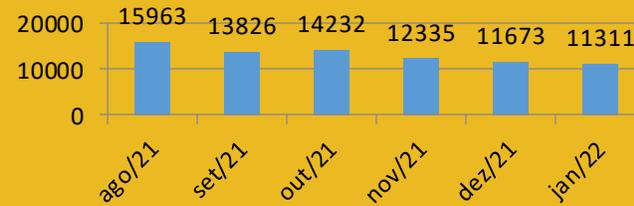
# Continente Bom dia Paredes



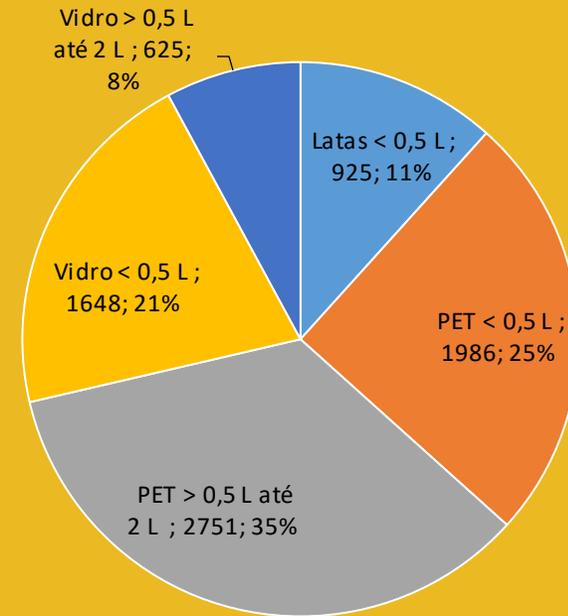
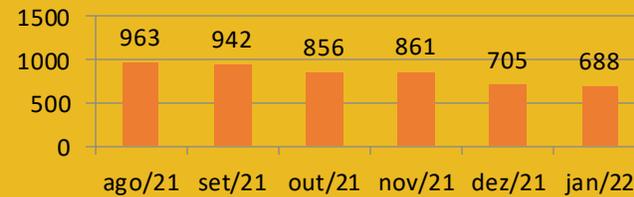
Total embalagens  
Janeiro 2022:  
4 590

# Continente Cascais Shopping

### Citypoints

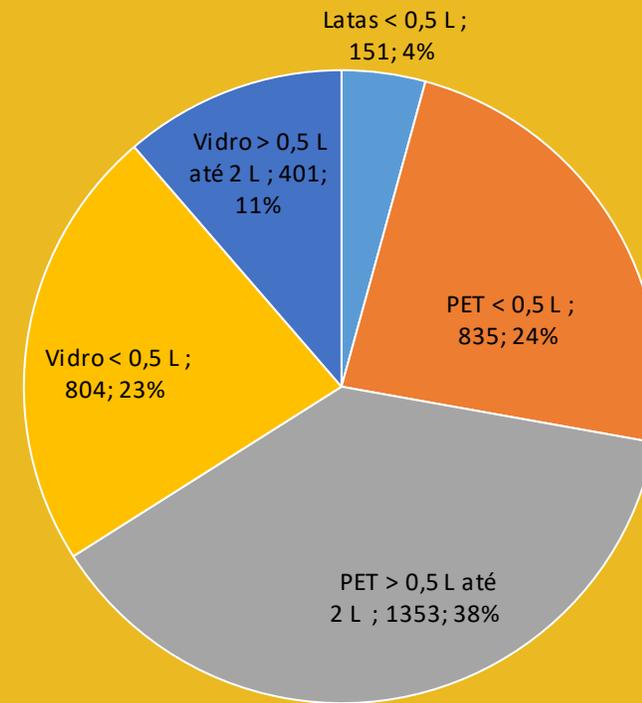
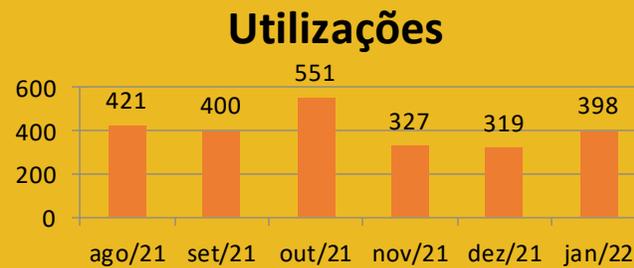
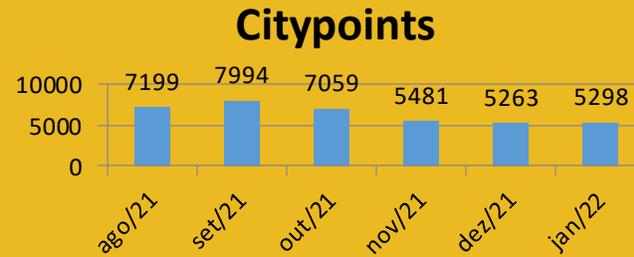


### Utilizações



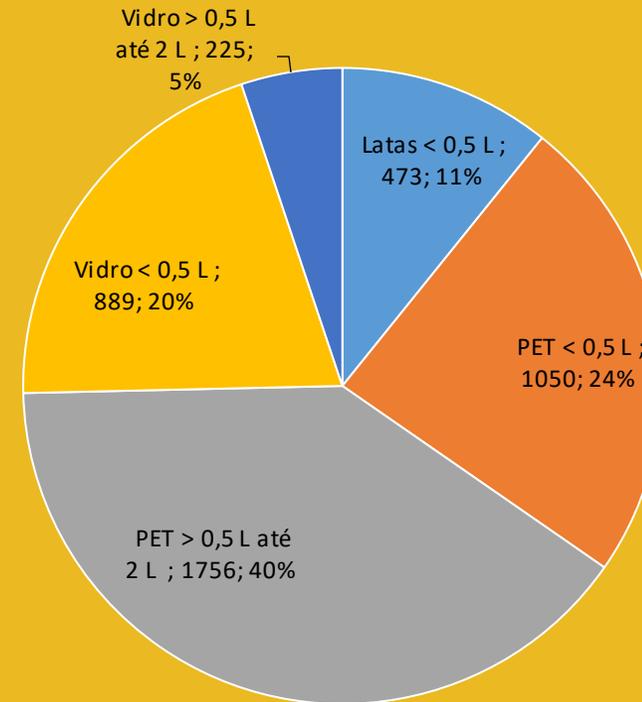
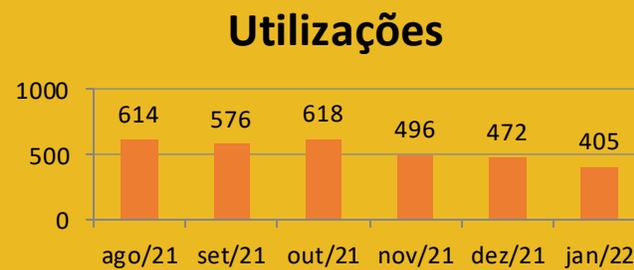
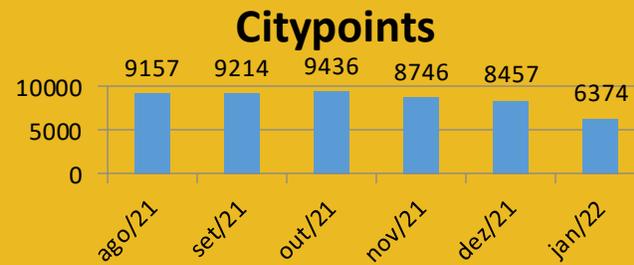
Total embalagens  
Janeiro 2022:  
**7 935**

# Continente Modelo Tires



Total embalagens  
Janeiro 2022:  
**3 544**

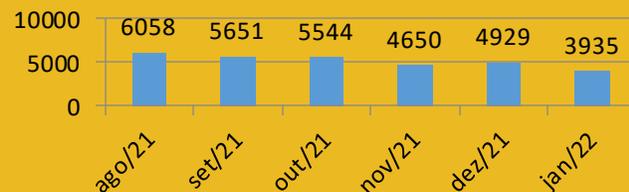
# E. Leclerc S. Domingos de Rana



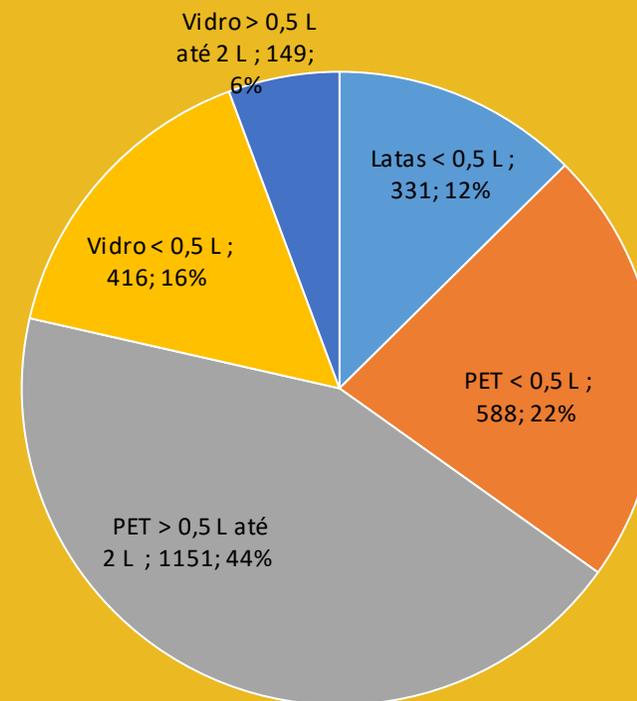
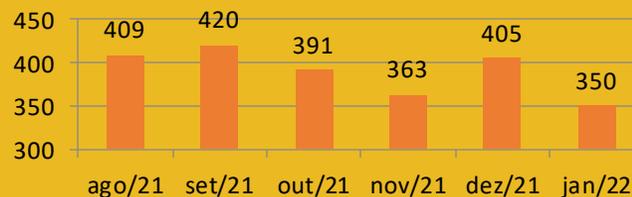
Total embalagens  
Janeiro 2022:  
4 393

# Intermarché S. Domingos de Rana

### Citypoints



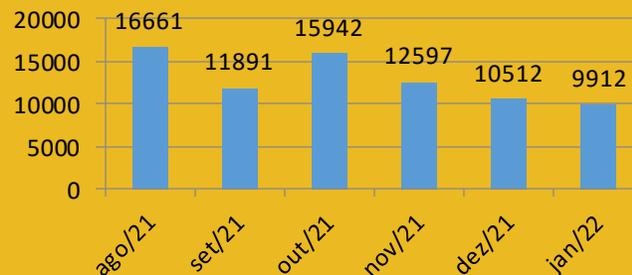
### Utilizações



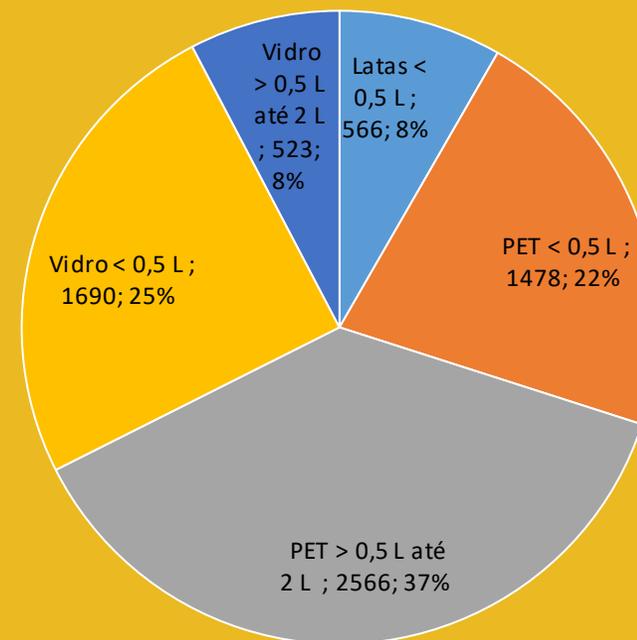
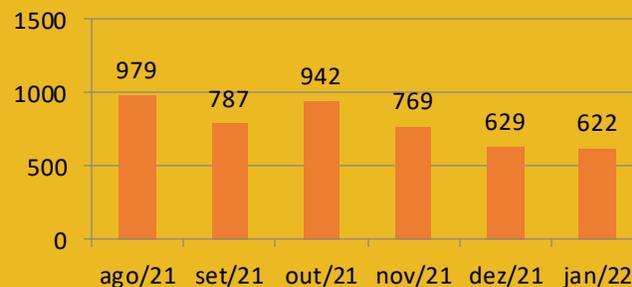
Total embalagens  
Janeiro 2022:  
**2635**

# Lidl Abóboda

### Citypoints



### Utilizações



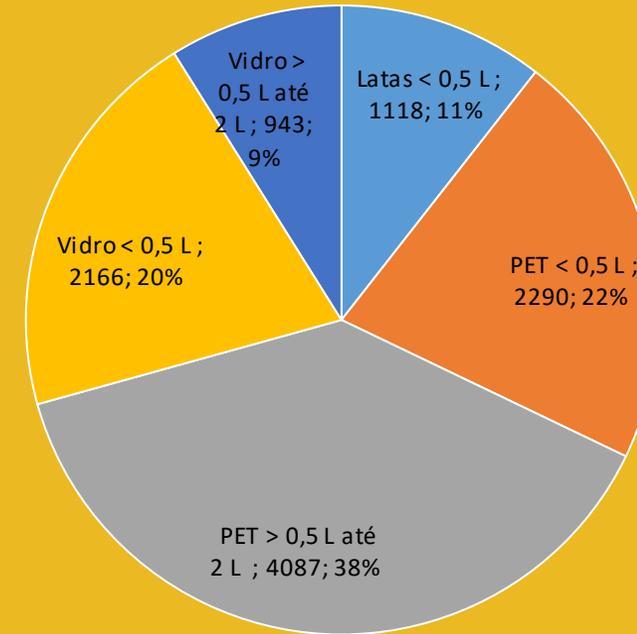
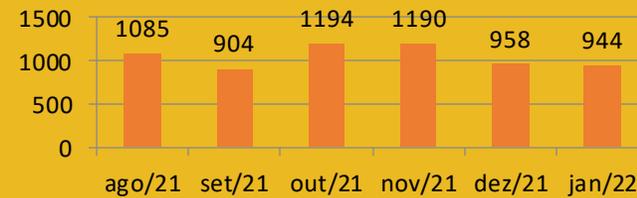
Total embalagens  
Janeiro 2022:  
**6 823**

# Lidl Tires

### Citypoints



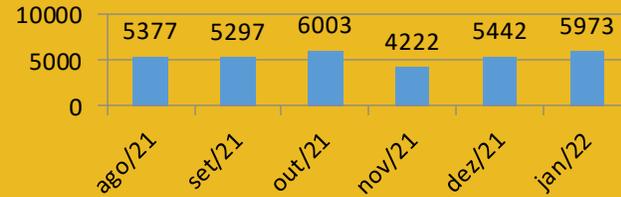
### Utilizações



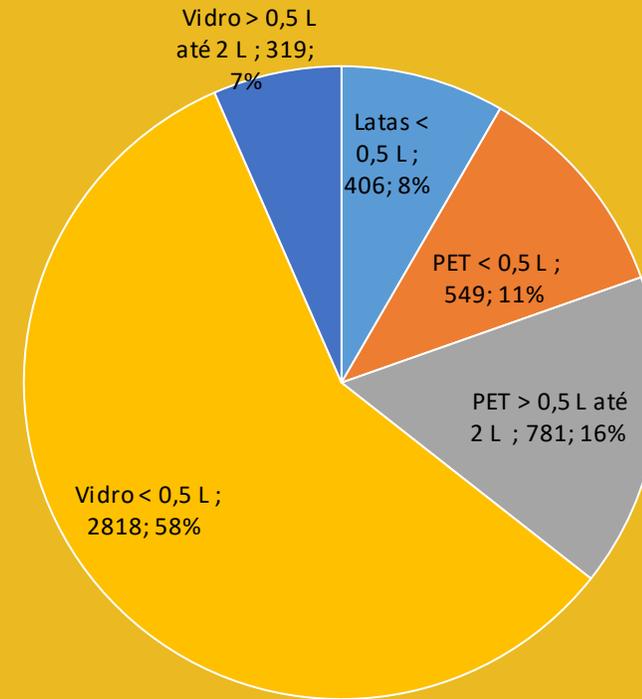
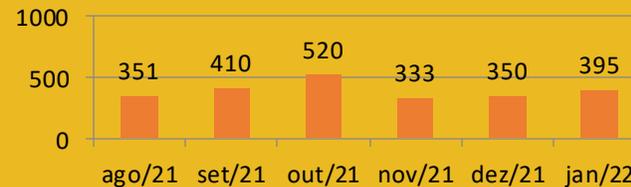
Total embalagens  
Janeiro 2022:  
**10 604**

# Mercado da Vila de Cascais

### Citypoints



### Utilizações



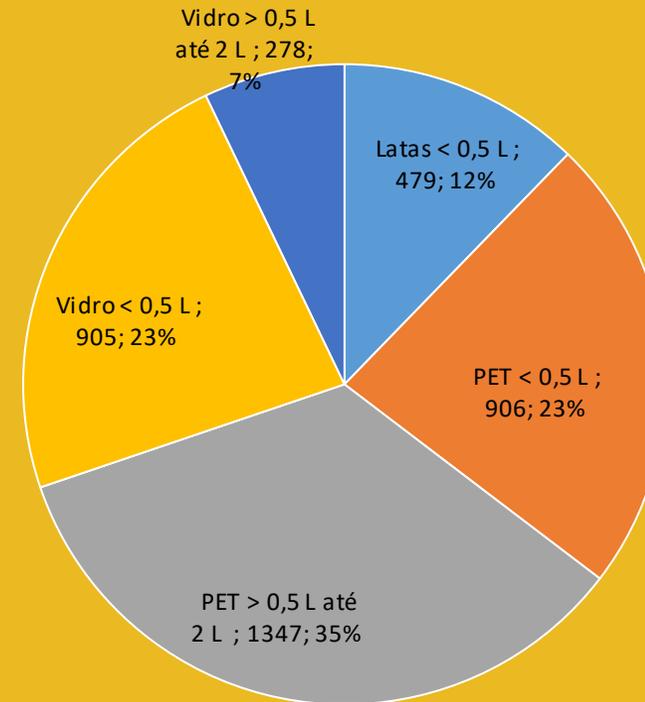
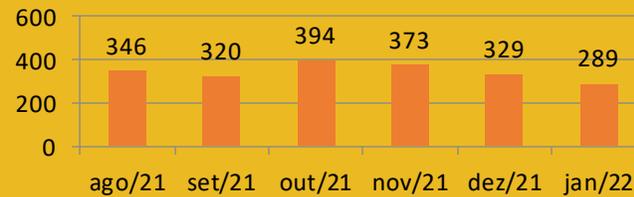
Total embalagens  
Janeiro 2022:  
**4873**

# Pingo Doce Alvide

### Citypoints



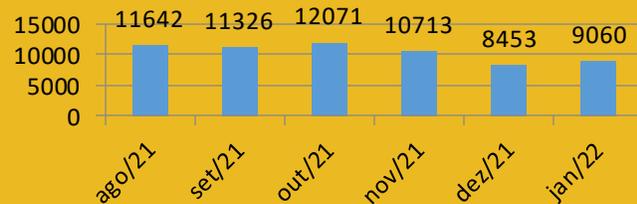
### Utilizações



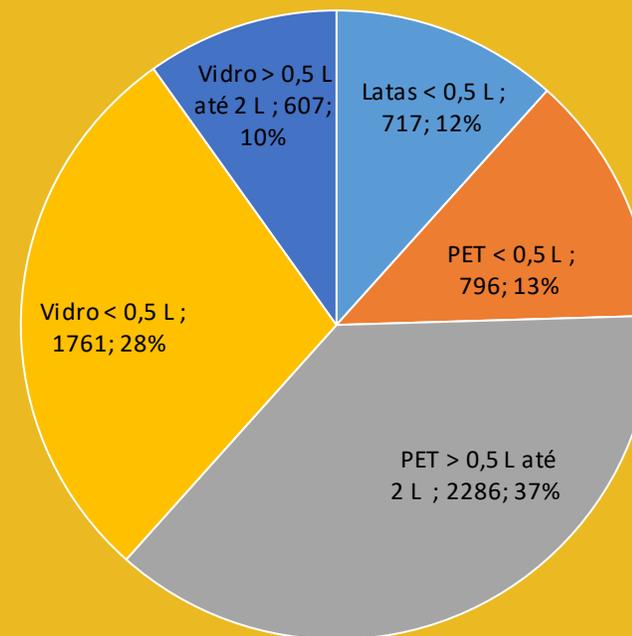
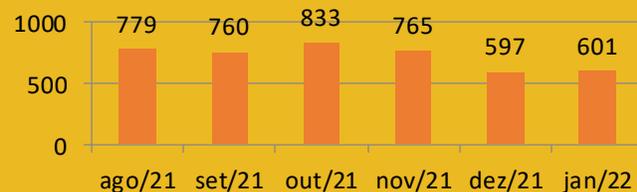
Total embalagens  
Janeiro 2022:  
**3915**

# Pingo Doce Estoril Amoreira

### Citypoints



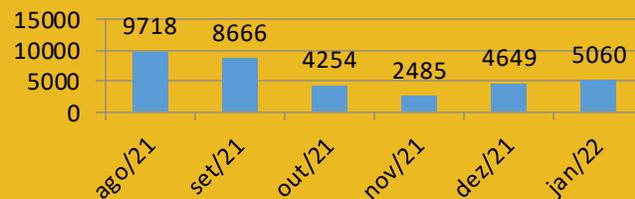
### Utilizações



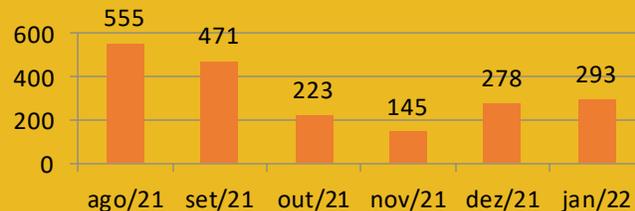
Total embalagens  
Janeiro 2022:  
**6167**

# Pingo Doce São João do Estoril

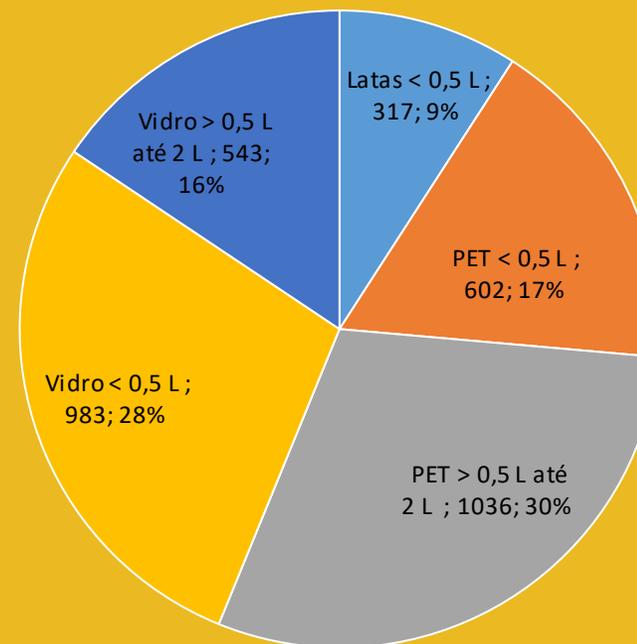
### Citypoints



### Utilizações

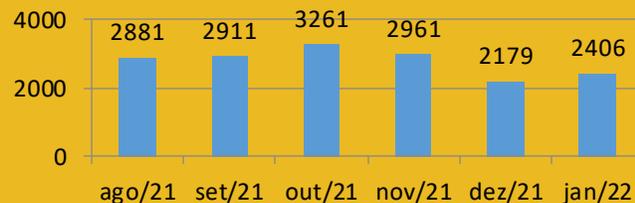


Total embalagens  
Janeiro 2022:  
**3481**

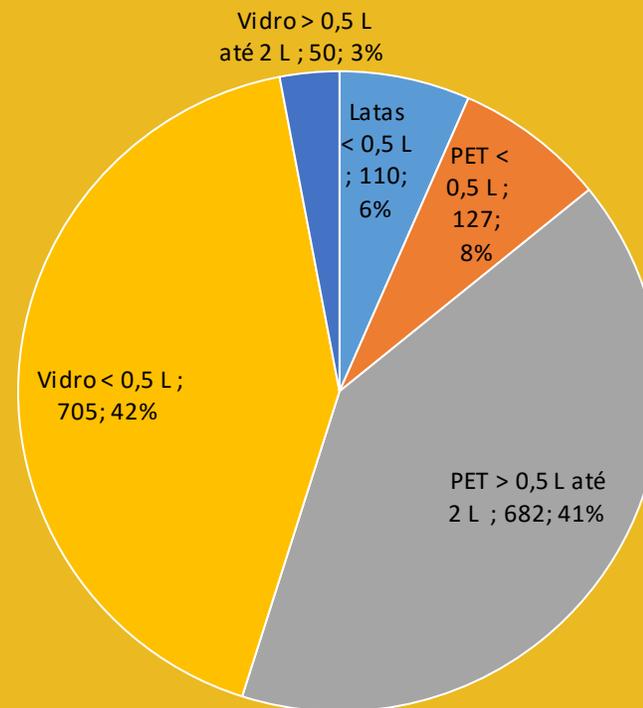
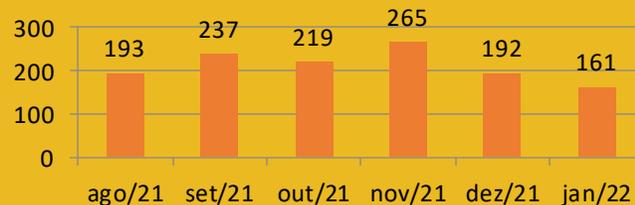


# Pingo Doce Castelhana

### Citypoints



### Utilizações



Total embalagens  
Janeiro 2022:  
**1674**

# Troca de pontos

valor do incentivo

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

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

5700 vouchers de incentivos adquiridos desde o início do projeto!

Futuros prémios:

Kits educativos EcoX: aprender a fazer sabão com óleos alimentares usados;

Discos desmaquilhantes de algodão, reutilizáveis;

Oriculis, alternativa aos cotonetes de plástico.



## Próximos passos

- ✓ Ação de sensibilização com a Zero Waste Lab: de 16 a 20 de Fevereiro.
- ✓ Junho: organização de uma conferência internacional sobre o DRS.



# iREC – Inovar a reciclagem

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