

NAME OF PROJECT

Recycling: Mobile Containers

LOCATION

Cozumel Island,
Quintana Roo, Mexico



KEY ISSUE

An important part of the Cozumel community does not separate garbage, nor does it know the concept of recycling, throwing garbage indiscriminately into the urban and conurbated zones of the island, with consequent damage to health and the ecosystem.



PROBLEMS

Of the 100 thousand people who inhabit Cozumel Island, approximately 20% of the population regularly separates solid waste and composts organic waste. The remaining 80% needs to relearn how to separate solid waste. Although 10 years ago the government implemented a program of separation and collection of recyclable materials with great success, now it is no longer carried out and was replaced by a solid waste collection service whose final disposal is a sanitary landfill. Although the pick-up service is efficient, containers have been placed for temporary storage only in four colonies of Cozumel. The mixed garbage is placed in plastic bags and it is common to see it accumulated outside the containers or in vacant lots. There are collection centers for recyclable materials, but their collection capacity is not sufficient to meet the needs of the community.

SOLUTION

Placing mobile containers for the waste separation in different areas of Cozumel teaches and motivates people to separate their garbage. The recyclable materials accumulated in our containers are taken by ourselves to big collection centers for later transfer to recycling centers outside the island. This reduces the amount of garbage thrown on the streets and, when removed from the island, prevents these residues from affecting the marine and terrestrial ecosystems. Such actions contribute to the reduction of greenhouse gas effects by promoting reuse, recycling and less consumption and prevent the contamination of soil and freatic level. All of the above contributes to the structuring of more sustainable communities.

STAKEHOLDERS

Primary: The population of Cozumel. **Secondary:** National and foreign visitors; collecting companies and recyclers who receive the materials for final disposal and transformation. Municipality of Cozumel as key to the continuity as regulated project.

RELEVANT SUSTAINABLE DEVELOPMENT GOALS/S



OBJECTIVES

Reduce the permanence of solid waste on Cozumel island, by placing mobile containers that teach people to separate garbage and collect materials for final disposal in recycling centers of the landmass.



The sanitary landfill must be able to prolong its load capacity due to the lower consumption and separation of waste.

Better from here to here!

Recycling!



RESULTS

DIRECT RESULTS

- The population of Cozumel learns to separate waste and continuously reinforces this learning, becoming a natural and daily activity.
- When a family takes responsibility for a mobile containers set of its neighborhood, it motivates its neighbors to separate as well.
- The recyclable materials leave the island, reducing the stress of the ecosystem.

BUDGET

OVERALL

\$17,000

EXISTING FUNDING

The definition and pilot launch phases (2017-2018) have been funded by the Montessori Bech io secondary school. But more resources are needed to expand this successful project.

TIMELINE

APRIL. Selection of neighborhoods and workshop on waste separation.	MAY-JUN-DEC. Installation of mobile containers, training and monitoring.	JAN-FEB. Evaluation of operability	FEB-MAR. Result presentation to sponsors. Funding for 2nd expansion.
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STATUS

The design phase of the project was carried out from September 2017. The second phase was the launching of the pilot program in January 2018 during the Carnival of Cozumel, our mobile containers being an allegorical float. From the first moment, the people who attended the carnival began to deposit their waste and we gave them a flyer on how to separate at home. After the carnival, the set of mobile containers was placed in a specific place on the public road, where people from all over Cozumel deposited their waste. The containers are functional and are interpreted by themselves, so people who did not know how to separate garbage, learned easily. Our containers received the Third Place prize for the best float, for its functionality and for the message to the community. In 2019 the project was presented to the governor of the state of Quintana Roo. To date, we have collected and removed 3.54 tons of materials out of the island. The third phase involves the expansion of the project to five to seven neighborhoods in Cozumel.

CREDIBILITY

Mobile containers are always available so they contribute directly to the sustainable management of solid waste in Cozumel, where the population learns and assumes responsibility for its consumption. Since the insular systems are so fragile, this project contributes to their conservation based on the direct action of their own citizens. The Municipality of Cozumel becomes an important stakeholder and partner in supporting the presence of containers on public roads and supporting the collection via the local recycling center (third phase).

« Being responsible for separating garbage empowers humanity and protects nature, which is our home. »

NEXT STEPS

Marilú Mejía-López

1. Carry out workshops to sensitize people about waste separation and less consumption.	2. Assembling five mobile container sets. and preparation of materials (separation guide magnets, ODS materials, signs).	3. Place mobile containers at strategic points in the urban area. Collect materials periodically (three or two times a week).	4. Carry out training workshops on the operation of the containers, waste, separation, reuse, recycle, less consumption and ODS. Monitoring.	5. Evaluate the effectiveness of containers, according to the amount of waste collected.	6. Keep teaching and promoting separation of garbage, reuse, recycling and less consumption.
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CONTACT DETAILS

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IMPACT ON COMMUNITY

- Protection and conservation of the water table.
- Positive impact on health and improvement of quality of life.
- Conservation of the island's biodiversity by promoting responsible management of natural resources through sustainable processes.
- Strengthening the community.
- Being educated since childhood, children contribute to the construction of Cozumel Island as a sustainable community.

REQUIRED FUNDS \$17,000

Mobile container set per unit	Training workshops and materials (magnets, separation guides, action badges, t-shirts)	Operating expenses (collection, transfer of materials and maintenance of containers) per year
\$800	\$9,200	\$2,200
Recovery of expenses when transferring to the recycling center.		\$262.8 per year

- FUNDING: \$17,000 USD.
- IN-KIND DONATIONS: All-terrain vehicle for waste collection and transfer to recycling centers (so far we have used a family car).
- LEGAL EXPERTISE
- MARKETING EXPERTISE
- SPECIFIC TECHNICAL EXPERTISE: Glass recycling.
- NETWORKING CONNECTIONS TO NGOs
- SOCIAL MEDIA EXPERTISE

Watch this quick video of our project presentation at the YIF Showcase, on March 2019

See how easy is to children learn with our container scaled model? Imagine what the containers can do in real size!



Project presentation at the YIF Showcase, on March 2019



Project presentation to the Governor of Quintana Roo State.

SUPPORTING SCHOOL

Montessori Bech io

Middle and High School, AMI-NAMTA

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