

iREC – Inovar a reciclagem

Sistema de Incentivo à Devolução de Embalagens de Bebidas em Cascais

Resultados – Setembro 2021

Evolução do projeto

Jan-Set 2021

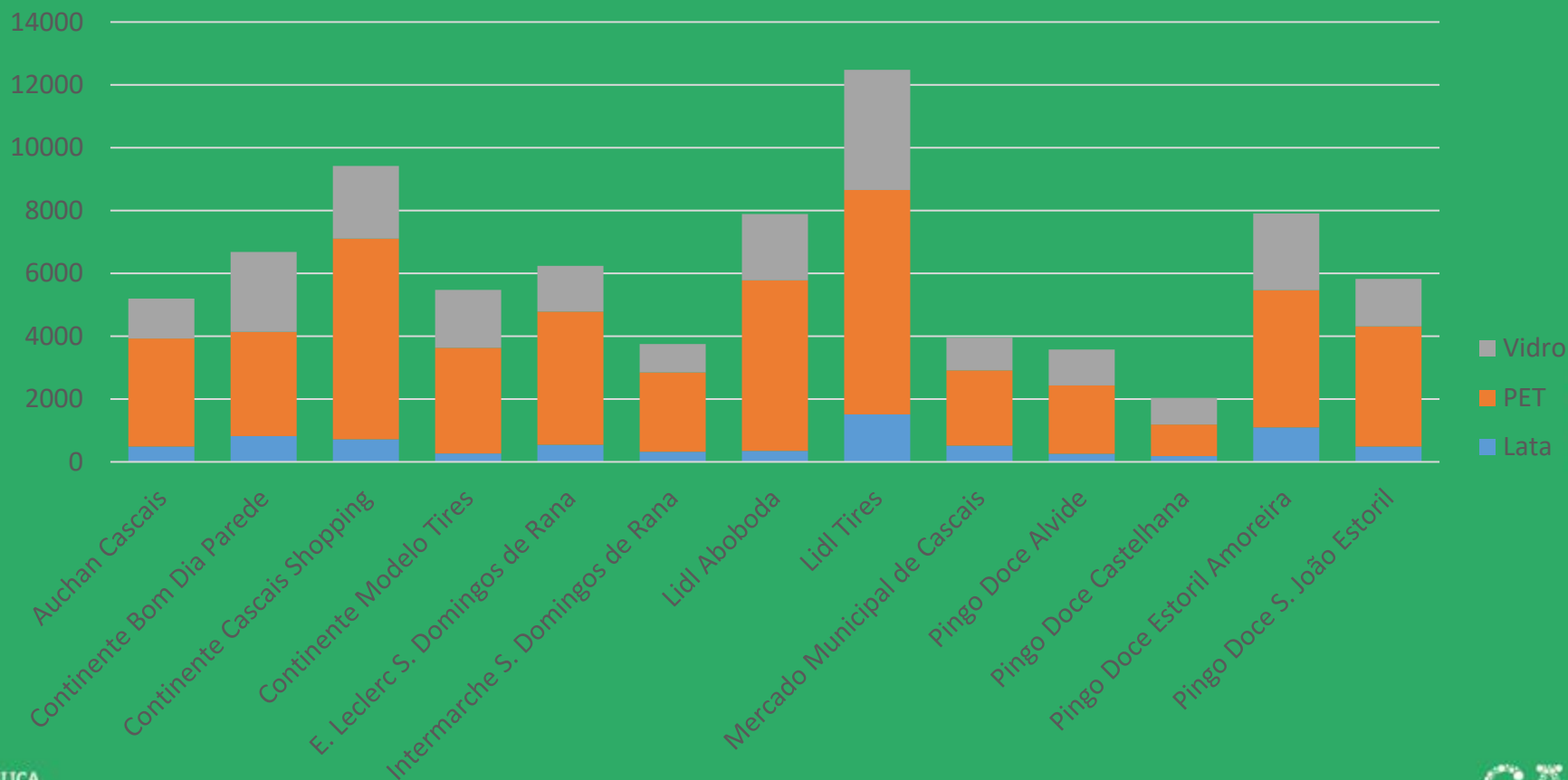
O projeto encontra-se no seu 9º mês de implementação:

- ✓ Estabilização dos quantitativos do projeto: número de embalagens recolhidas, Citypoints atribuídos e utilizações .
- ✓ O total de embalagens recolhidas já supera as 650 000 unidades, equivalente a 48 toneladas de resíduos.
- ✓ A taxa de embalagens rejeitadas continua estável (<20%).

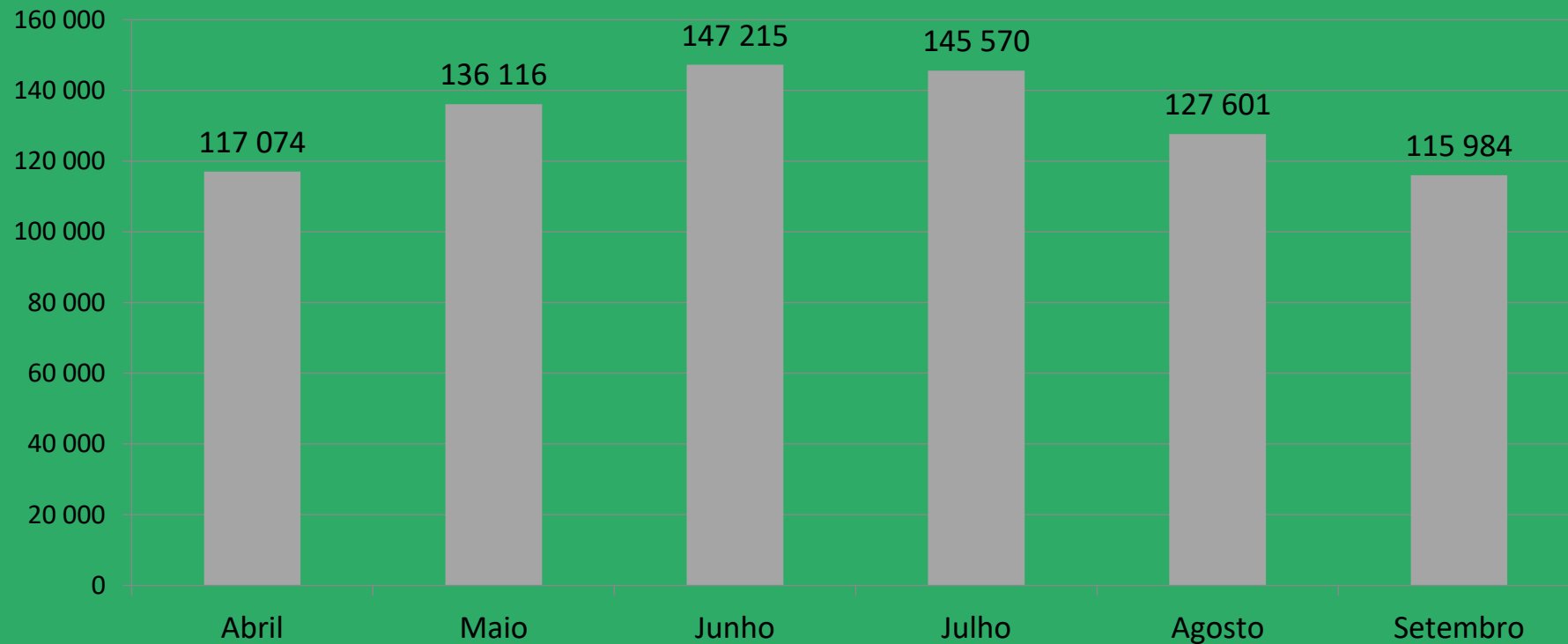
Embalagens devolvidas:
80 410

PET: 49 605
Latas: 7 554
Vidro: 23 251

Metas alcançadas Setembro 2021



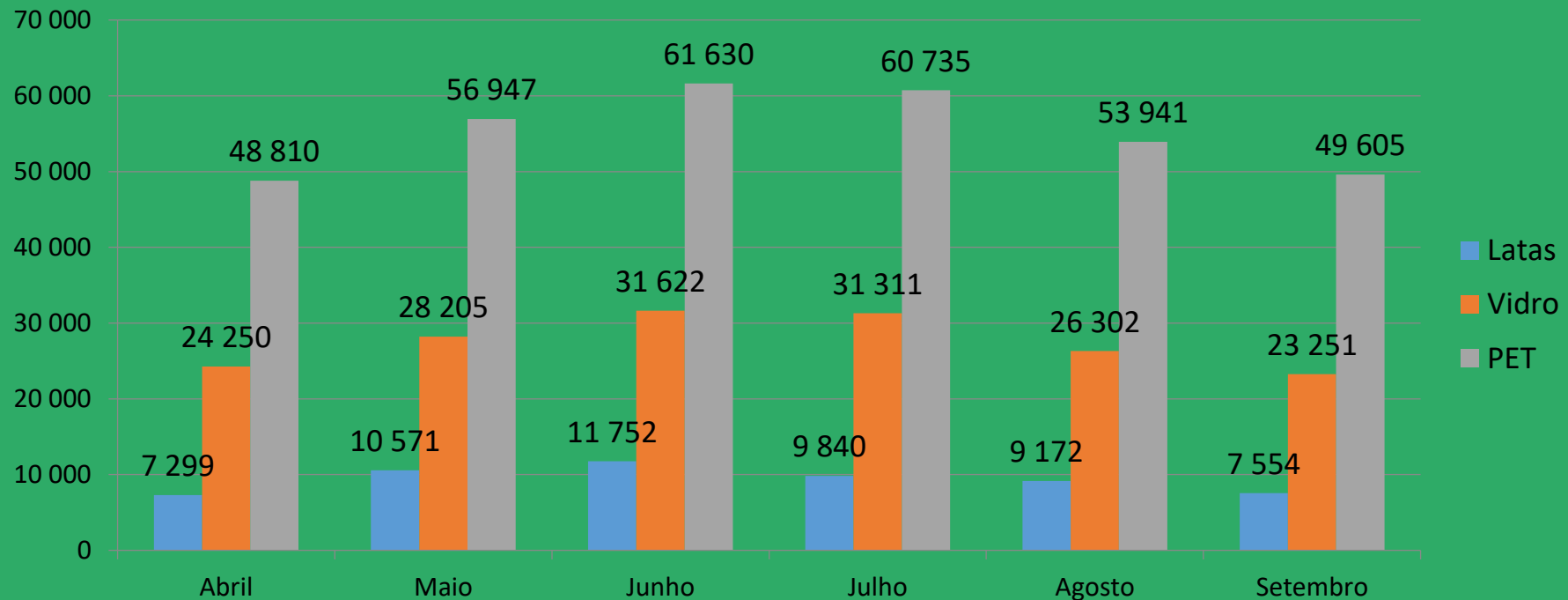
Evolução dos Citypoints atribuídos *últimos 6 meses (abr-set 21)*



Utilizações das máquinas RVM *últimos 6 meses (abr-set 21)*



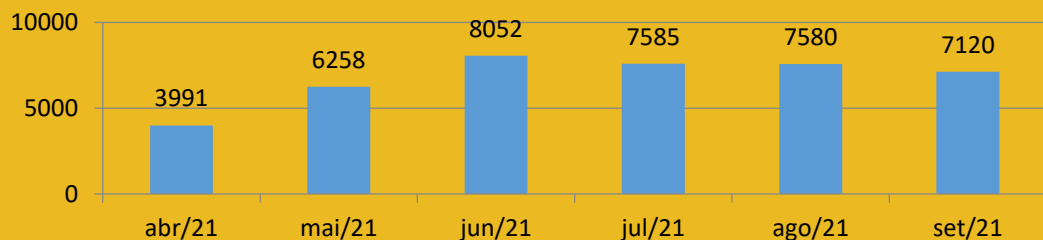
Evolução das quantidades de embalagens recolhidas *últimos 6 meses (abr-set 21)*



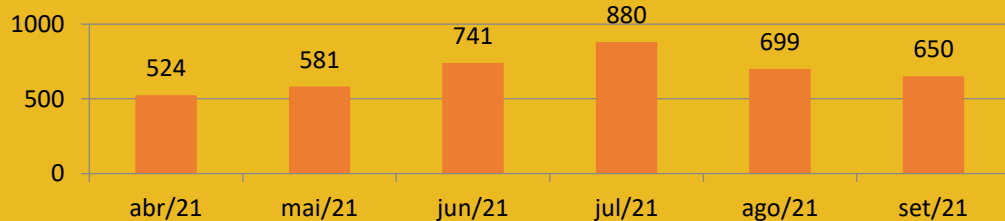
Quantitativos por loja

Auchan

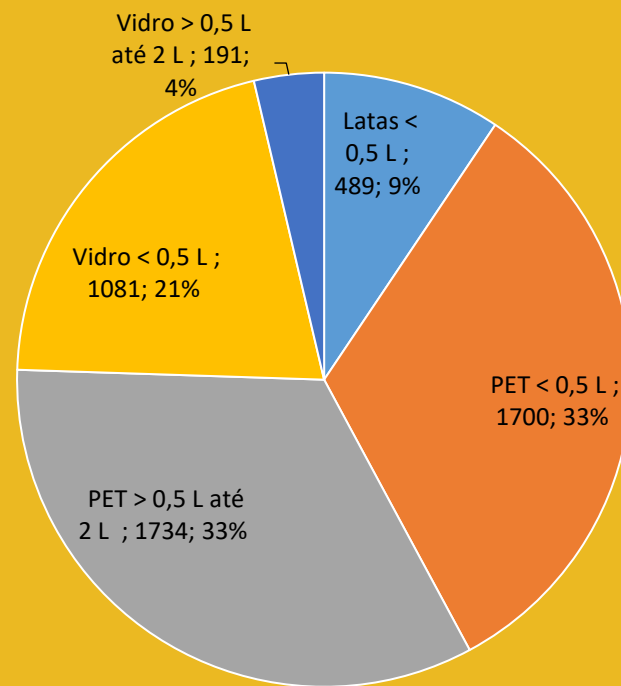
Citypoints



Utilizações

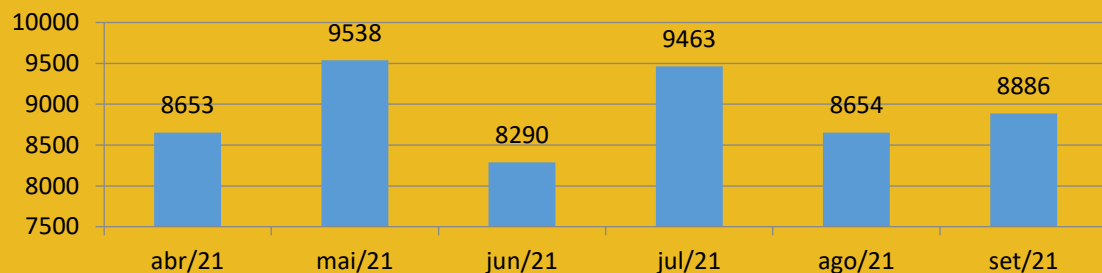


**Total embalagens
Setembro 2021:
5 195**

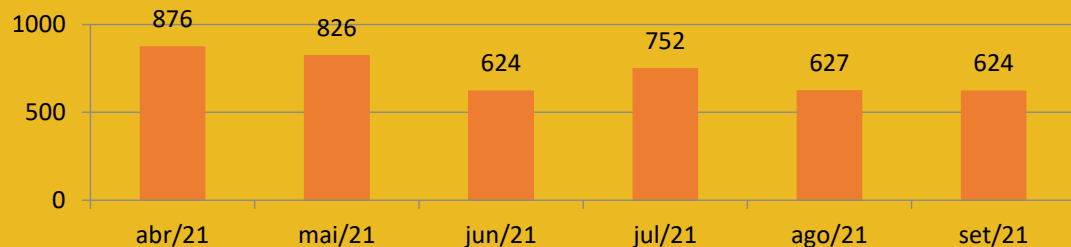


Continente Bom dia Parede

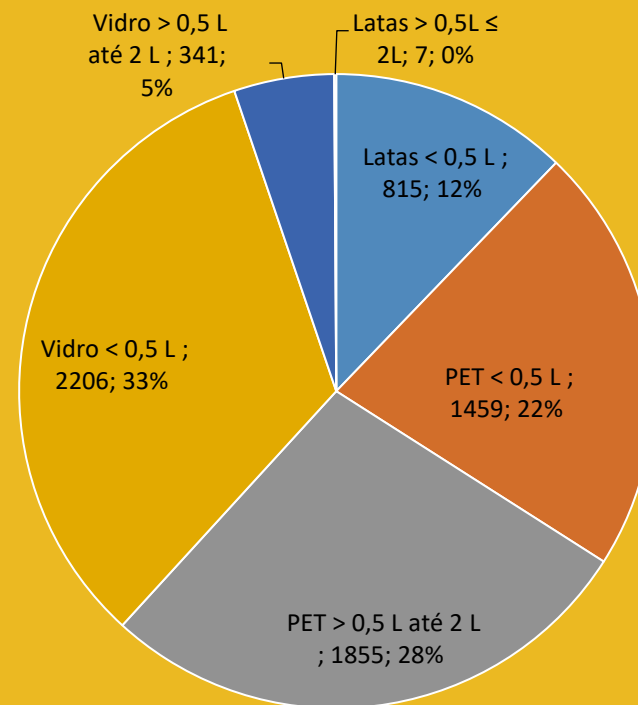
Citypoints



Utilizações



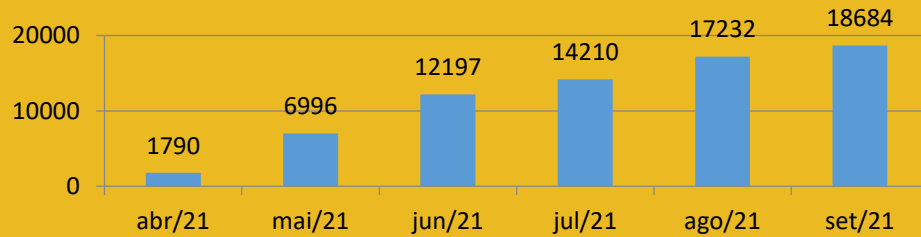
**Total embalagens
Setembro 2021:
6 683**



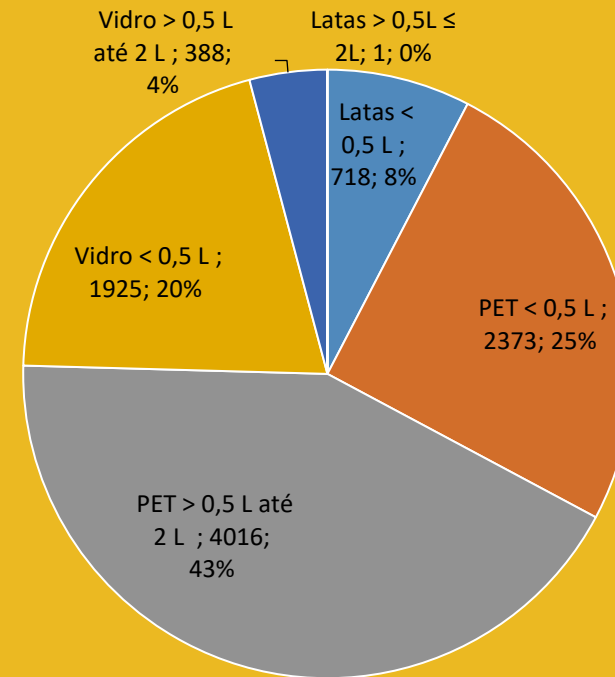
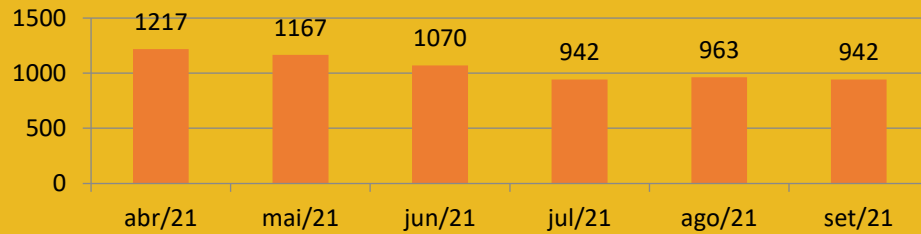
Continente Cascais Shopping

Total embalagens
Setembro 2021:
9 421

Citypoints

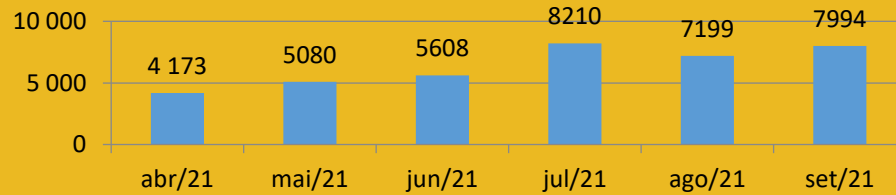


Utilizações

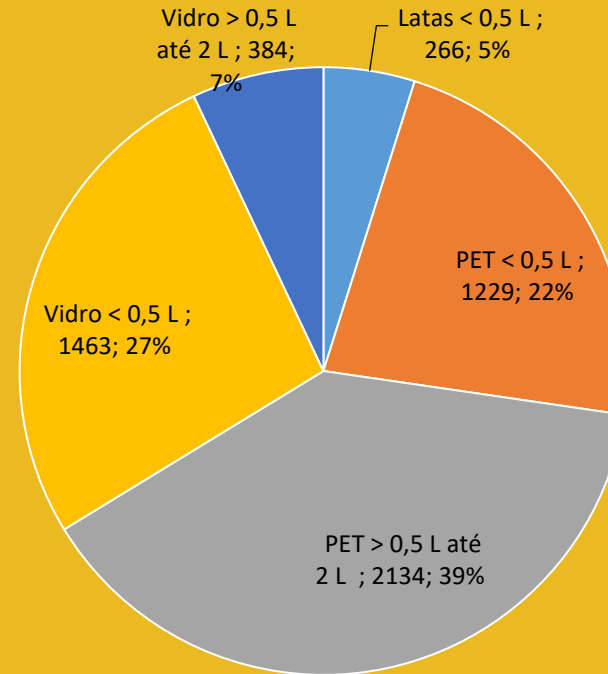
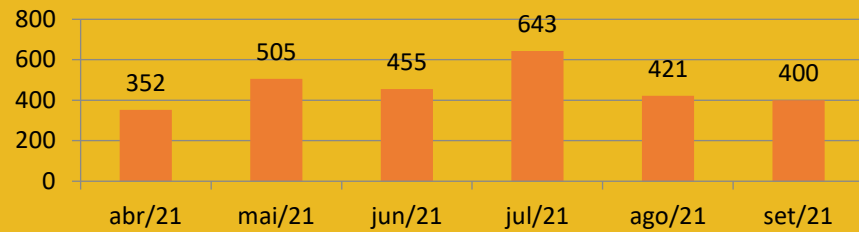


Continente Modelo Tires

Citypoints



Utilizações

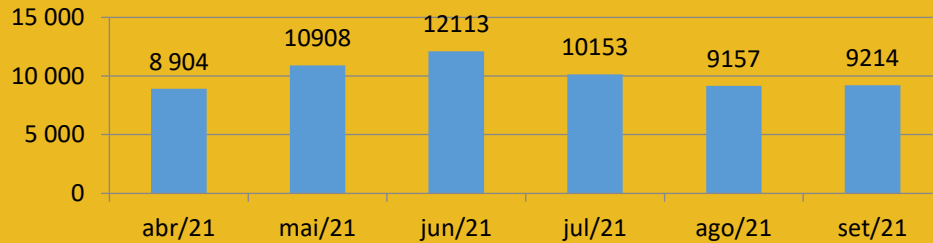


**Total embalagens
Setembro 2021:
5 476**

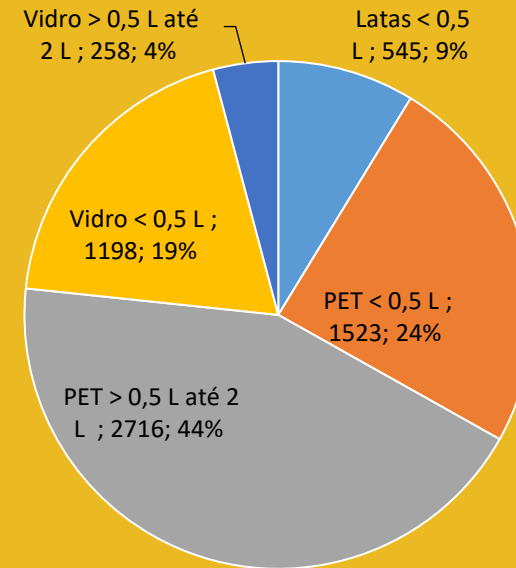
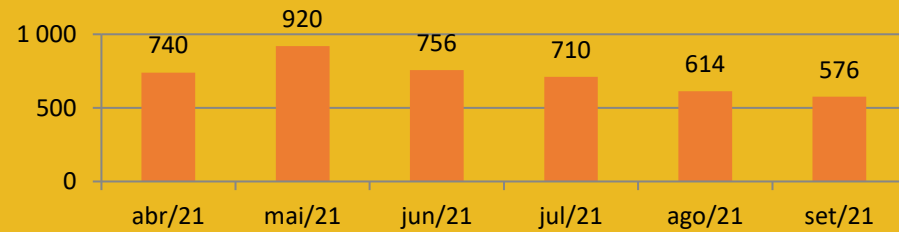
E. Leclerc S. Domingos de Rana

**Total embalagens
Setembro 2021:
6 240**

Citypoints

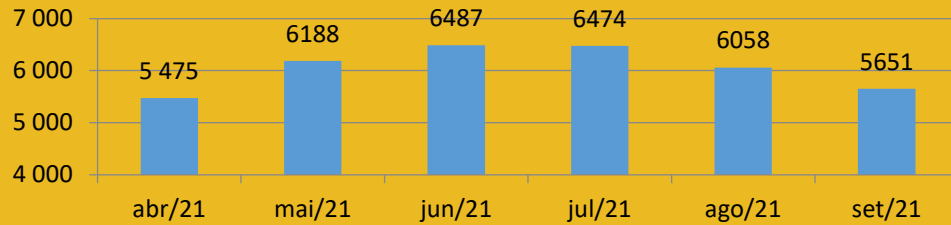


Utilizações

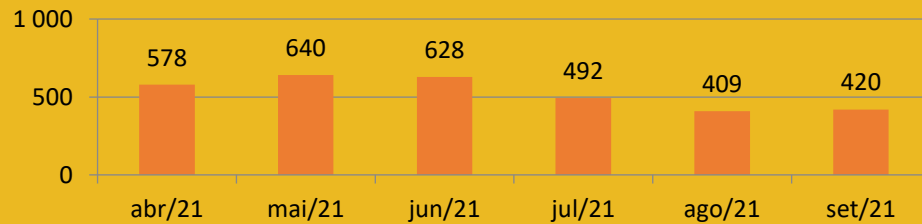


Intermarché S. Domingos de Rana

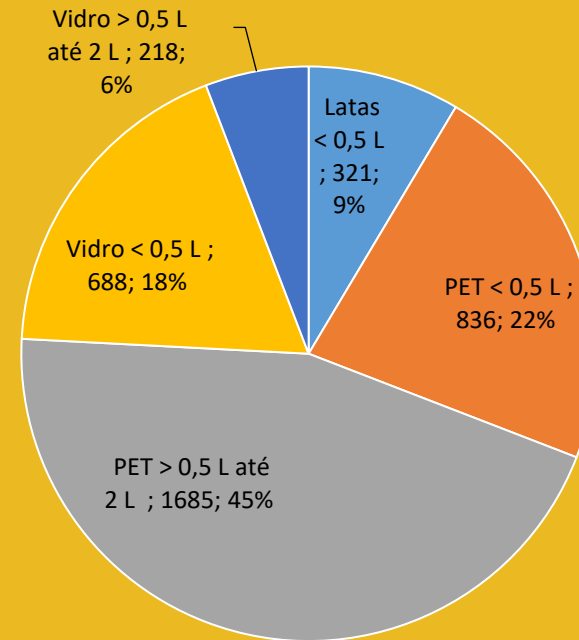
Citypoints



Utilizações

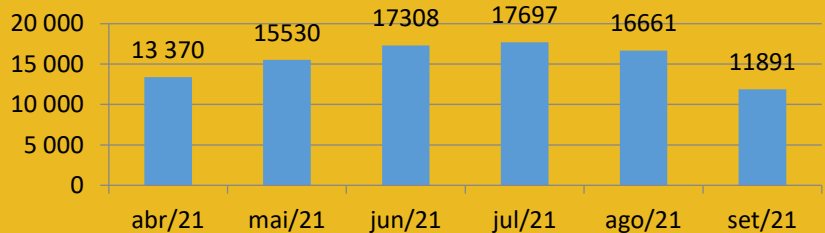


Total embalagens
Setembro 2021:
3 748

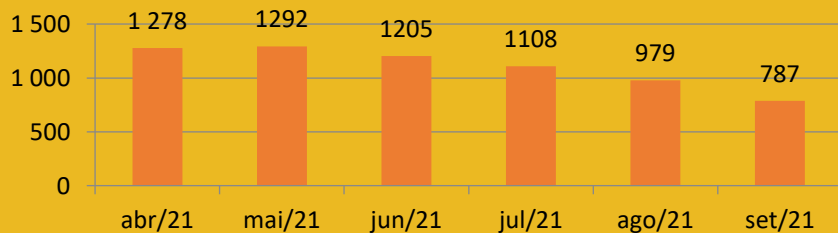


Lidl Abóboda

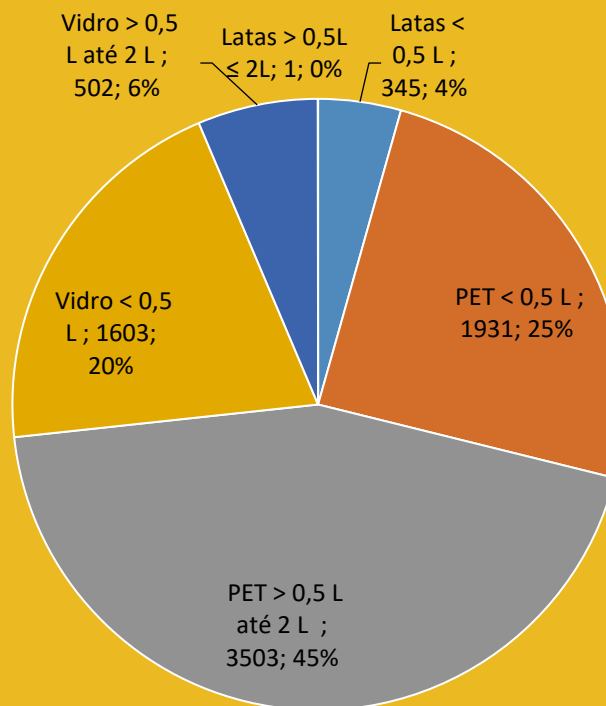
Citypoints



Utilizações



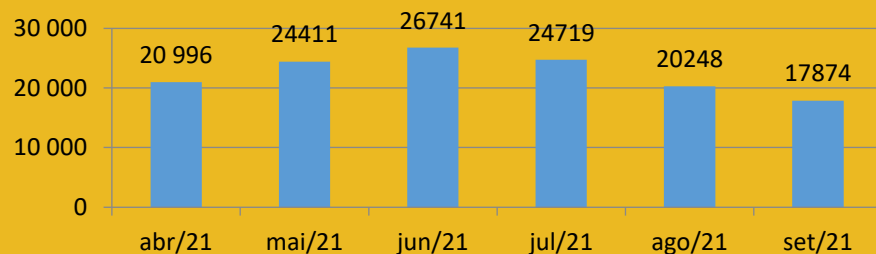
**Total embalagens
Setembro 2021:
11 891**



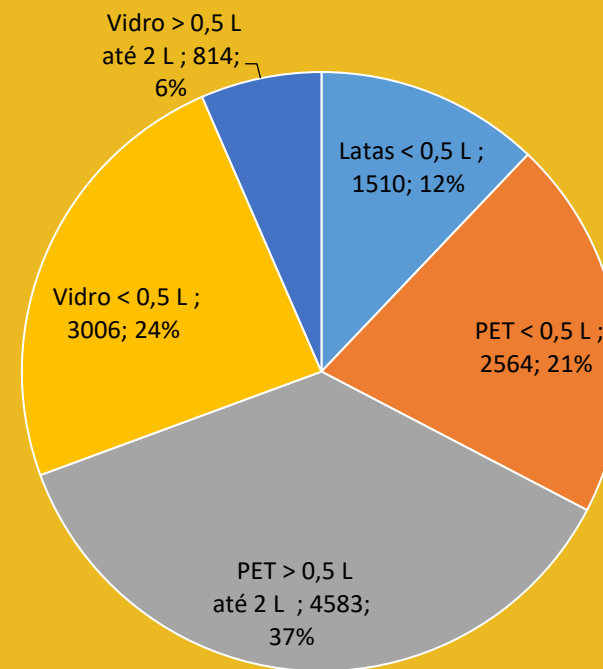
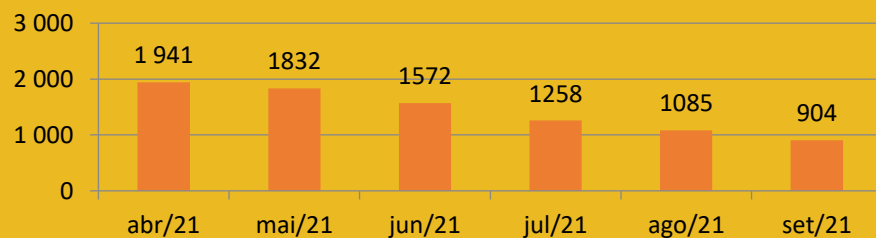
Lidl Tires

Total embalagens
Setembro 2021:
12 477

Citypoints

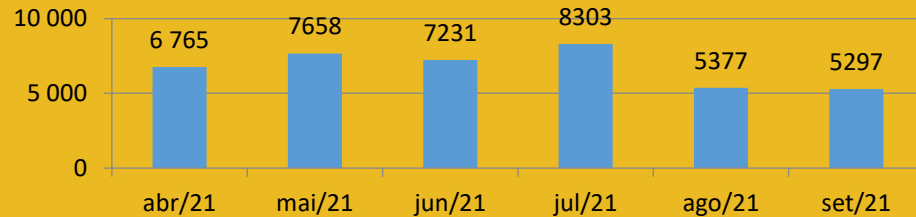


Utilizações

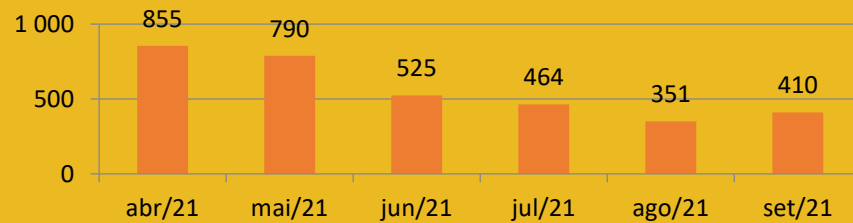


Mercado da Vila de Cascais

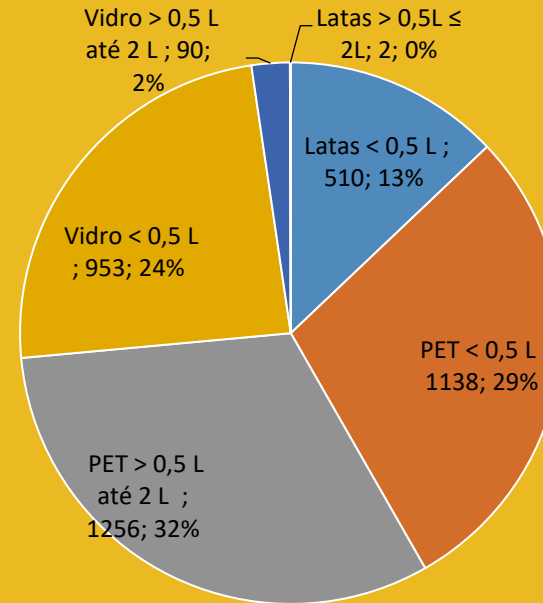
Citypoints



Utilizações

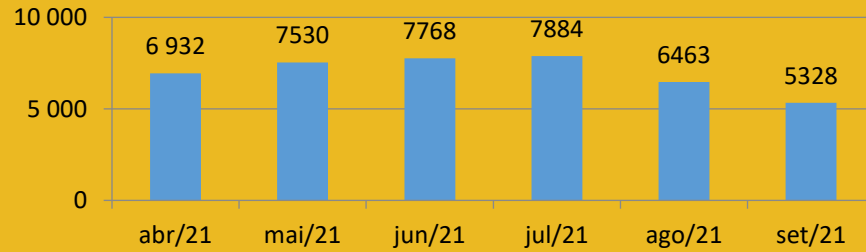


Total embalagens
Setembro 2021:
3949

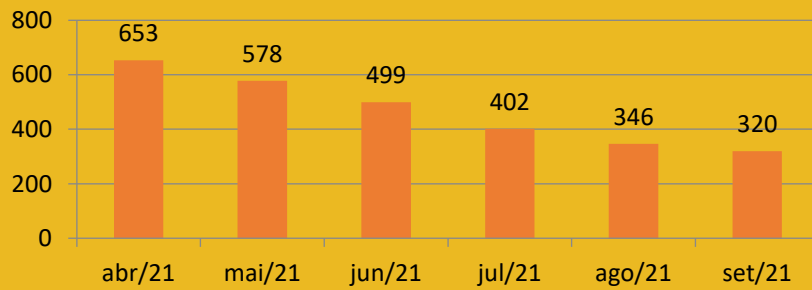


Pingo Doce Alvide

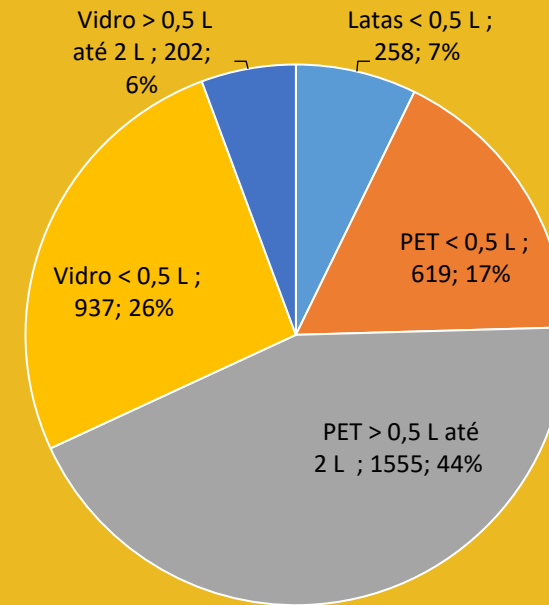
Citypoints



Utilizações



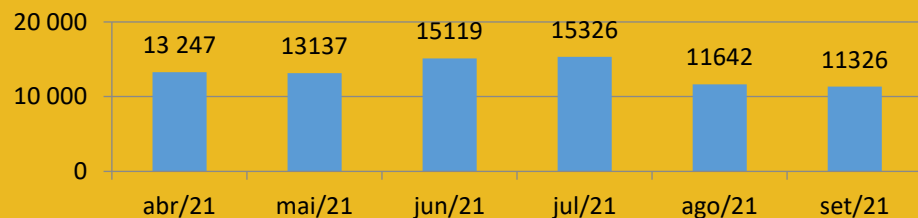
**Total embalagens
Setembro 2021:
3 571**



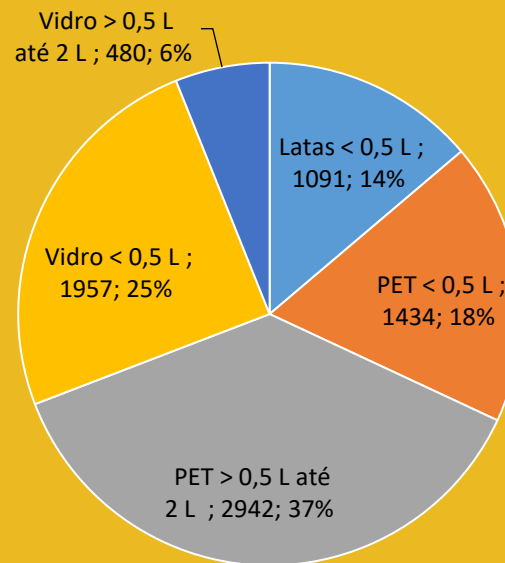
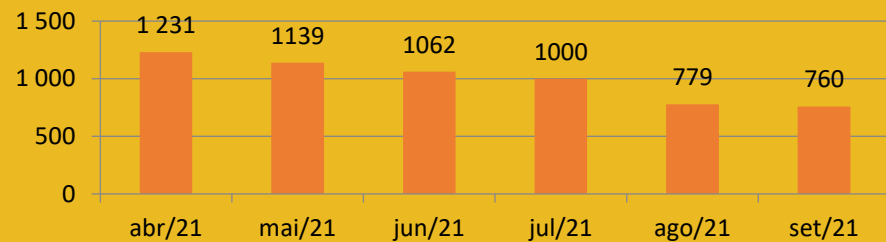
Pingo Doce Estoril Amoreira

**Total embalagens
Setembro 2021:
7 904**

Citypoints



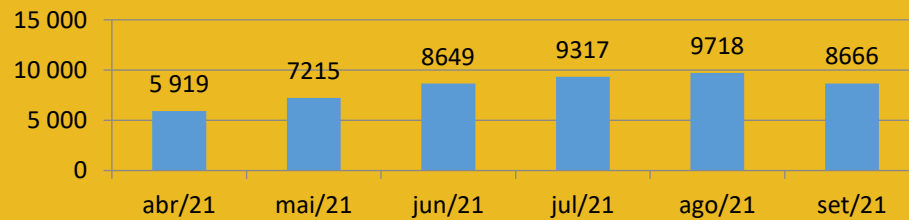
Utilizações



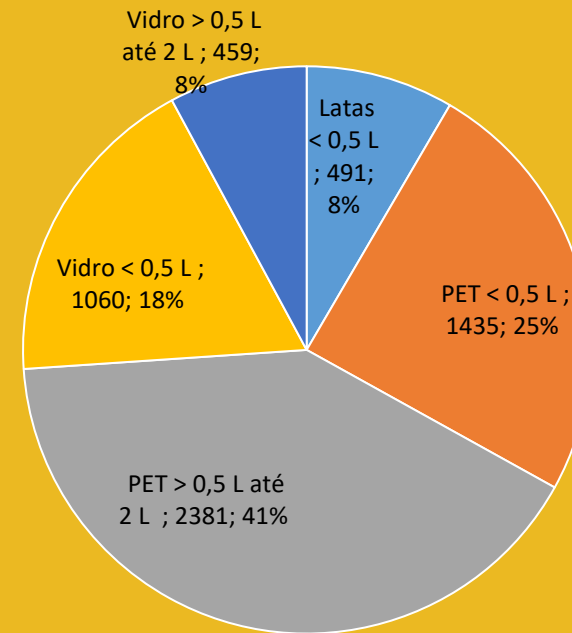
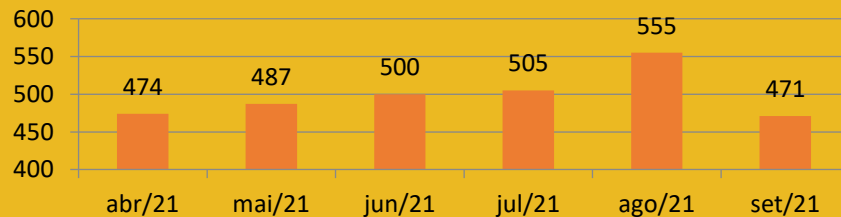
Pingo Doce São João de Estoril

**Total embalagens
Setembro 2021:
5 826**

Citypoints



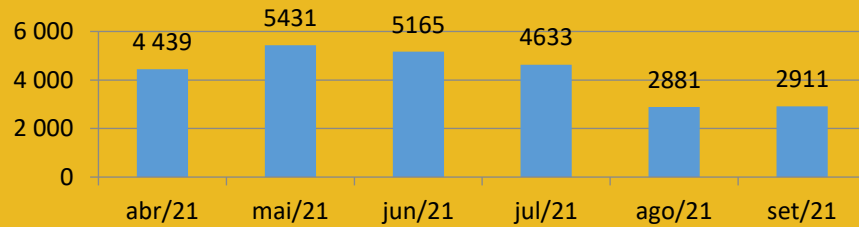
Utilizações



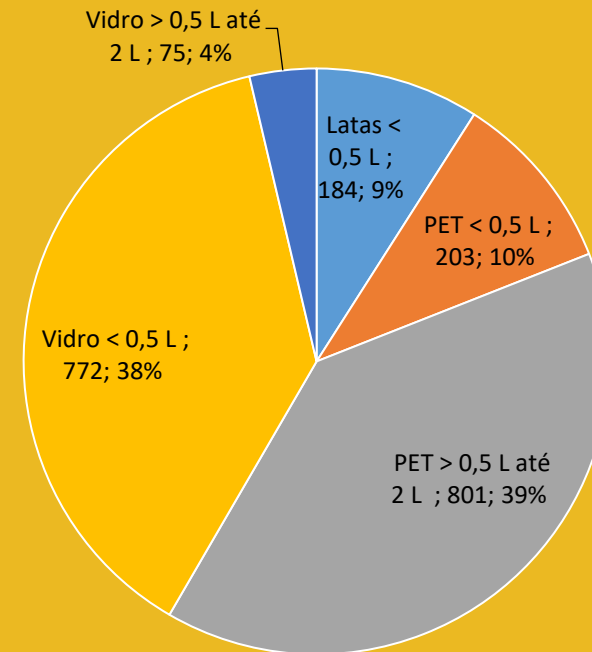
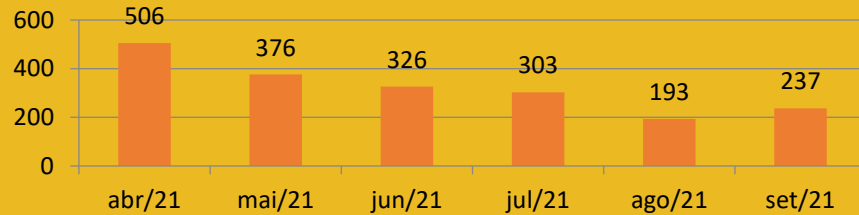
Pingo Doce Castelhana

**Total embalagens
Setembro 2021:
2 035**

Citypoints



Utilizações



Troca de pontos

valor do incentivo

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

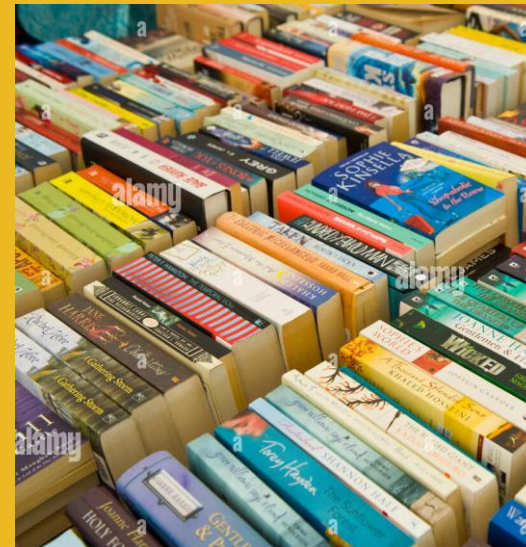
garrafas $>0,5$ e
 $<2L$
= 2 city points

3 246 vouchers de incentivos adquiridos desde o início do projeto!

Futuros prémios:

Infusor de chá em aço inox

Vale para compra de livros em segunda mão



Próximos passos

- ✓ Exposição itinerante iREC vai ficar patente nos seguintes locais:
 - Mercado da Vila: 27 de outubro a 2 de novembro
 - E.Leclerc: 3 a 9 de novembro
 - CascaShopping: 10 a 28 de novembro
 - Decathlon Cascais: 29 de novembro a 12 de dezembro
- ✓ Ações de sensibilização realizadas pela Zero Waste Lab de 10 a 14 de novembro
- ✓ Novos prémios: vales para compras nas lojas parceiras



iREC – Inovar a reciclagem

Sistema de Incentivo à Devolução de Embalagens de Bebidas em Cascais