

<p>Name of the Good Practice:</p> <p>MODUS RICICLANDI (http://www.modusriciclandi.info/)</p>	<p>Contact:</p> <p>Name: Provincia di Varese - Area IV Ambiente e Territorio - Ufficio Sostenibilità Ambientale</p> <p>Mail: sviluppo.sostenibile@provincia.va.it</p>
<p>Domain concerned:</p> <div style="display: flex; justify-content: space-between;"> <div> <input checked="" type="checkbox"/> Good Practice - General <input type="checkbox"/> Good Practice - Collection <input checked="" type="checkbox"/> Good Practice – Valorization </div> <div> <input type="checkbox"/> Good Practice - Sale <input checked="" type="checkbox"/> Good Practice – Sensitization </div> </div>	
<p>Implementation context (territory, starting point, ...)</p> <p>There are more and more cases of waste illegally dumped into the environment and this concerns both household waste and special waste, such as those derived from demolition residues and unfortunately also hazardous waste. The abusive abandonment of waste can be divided into three categories: abandonment, uncontrolled deposit and illegal dumping. To these three types is added the littering, that is the uncivilized habit of throwing small waste everywhere understood, without worrying about the environment.</p> <p>It is precisely to reduce the impact of these behaviors on the environment that the cross-border plan approved by the Lombardy Region in June 2010 was devised. The program's primary objective is to raise awareness of the resident population on the issue of proper waste disposal. This is divided into three sub-projects: Insubria Pulizia Sconfinata, Remida, aimed at demonstrating how waste can become a significant resource for re-use and Refinutilinsubrici carried out in schools through environmental education projects.</p> <p>Modus Riciclandi is a public-private plan, coordinated by the province of Varese which, with an innovative model, involves a variety of subjects in the Varese area and Ticino.</p>	
<p>Practice, method of intervention and objectives of the approach</p> <p>The project starts in 2011 with the aim of increasing recycling, reducing waste production and combating the random dumping of waste.</p> <p>The online portal of sustainable ways connected to this project:</p> <ul style="list-style-type: none"> ✓ tells the project that lasted 3 years and was selected as a "significant project" by the Lombardy Region ✓ and collects various widespread initiatives to activate sustainable behavior and practices in the territory. 	

The portal is divided into 4 thematic areas - **environmental education, creative reuse, sustainable trade and waste abandonment** - in which you can find:

- 60 sections of content with texts, photos, links, videos and materials to download,
- the proposals for creative re-use of the Centro ReMida Varese for schools and families,
- the Sustainable Map of Varese,
- schools, shops, institutions and companies with sustainable ways,
- materials, contents and tools for schools,
- projects, events and best recycling practices in the province of Varese.

Results (impacts on the public, the territory, ...)

- reduce waste production,
- encourage creative re-use,
- protect the territory.

Target audience:

- all people,
- primary and secondary schools,
- local institutions,
- associations,
- private companies.

Perspective of use and dissemination:

- Transfer the experience to other Italian regions and European countries